



Radio

A N N U A L



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**WMCA**

**TOP OF THE DIAL  
IN NEW YORK**

*Thru the Air*

**WIP**

**PHILADELPHIA'S  
PIONEER VOICE**



**TOMMY RIGGS**

AND

**"BETTY LOU"**



EXCLUSIVE MANAGEMENT  
**ROY WILSON**  
444 MADISON AVENUE  
NEW YORK CITY



*Presents*

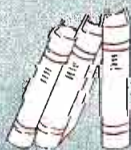
# THE 1939 RADIO ANNUAL

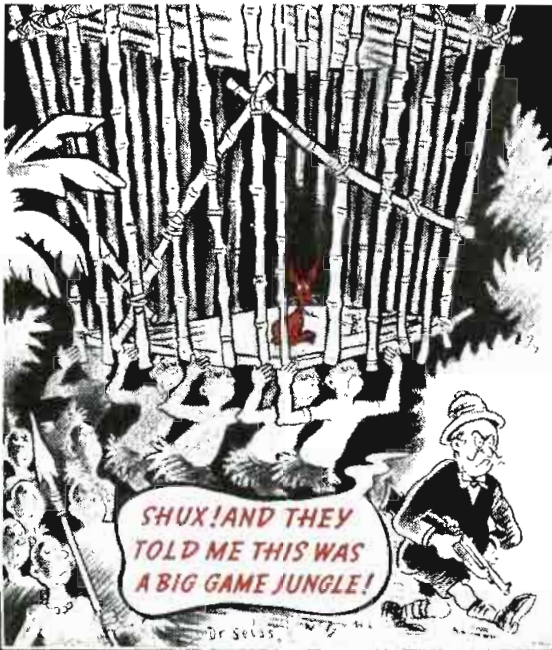


*Jack Alicoate, Editor*

**Compiled by the  
Staff of Radio Daily**

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**A**NYONE who finances a Spot Broadcasting expedition has a good chance to bag something. But he must go to the right spots.. where the game is biggest and most plentiful.

NBC can guide you directly to the Big Game spots. Through 15 NBC Programmed Stations, Spot Broadcasters are reaching 10 of the richest markets in America.



**BOSTON - SPRINGFIELD**

WRZ & WBZA  
50,000 1,000 Watts (990 KC)

**CHICAGO**

WENR 50,000 Watts (870 KC)  
WMAQ 50,000 Watts (670 KC)

**CLEVELAND**

WTAM 50,000 Watts 1,070 KC

**DENVER**

KGA 50,000 Watts (830 KC)

**NEW YORK**

WEAF 50,000 Watts (660 KC)  
WJ7 50,000 Watts (760 KC)

**PHILADELPHIA**

KYW 10,000 Watts (1,020 KC)

**PITTSBURGH**

KDKA 50,000 Watts (980 KC)

**SAN FRANCISCO**

KGO 7,500 Watts 790 KC  
KPO 50,000 Watts 680 KC

**SCHENECTADY**

WGY 50,000 Watts (790 KC)

**WASHINGTON, D. C.**

WMAL 500,250 Watts 630 KC  
WRC 5,000 1,000 Watts (950 KC)

# NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service • World's Greatest Broadcasting System

# INTRODUCTION

By **THE EDITOR**



Childnoff Photo

**FOREWORD** As a vast, dynamic, compelling industry, radio plays an important part, every day, in the lives of us all. Some prefer to call it an art. Whether art or industry, its place in the sun has long since been firmly established. Alert personalities, representing the extreme swing of the mental pendulum, yet all working in a perfect harmony of precision, form the spokes of the great radio wheel. The effervescent artist, the dreaming script writer, the practical advertising man and station rep, and the highly specialized engineer, each play their mighty parts in the daily drama of the mike.

**AND SO** -- with the idea of providing for its subscribers in every branch of the industry an efficient practical everyday working guide to radio and all of its colorful branches **RADIO DAILY**, the daily newspaper of Radioland, hereby presents the second edition of Radio Annual. It has been a full year in the making and represents the combined efforts of the entire staff of **RADIO DAILY** and its many correspondents throughout the country.

**RADIO DAILY** is proud to play its modest part in the progress of the great radio industry. In presenting this volume it is happy to dedicate its contents to the most powerful and wholesome force for educational enlightenment and entertainment the world has ever known.

**APPRECIATION** In the preparation of the near thousand pages that follow, **RADIO DAILY** has had the complete and enthusiastic cooperation of every branch of radio. To the many government departments in Washington and New York, to the Federal Communications Commission, the Federal Trade Commission, the National Association of Broadcasters, the Columbia Broadcasting System, the National Broadcasting System, Mutual Broadcasting System and to the hundreds of others who have helped to make the accuracy and comprehensiveness of the following pages possible, the editor takes this opportunity of expressing his sincere appreciation.

*Jack Alivante.*



**Pleasant and profitable relationships are built largely on mutual confidence.**

**We have found much satisfaction in the many expressions of goodwill that have made our work with advertising agencies so gratifying.**

**This good-will is our most precious asset—one that we intend to preserve above all else.**

## **TRANSAMERICAN BROADCASTING AND TELEVISION CORPORATION**

NEW YORK

CHICAGO

HOLLYWOOD



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1939

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*Brinckerhoff*

## **TRANSCRIPTIONS**

**programs**

**recorded**

**by us at**

**29 West 57th Street,**

**New York, N. Y.**

**are being broadcast**

**all over the map**

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# *Kate Smith*

"The Songbird of the South"

Presented by

**SWANSDOWN & CALUMET**

CBS • THURSDAY • 8 TO 9 P.M., E.S.T.

*Ted Collins*

PRODUCER

*"Thanks for Listenin'"*

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*"In The Heart of Hollywood"*

# KFWB

Warner Bros. Broadcasting Corp.

Los Angeles, California

Key Station of the California Radio System

General Sales Offices

Paul H. Burnett, Inc.

New York

Chicago

Denver

San Francisco

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*Personal Management for a  
Limited Number of Artists  
Covering all Branches of  
the Amusement Industry.*

THE PARK CENTRAL NEW YORK



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and TO-DAY

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and his **ORCHESTRA**  
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- CHARLIE FISHER
- RONNY SNYDER
- ERNIE STRAUB
- 3 BLUE NOTES

COAST-TO-COAST  
Red and Blue Networks  
**NBC**

VICTOR BLUE BIRD  
RECORDINGS  
WARNER VITAPHONE

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THE NEW YORK PARAMOUNT THEATRE

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MRS. MARIA KRAMER... who introduced us to New  
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Room of the Hotel Edison.

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TOUR OF  
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Exclusive Management  
**CONSOLIDATED RADIO ARTISTS, Inc.**  
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NEW YORK

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# The Following Excerpts Were Taken From The "Red Apples For Teacher" Series Which Appeared In The New York World-Telegram During The Week Of February 6th, 1939.

## AN ALERT RADIO PRODUCER

... Roger White, who has a long list of successful broadcasts to his credit, is a rosy-cheeked, cherubic individual with a taste for pink shirts and super-modern art. His office in Radio Center, at 1270 Sixth Avenue, is filled with objects which he believes represent modern art. They make a characteristic background for the pink shirts.

... Mr. White started his theatrical career as an orchestra leader, which might explain a good deal. He played jazz into a microphone in the days when radio studios were backrooms and when the sandpaper sounds were piped infrequently into your homes on crystal sets. Mr. White remembers with a certain malevolent glee that he once tried to persuade his sponsors to increase his budget \$10 a week so he could retain a very special tenor who would have been glad to sing for that sum.

... The sponsor thought ten bucks was money and told him to tell the tenor to go peddle his voice elsewhere. This the tenor did, with much success, and today Frank Parker gets \$2,250 a broadcast. Just one broadcast.

... In 1933 Mr. White begged a certain Broadway character named Fred Allen to go on the air.

"Fred didn't want to write his own stuff. He didn't think he was funny." Mr. White chuckled today. "He

ran off to some place in Maine and we couldn't get him. I had to argue him into believing he was actually funny."

... Mr. White was the alert producer who first saw the possibilities of Phil Spitalny's all-girl band, he said, and he felt that there also ought to be a woman announcer. He listened to forty or fifty voices, and then selected Arlene Francis, and started to train her for the job.

... Another new performer being trained by Mr. White is Boh Carol, a former delivery boy with a striking baritone voice. Mr. Carol tried to sing like Bing Crosby with a moderate success, but Mr. White ruled that out.

He lowered his pitch and cleared up his enunciation, and taught Mr. Carol to sing in a more robust driving manner. Mr. Carol, as a result, was immediately signed to a commercial program and is now heading his own show.

... Mr. White once engaged a young unknown writer to do some work for him. The writer was Irwin Shaw. He also picked up a young man and engaged him to read poetry on a program. The man was Orson Welles.

"Watch what happens to Arlene and Bob," he said today with a grin. He looked down and regarded his shirt. The grin became a broad smile, a happy one.

Roger White  
Radio City  
New York



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## Artists

The most modern and most usefully equipped Recording Studios this side of Heaven.

• • •

## Production Men

Here 90% of the Production Man's work is eliminated by clever innovations and equipment not found elsewhere.

## Agencies

Something new—"Indexed Recordings"—program records which are actually "Indexed" so you may immediately spot or repeat any commercial or selection as indicated on your detailed label—*Investigate this!*

• • •

## High Quality Recordings

Air, Direct Line or Studio—all have that certain something making them *different from and better than* all others—this is guaranteed.

You play—You like?—You pay.

*End Now*

# EDWIN STRONG INC.

71 West 45th St., New York City

BR. 9-5758

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WOR

RAMBERGER BROADCASTING SERVICE INC. NEWARK, NEW JERSEY  
NEW YORK BUSINESS OFFICE - 1440 BROOKLYN, NEW YORK, N.Y.

January 12, 1939

Mr. Herbert Moore, President  
Transradio Press Service, Inc.  
342 Madison Avenue  
New York City

Dear Herb:

It should interest you to know that 30 of the 32  
Transradio news programs on WOR are not sponsored.  
This, I think, sets an all-time high for single  
station news sponsorship.

Of greater interest, perhaps, is the fact that the  
Fischer Baking Company has been a consistent WOR-  
Transradio news sponsor for 4 years; the Hoffmann  
Beverage Company for 2 1/2 years, Bathasweet Corpora-  
tion for 2 1/2 years and the B C Remedy Company for  
2 1/2 years.

I feel that the high editorial standards and alert-  
ness of Transradio Press Service, as well as the  
good sales results your service has obtained for  
these sponsors, is greatly responsible for their  
regular renewals on WOR.

Sincerely yours,

*Theodore C. Straibert*  
Theodore C. Straibert  
Vice President

TCC:W

# SPONSORS PREFER TRANSRADIO

"This Is---  
THE ARIZONA NETWORK"

Phoenix, Arizona  
January 16, 1939

Dear Herb:

We are now broadcasting thirty Transradio News  
programs a week, and all of them are sponsored.  
Such firms as Borden's, Alca Seltzer, Signal Oil  
and the Vinson-Carter Electric Co. are using  
these programs. We find that Transradio renders  
a fine service with prompt and adequate coverage  
of the news.

Sincerely,

*Fred A. Palmer*  
Fred A. Palmer  
Manager  
THE ARIZONA NETWORK

FAP:rer

Mr. Herb Moore  
Transradio Press Service  
342 Madison Avenue  
New York City

Here is the best evidence in the world of  
Transradio's superiority . . . and we could show  
you many other letters like these. News is one  
of the most difficult things in the world to judge  
expertly. But the public always decides, in the  
long run, whether your news is worth listening  
to, and the advertiser usually is guided by  
what the listeners want . . . These clients have  
found the right answer.

# TRANSRADIO PRESS SERVICE

342 MADISON AVE., NEW YORK

# ADVERTISING

1939

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# CONSOLIDATED

RADIO ARTISTS, INC.

THIRTY  
ROCKEFELLER  
PLAZA

NEW YORK, N. Y.

TELEPHONE—COLUMBUS 5-3580



## *America's Finest Orchestras*

Charles Barnet

Russ Morgan

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Rita Rito

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Eddie Rogers

Reggie Childs

Jan Savitt

Gray Gordon

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King's Jesters

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CHICAGO



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## MASTER OF CEREMONIES

"THE MAKE BELIEVE BALLROOM"  
ON THE AIR THREE HOURS DAILY  
WNEW — 1250 Kc.

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CELEBRATING FIFTH CONSECUTIVE YEAR  
with FOURTEEN SATISFIED SPONSORS

*Thank You!*

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now available for  
Network Programs and Transcriptions

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Management  
WNEW ARTISTS BUREAU, INC.  
501 Madison Avenue New York City

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*To the right*, a distinctive Heywood chair suited to use in radio theatres. It was created by Raymond Loewy, famous modern designer.



FOR THE *Radio Theatre*

**H**eywood-Wakefield Seating lends style, class, and comfort to the Radio Theatre. These modern seats are available in attractive upholsteries that enhance acoustics, yet create charming ensemble effects. May we tell you in detail why these modern chairs may prove the correct and economical answer for *your* radio theatre?



*We shall be pleased to send you copy of our Theatre Seating Catalogue. It shows a wide variety of chairs suitable to use in Radio Theatres.*

HEYWOOD-WAKEFIELD

*Established 1826*

*Public Seating Division*

GARDNER, MASSACHUSETTS



THIS IS THE SECOND  
EDITION OF

# RADIO ANNUAL

1939

*Designed to cover radio completely, for distribution shortly after the first of each year, and issued to Radio Daily subscribers as part of Radio Daily Service.*



## An advertisement written by our clients

Excerpts from the correspondence files of International News Service

Joseph T. Connolly, WFIL, Philadelphia "Keeping 'First on the Air with the News' is an easy job when we get the kind of service that INS delivers here in Philadelphia. For the past three and a half years, WFIL has lived up to that slogan, mainly through the alertness and cooperation of INS."

INS

F. W. Meyer, KLZ, Denver "At the present time our news service is completely sold."

—INS

Will Thompson Jr., Manager, KROY, Sacramento, Calif.—"We sincerely appreciate the interest displayed by your office in assisting us both in making our news more valuable to us financially and from a program standpoint."

INS

Neal A. Smith, Commercial Manager, WCOL, Columbus, Ohio "For your information, INS news was sold to the Dunn-Taft Company, a local department store in May, 1937. This contract was renewed on the basis of four 15-minute periods per day with news flashes that come to us over your wire, INS ties up with their business as it is a very reliable service."

INS

A. S. Foster, General

Manager, WFW, St. Louis, Mo. "I know you will be pleased to know that we just signed up Pexely Dairy Company on exclusive use of International News Service dispatches for a three-year period."

INS

Lewis Allen Weiss, General Manager, DON LEE BROADCASTING SYSTEM—"Perhaps the most dramatic story of our success with INS news that we can give you is reflected in the latest Crossley Survey which shows that our nine o'clock evening news broadcast for Alka Seltzer holds the crest of popularity during the seven nights of the week. Since we use INS service exclusively, a generous portion of our success with our evening news broadcast must be credited to your organization."

INS

William C. Bryan, Program Director, KTSA, San Antonio "International News Service offers us so much that we find opportunities to present many programs a week taken from the news files for different sponsors."

INS

S. Clark Fulks, News Editor and Production Manager, WACO "INS service has meant a lot to our station, and we are never in want of up-to-the-minute

news material. And better still, everything is just as adaptable to radio broadcast as it is to the newspaper."

INS

R. E. Dunville, Sales Manager, WLW, Cincinnati—"We want to thank you for your fine cooperation."

INS

Edward Hoffman, General Manager, WMIN, Minneapolis "You might be interested in knowing that Koppers Coke is sponsoring all our hourly news broadcasts."

INS

Bill McCain, News Editor, WBRC, Birmingham "We have been very successful in keeping our INS news periods sponsored and we find that news sponsors are generally the ones that stay with us longest. WBRC feels it doesn't have to take a back seat to any station in the South in news coverage and presentation."

INS

James E. Hopkins, Manager, WJBK, Detroit "We have been using the full INS service now for approximately four months and I am sure you will be glad to know that during this time we have been able to sell more news broadcasts than during any previous eighteen month period."

## INTERNATIONAL NEWS SERVICE

235 East 45th Street

New York, New York

*"The service of news scoops that pay dividends"*



**1938  
RADIO  
1939**

**By M. H. SHAPIRO**

*Editor, Radio Daily*

**P**ROGRESS of a high order characterized the business of broadcasting during the year 1938. Financially, the aggregate total of local and national business was the best in radio history, and for the first time exceeded advertising billings of the nation's magazines.

Power increases for affiliated and independent outlets expanded coverage of markets as well as the potential circulation of radio families. When it appeared that the record-breaking revenue of 1937 might mean an approach to the saturation point, the networks deemed it advisable to further expand their list of affiliates and thus insure additional time sales. Results achieved definitely won the stamp of approval for the move.

From the cultural viewpoint, broadcasters forged ahead in giving their audiences the best in classic, romantic and contemporary music apart from the popular types of composition. Educational features were heavily scheduled with speakers of all walks of life being given ample opportunity to be heard throughout the country. Sports received its usual large quota, while the efforts to serve the public at all costs to the complete disruption of commercial schedules won radio its major honors of all time.

The extraordinary efforts and determination of the American broadcaster to

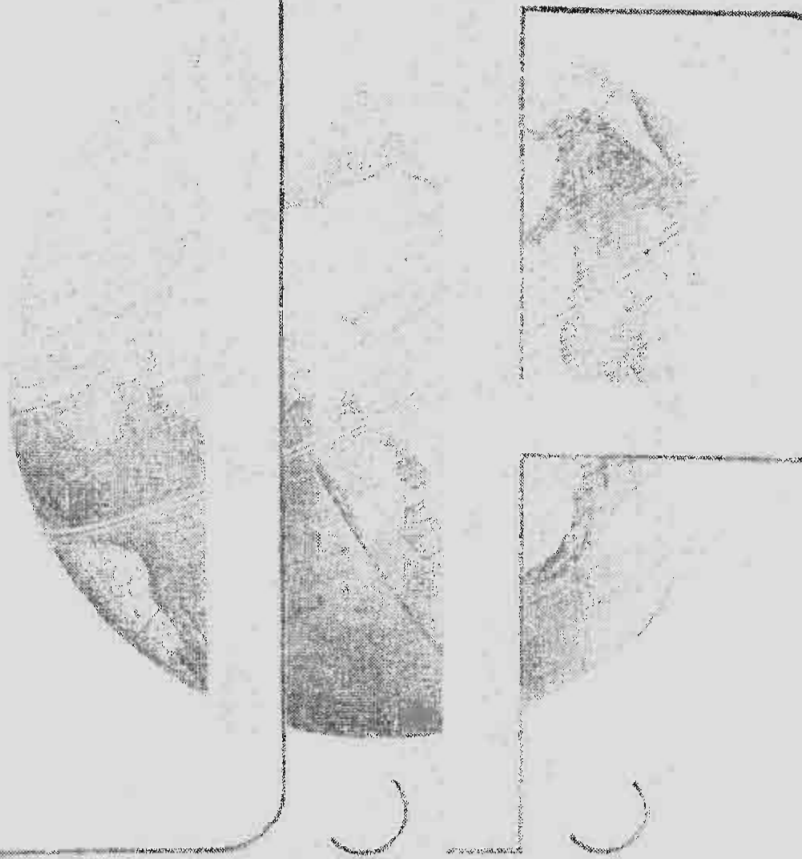
bring to the world every possible light on the European crisis gave rise to no idle jest—"Radio averted a war."

For the ensuing months of 1939 the broadcasting industry, remaining on its toes, has every reason to expect highly satisfactory financial returns from the commercial side and continued approbation for its public services.

It is expected that the broadcaster will again be the target for the layman and official meddler, just as he was during the past year, and that Congressional investigations will always be in the offing. The FCC investigation has seemingly failed to reveal broadcasting as being anything but a much cleaner industry than the average; yet radio will probably always remain the "goldfish bowl."

Minding its P's and Q's, radio has before it further opportunity to cement its relationship with the radio home; for it has spent and will continue to spend millions of dollars in doing it—right now, via a reality called Television. The year 1939 may well prove a turning point for the broadcasting industry.

WINDOWS TO THE WORLD



UNITED PRESS





*Photo by Bachrach*

## PROGRESS IN BROADCASTING

**F**UNDAMENTAL in the American system of broadcasting is the duty of the licensees to utilize the facilities afforded them so that the public will receive the best possible radio service.

In discharging this great public trust, two primary considerations are presented. Technical operation must keep abreast of the rapidly progressing art, and the program service should be meritorious.

The listening public is entitled to a signal which is free from distortion and harmonics. A high percentage of modulation must be maintained. The air should be free from the products of antiquated or inefficient transmitters, just as the public roads should not be crowded or menaced by lightless or brakeless automobiles.

The program which is received by the people likewise should be of excellent quality. Constant attention should be given program composition so that steady improvements will be realized. This calls for social vision, a lively realization that all classes and ages of people listen to programs, and a keen perception of changing conditions and new opportunities.

If these objectives are achieved, American broadcasting will perform a great service to the Nation.

*Frank R. McNinch*

*Chairman,*

*Federal Communications Commission*

# Thanks

To the radio editors of the  
United States and Canada.

To my brothers, and the boys  
in the band.

To our sponsors—Lady Esther.

To the Roosevelt Hotel.

To our exclusive agents and  
friends, MCA.

And to the music publishing  
industry.

Guy Lombardo

---

# Ten Outstanding Radio News Events of 1938

---

NAB Reorganization Completed and Neville Miller Elected First Paid President.

Frank R. McNinch pushes through Reorganization of the FCC.

Television Makes Rapid Strides With Sets Due to be Marketed Early This Year.

Every Branch of the Industry Completed Negotiations With the AFM, and Hired Additional Musicians.

FCC Begins Its Monopoly Probe With NBC the First Network to be Called.

Texas State Network Formed With Elliott Roosevelt named President.

Super-Power Hearings Begin Before the FCC.

IRNA Organized As A Permanent Organization, Headed by Samuel R. Rosenbaum.

Entire Industry Offers Thorough Coverage of the European Crisis Twenty-Four Hours a Day.

Network Billings Hit All-Time High, With Total Billings Reaching \$70,000,000.

**Outstanding New Program**

*"Information Please," with Clifton Fadiman.*

**Most Remarkable Broadcast**

*Orson Welles' Dramatization, "The Men From Mars."*

**THE BAND OF THE YEAR!**



# ARTIE SHAW

*"Making Dance History"*

OLD GOLD PROGRAM with ROBERT BENCHLEY

CBS—Sundays—10 P. M. E. S. T.

— Management

ROCKWELL-ORFELD GENERAL AMUSEMENT CORPORATION

---

# THE OBLIGATIONS OF ★ AMERICAN RADIO ★

By

**DR. JAMES ROWLAND ANGELL**

*Educational Counselor, National Broadcasting Co.*

---

**T**HE AMAZINGLY RAPID development of American radio should not blind us to the fact that as an industry it is still in its infancy, with great areas of unexplored territory, to say nothing of important unsettled problems upon whose wise solution may rest the future of our broadcasting.

Generally thought of as merely entertainment and advertising, radio is actually far more than this, and were it not, it would speedily cease to give concern, as it now does, to many thoughtful persons who clearly apprehend its prodigious potential powers. It can inform accurately and so lead sound public opinion; or it can suppress and distort fact and so grossly mislead its hearers. It can stir up mob excitement, even to the point of violence, and it can quiet and reassure public anxiety in times of crisis. It can cultivate taste and develop appreciation, or it can debase both. It can offer fine amusement, or it can make itself an offense in the home to all right minded folk.

All this makes clear the inevitable obligation which rests upon broadcasting as an agency, using the ether under government supervision, to bring to its conduct high conceptions of public service. Nor can this circumstance ever be lost to sight, if radio is to justify the present methods of operation.

When one compares the conditions under which American radio is conducted with those which prevail in many other parts of the world, the importance of serious and conscientious consideration of its obligations becomes obvious. Needless to say, in the dictator-ruled countries radio is simply one among other agencies employed to feed into the minds of the people whatever ideas the autocrat may see fit to inject. It is so con-

trolled that no ideas and no information hostile to the powers that be are allowed to enter. What such a procedure would mean for democracy requires no comment. The two things simply cannot coexist.

But even in countries under more liberal governments, radio is still largely controlled by the rulers. This may result, as it certainly has done in certain European countries, in broadcasting which attains a high level of excellence but which, nevertheless, is always somewhat hampered in its discussion of public issues by the fact that it is actually under direct government surveillance. Furthermore, the taxes by which radio is supported in these countries frequently do not produce sufficient income to permit the employment of as much first-class artistic and musical talent as the American radio commands. This circumstance is reflected in the quality of many of the programs.

Clearly it is distinctly in the public interest that American radio should continue to enjoy the largest possible measure of freedom, but it must deserve this freedom by seeing to it that it is never abused and that from one end of the industry to the other there be constantly exercised a keen sense of public obligation. Not alone in the sustaining programs which the industry must pay for out of its own pocket, but also in advertising programs as well, whence comes the income to support the enterprise, the same standards must be imposed.

# Jack Benny

## JELL-O PROGRAM

*My Cast:*

MARY LIVINGSTONE

DON WILSON

PHIL HARRIS

KENNY BAKER

ANDY DEVINE

"ROCHESTER"

*My Authors:*

BILL MORROW

FD BELOIN

# FACTS AND FIGURES

**FROM THE RADIO DAILY**

There are approximately 26,666,500 radio families in the United States.

Although two out of every three applications for facilities to the FCC are turned down, its fiscal year ending June 30 found the U. S. with 747 broadcast stations.

Television experimentation has cost RCA some \$20,000,000 during the past 10 years.

About 17,000 men and women devote full time to broadcasting and draw a collective weekly pay check of more than \$770,000. In addition, there are some 5,880 part-time employees who earn approximately \$110,000 weekly.

There are more than 5,000,000 radios installed in motor cars throughout the country.

Over \$1,250,000 was spent by CBS and NBC in covering the European crisis, September 10-29, 1938, bringing first hand information to American listeners.

Billings by the 10 leading advertising agencies on NBC and CBS during 1938 totaled \$41,061,885.

During 1938 NBC increased by 40 per cent the number of programs specially produced and shortwaved to foreign countries. As of January 1, 1939, the network had sent out 16,500 such programs, in six different languages.

Number of network outlets as of January 1, 1939, were: NBC 167 (Red and Blue), CBS 117, and MBS 110.

For the first time in commercial broadcasting history, its gross sales (for 1938) exceeded that of magazine billings. Radio did an estimated \$150,118,400; total magazine billings \$140,372,925.

Replacement value of the 627 commercial broadcasting stations in the U. S. is estimated at \$15,000,000.

Of the 13,721,000 rural American families, 69 per cent or 9,470,900 own one or more radio receiving sets.

About 99 per cent of all network business is done through advertising agencies.

Largest network hookup for a commercial program is that of General Foods Corp. (for Jell-O) with Jack Benny—118 stations in the U. S. and Canada.

**"BOX-OFFICE APPEAL PLUS!"**



**NINO  
MARTINI**

*Tenor Star of the Metropolitan*  
**OPERA · CONCERT · RADIO · MOTION PICTURES**

Famed in the four fields of vocal art, Opera, Concert, Radio, Motion Pictures, Nino Martini is enjoyed by every type of listener. His matchless voice and magnetic personality have earned the rating of "Box Office Appeal PLUS."

**EXCLUSIVE MANAGEMENT.**

*Evans AND Salter*

Division COLUMBIA CONCERTS CORPORATION of COLUMBIA BROADCASTING SYSTEM

113 WEST 57th ST., NEW YORK CITY



# RADIO AND THE NEWS

By H. V. KALTENBORN

**R**ADIO is the outstanding purveyor of news, of information, of education, of culture, of advertising and of entertainment for America's millions. They listen to radio when they won't listen to anything else. After all, there are 25,000,000 American families who own 35,000,000 radio sets. As to the growth of radio, there were five hundred thousand automobile radios in 1932 and there are over 5,000,000 today. Twenty million sets are tuned in each day for an average of five hours. That means one hundred million daily family hours of listening.

That is why radio, in a democracy, is of tremendous importance, of far larger importance than we yet realize. It is interesting to see that it does exactly the same things as the press. News, information, entertainment, advertising are constantly on the air and in all the newspapers. But over the air—through the "Fifth Estate"—impression is much more vivid. The reaction to the spoken editorial is much more immediate, more widespread and more emotional, than the reaction to the written editorial.

Radio has made us world-conscious. Certainly, we get an added sense of the smallness of the world when through our loudspeakers we are able to follow, as in September, minute-to-minute developments in a European crisis which brought the world nearer to war than it has come since 1914. The CBS network alone brought Americans 471 broadcasts from 18 world centers during the 20 days of the crisis. Fifty-seven principals in the crisis were heard in these broadcasts. My own part in this greatest of news coverage feats brought me to the microphone 102 times in 20 days to clarify and interpret the news as it was broadcast. The ten thousand letters and telegrams which I received from listeners

all over the country demonstrated to me more powerfully than ever before radio's power to keep our people fully informed on international affairs.

Long before its coverage of the great crisis of 1938, radio had, for the first time, made all our people government-conscious. Every important figure in the government speaks to us over the air. We get a closer knowledge of their personalities. We have an immediate, direct, personal, emotional contact with every outstanding individual in public service. Having heard him, we have more interest in what he says and in what he does. Franklin D. Roosevelt happens to possess a remarkable radio personality and this is an important factor in his popularity. He could never have "sold" himself to the same extent without this magic instrument which enables him to reach out and sway millions where formerly he could have touched but thousands.

Women have come into the political picture in a new way, thanks to radio. They, too, have become government-conscious. Women listen to the radio even more than the men. Many keep their sets turned on while they are doing their housework, and listen to all sorts of things including, incidentally, political messages. Women talk politics, think politics, read politics much more than they did a few years ago. Radio has given them a contact with government problems and with individuals in government which they never had before. That is a new factor of great importance in our political life.

Today, the significant elements of world news can be assembled from one thousand or ten thousand miles away with the speed of light, related, condensed, interpreted in a few minutes, finally to be broadcast to the tiniest red schoolhouse, the brightest kitchen, the darkest sick-

*(Continued on Page 57)*

"The Prince Of Baritones"



## IGOR GORIN

The Singing Actor For Whom  
This Generation Has Been Waiting!

Singing sensation of radio, concert and motion pictures, acclaimed the "Prince of Baritones," IGOR GORIN has been triumphantly hailed on his transcontinental tour this season. Already engaged in recital in over 40 cities on leading concert and university courses.

EXCLUSIVE MANAGEMENT: *Evans AND Salter*

Division COLUMBIA CONCERTS CORPORATION of COLUMBIA BROADCASTING SYSTEM

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# ★ TRENDS IN ★ EDUCATION BY RADIO

By

**J. W. STUDEBAKER**

*U. S. Commissioner of Education*

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**T**HE YEAR 1938 was crowded with events of great significance for educational radio, from the point of view of both educators and broadcasters. Educators gave evidence of learning that it requires showmanship to produce listenable educational programs; the networks gave evidence of learning that showmanship by itself is not enough.

CBS and NBC gave recognition to the value of the school expert in preparing educational radio programs. CBS called in the aid of a distinguished committee to guide its development of programs in the field of adult education. At NBC, Dr. James Rowland Angell, former president of Yale, extended the development of educational programs.

At the same time there was evident a growing trend among educators to perceive the true nature of radio and to learn what it takes to communicate successfully by radio. There was less tendency for educators to employ speeches by prominent persons and more of a desire to turn to dramatic forms, discussions, interviews, quizzes and the use of persons of tested radio ability. We are discovering that radio, like the movies, requires elaborate organization and careful preparation.

The Office of Education and two of the major networks, pooling their resources, created and produced four coast-to-coast educational programs:

The Office of Education, with the cooperation of CBS, created and produced the "Brave New World," a Latin American series, and "Americans All—Immigrants All," a series showing contributions of various races to the building of the United States. "Brave New World" was concluded in April, 1938; "Americans All—Immigrants All" will continue through the spring of 1939.

With NBC the Office of Education created and produced the 1938 broadcasts of "The World Is Yours," a series based on the Smithsonian Institution, and "Wings for the Martins," a series on the problems of education as seen through a typical home. "The World Is Yours" now in its third year, will con-

tinue indefinitely; "Wings for the Martins" will continue through the spring of 1939.

The schools, colleges, and other community groups of this country have in the past few years become increasingly conscious of a need for adequately prepared educational radio scripts. The Radio Script Exchange, inaugurated by the Federal Radio Education Committee and functioning within the office of Education, received and filled requests for more than 80,000 copies of scripts during the calendar year 1938. In the first two years and three months of its existence, the Script Exchange distributed on request a total of over 166,000 copies of scripts. There are now 181 scripts in the Exchange and another 100 are to be added early in the year 1939.

The schools, colleges, and other community groups endeavoring to produce radio programs have been handicapped by a need for expert advice on production problems, on the meaning of radio studio terms and on the technicalities of sound effects. The Script Exchange distributed on request during the year 1938 more than 10,000 copies of specially prepared aids—a Radio Manual, Production Manual, Glossary of Radio Terms, Bibliography of References on Radio, and a Handbook of Sound Effects. More than 20,000 copies of these aids have been distributed by the Exchange during its existence.

The need to preserve for educational use the values of important educational programs has become increasingly evident. As a result, in the fall of 1938, with the help of the Committee on Scientific Aids to Learning, the facilities of the Script Exchange were expanded to include the distribution of recordings of

*(Continued on Page 57)*

# EDWARD G. ROBINSON

IN

## "BIG TOWN"



Broadcast Over Columbia Network - Every Tuesday Evening  
(8 E.S.T. - 7 C.S.T. - 7:30 M.S.T. - 8:30 P.S.T.)

Sponsored by Lever Brothers  
(Ruthrauff & Ryan, Inc. Advertising Agency)

# FUTURE TRENDS

**By DAVID SARNOFF**

*President Radio Corporation of America,  
and Chairman of the Board, National  
Broadcasting Company*

**T**HE early development of audible radio transmission, which was limited to point-to-point and ship-to-shore communication in code, lay in the field of long and intermediate waves. Similarly, radio telephony, and broadcasting, have heretofore found their practical development in the field of long waves.

After the application of radio to telephony in the early 1920's, it was found to be more practical to operate the radio telegraphic services by short-wave, and a shift to this field occurred.

## **Research Engineers**

As radio research engineers gained more knowledge, first about long and then about short waves, they advanced into the area of ultra-short waves, in which radio facsimile and television have been developed. Today they are delving into that portion of the radio spectrum which includes micro-waves, and out of which will come more and more useful services to mankind. The knowledge gained from the development of each radio service has helped in the development of all the others, and each step ahead has led radio scientists into new uncharted fields of discovery.

During the next decade, radio will no longer be confined to the field of audible services. The public is about to participate in a new era of radio, one which brings them into the field of visual services—facsimile and television.

## **Facsimile**

Radio facsimile is a system of transmitting through space such graphic material as writing, printed matter, and pictures, and recording it in permanent form at some distant point. One form of radio facsimile has already been in practical use for the past several years, in the transmission of photographs between Europe and America. More recently, facsimile has been used also to transmit weather maps from shore to ship. Now, a new type of facsimile broadcasting—one for home use—has been developed. At the present time, a number of broadcasting stations scattered throughout the United States are conducting experimental broadcasts with the new system in an effort to determine to what kind of service it is best suited. Other applications, in such fields as business, commerce, government, and education, also are being studied.

## **Defining Television**

Television is a system of transmitting through space by radio, images of moving objects and scenes, or motion pictures, and reproducing them in transient form at some distant point. After more than ten years of laboratory experiment, RCA brought television out of the laboratory in 1936, and began an exhaustive series of field tests, broadcasting programs from NBC studios in the RCA Building, via an antenna on the Empire State Tower, to experimental receivers

# "HUSKIES"

(GENERAL FOODS CORPORATION)

presents

# Joe Penner

COLUMBIA NETWORK EVERY THURSDAY

7:30 EST — 6:30 CST — 6:30 MST — 5:30 PST



SCREEN—Under Exclusive Engagement  
To R. K. O. Radio Pictures Inc.

located at strategic observation points throughout the metropolitan area.

Satisfied by these tests that television was now technically feasible, RCA last fall announced three important moves toward the establishment of a regular public television service, effective in the spring of 1939. These consisted of (1) the immediate acceptance of orders for television transmitters, from those wishing to help pioneer in the new art; (2) the manufacture of television receivers for sale to the general public; and (3) the inauguration by the National Broadcasting Company of a regular television program service of at least two hours a week in the New York area.

### Tele Financial Support

Many problems relating to programs and to the financial support of television are yet to be solved before television can attain the state of widespread usefulness now enjoyed by sound broadcasting. From now on the answers to these problems may best be found in the knowledge that is bound to accrue from the practical operation of television on a basis of service to the public.

The public must not expect that television, in the beginning, will be able to cover the vast areas now covered by sound broadcasting. The ultra-short waves used in television have a range of transmission of 40 to 50 miles. An economically practical system of relays for network purposes is yet to be evolved. For these reasons, television service in its early stages will be limited to the larger centers of population. Television will not supplant any other medium of entertainment or communication. It will draw upon the older mediums in the creation of its own individual services.

### Radio at the World's Fair

Every important phase of radio so far developed—in the fields both of sound and sight—will be exhibited and demonstrated by the Radio Corporation of America at the New York World's Fair 1939.

The building erected at the Fair grounds by RCA to house its exhibits is

designed in the form of a huge radio tube, symbolic of radio science and industry. Viewed from above, the building appears to be a radio tube affixed to its base and lying on its side. Surrounding three sides of the building, which fronts 200 feet on the Avenue of Patriots, is a large landscaped lawn interspersed with flower-beds, shrubs, trees, reflecting pools and special exhibits.

The front section of the building is a semi-rotunda enclosed by plate glass from top to bottom. At the center of the facade is a huge replica of a metal radio tube, approximately 25 feet high and 8 feet across. This replica, by means of an animated electric display, will demonstrate the functioning of a real tube.

### Many Exhibits

Facsimile and television devices will be exhibited and demonstrated in the forward, or semi-rotunda, section of the building. Facsimile receivers, of the type designed for home use, will be in operation, recording news bulletins and other information. Six viewing rooms for television have been built around the inner semi-circular wall. Each room will accommodate from 15 to 25 persons at a time. Television receivers in the rooms will receive regular television transmissions of programs from NBC studios in Radio City, and from RCA-NBC telemobile units on the Fair grounds.

Near the center of the rotunda will be stationed a television receiver encased in a cabinet of clear glass, which will permit close inspection of the interior parts. Elsewhere in the building will be other exhibits demonstrating various principles of electronic television as developed in the RCA laboratories. On the lawn outside will be stationed the motorized RCA-NBC mobile television unit, by means of which outdoor events are televised.

The devices used in radio point-to-point communication will be displayed by two services of RCA,—R.C.A. Communications, Inc., and Radiomarine Corporation of America. The former also will have an office for sending and receiving

# AL JOLSON



A GRAND HALF HOUR  
LIFEBUOY PROGRAM





radiograms to and from all parts of the world. How these messages travel around the earth with the speed of light will be demonstrated graphically on a large diorama encircling the base of a 250-foot radio antenna tower on the grounds to the right of the building.

Transmitters, receivers and devices of all kinds used in radio will be exhibited by the RCA Manufacturing Company. This portion of the RCA exhibit will also cover the many applications of radio communication principles in the fields of recorded music, education, motion pictures, and public safety.

A display showing how radio technicians are trained will be exhibited by the RCA Institutes.

### Radio in the Future

As spectators at the World's Fair view the evidence of radio's progress to the present time, the question, "What comes next?" naturally will arise. It is, of course, impossible to answer this question with any degree of positiveness; yet it is possible to gain some idea of the direction in which we are headed, through familiarity with the fields which radio research scientists are now exploring.

Concerning the mysteries of the micro-wave, we already know enough to say that once this type of wave is controlled, an almost unlimited number of radio frequencies will become available for public service. When that time comes it will be possible, to create new services and greatly to extend the present services of radio.

### New Radio Services

Countless new radio services may evolve from this field of exploration. For example, one would be an extension of telephone service to motorists traveling on the highways. This might be accomplished by attaching special receiving and transmitting units to telephone wires at intervals along the roadside. The motorist, equipped with his own transmitter and receiver, would then call the telephone central by radio, and get his connection through without slackening the speed of his automobile. If we go a step further, we may visualize motorists in separate cars talking to each other by radio as they speed along

the highway. Another application might consist in equipping policemen with pocket-size radio transmitting and receiving units, to keep them in constant two-way communication with their headquarters.

Since the micro-wave, like the ultra-short wave, is ineffective beyond the horizon, its use would encourage the establishment of a broadcasting station in every village, giving that community a voice of its own to speak on local affairs and to present local talent.

A development which promises to offset the short-range limitations of ultra-short waves—and, in the future, micro waves—is the radio relay. If a system of such relays could be created, it would make possible, among other things, the establishment, first, of regional networks for television transmission and, eventually, of national networks for the same purpose. The best that can be said of this method today is that it is one of promise. The coaxial cable, which has already been developed, is designed to perform the same service. Which system will prove to be the more efficient and economical is yet to be determined.

### The Radio Relay

The radio relay has applications in other radio services besides television. It can, for instance, be used to transmit in facsimile over short as well as long distances, messages and pictures. Furthermore, the radio relay has the possibilities of multiple transmission. Two pictures could be sent simultaneously, and on the same radio wave two automatic typewriter channels and a telegraph channel could be added. Relay equipment has been under test in the field for some time now, and from the experimental work that is being done we fully expect to learn how best to use it.

Swift as the progress of radio has been during the past twenty years, its future promises to be even more spectacular. Radio will continue to increase and broaden its potentialities for public service. It imposes upon the social scientist a task even more serious than that of the radio scientist: to direct this new instrumentality into channels through which it may promote the welfare of mankind.

*A Salute to  
Hawaiian Pineapple Co., Ltd.*



**PHIL BAKER**

Broadcasting Coast-to-Coast Over  
the Columbia Network

SATURDAYS—9 TO 9:30 P. M., EST

— with —

**Eddie De Lange and his Orchestra**



EXCLUSIVE MANAGEMENT MILDAY MORRIS AGENCY, INC.

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# RADIO ABROAD

*The American radio industry's progress during the last 12 months in the foreign market has been paced by the splendid and comprehensive service rendered by the Radio Section of the Electrical Division of the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce.*

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**I**T is the Radio Section of the Electrical Division of the U. S. Department of Commerce, one of the major trunk lines leading to the Federal central switchboard of American business, which keeps the industry abreast of the changes abroad and which correlates the unending flow of statistics upon which the successful pursuit of foreign markets is predicated.

The scope of the Section is comprehensive, embracing as it does the sales promotion of all receiving and transmitting equipment as well as the operations of the industry, including the publicizing of domestic short wave programs. Obviously, much of the data thus placed at the disposal of the American industry cannot otherwise be obtained.

To a marked degree, radio entails peculiar demands. It is essential that the Federal government, through its accredited agents abroad, note the widely varying conditions and interpret them in terms of world changes, prospective markets and required adaptations. Differing characteristics, tastes and customs are vital factors in the correct marketing approach.

The changing political complexion of Europe, and the altering complexion elsewhere, serve to further emphasize the value of the Bureau divisions to the radio industry. Important among them are the Economic and Technical Divisions. The sphere of the Commercial Intelligence Division is that of rating possible foreign agents and buyers. The Commercial Laws

Division, among other valuable services, provides assistance in foreign industrial property problems — trade marks, copyrights, patents, unfair competition, etc.

From the Bureau's Tariff Division, the American radio industry receives reports of all changes in customs tariffs, trade regulations and commercial policy, as well as the latest information on new trade agreements and foreign customs decrees.

Probably one of the most valuable contributions of the Bureau is the statistical service which shows the amount of a given commodity — sets, tubes, parts, etc.—imported from all leading countries into a particular foreign market.

Reference already has been made to the part played by national and provincial tastes and customs in the successful exploration of the foreign radio market. The Bureau's Radio Section as the result of its studies has useful suggestions to make for the exporter's guidance. Not infrequently, appearance, color and design, including those of labels, may prove to be a factor.

*(For complete foreign information please turn to page 929.)*

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# HOPE

A black and white portrait of a man with short, dark hair, looking slightly to the right. He is wearing a textured tweed jacket over a collared shirt and a dark tie. The lighting is dramatic, with strong shadows on the right side of his face.

1938-9

**PEPSODENT PROGRAM  
PARAMOUNT PICTURES**

## **RADIO AND THE NEWS**

*(Continued from Page 45)*

room, the largest mass meeting. The world and the air are literally full of politics, politicians, political incidents and portents. Millions of people await them, hour by hour, in home and office and shop and general store, anxious with a new-found, personal relationship to all these events and personalities, listening, waiting, wondering—sometimes skeptical, sometimes all too credulous, but always stimulated by the intimacy of personal contact with the voice which brings them words—the familiar voice they have come to know from hearing it regularly, which will tell them what lies behind the words.

Here, then, we stumble across the opposite poles of radio. The wonder of it, and the utterly commonplace thing it has become. As a radio commentator, I can never able to forget the backbreaking toil, the mental anguish, the unnerving precision which was mobilized to make it possible. It has become a boon to mankind which makes all that has gone into it well worthwhile. We can afford to rely on its mechanical efficiency, but we must also see that such an invention finds its best purposes and uses. With "news" as the sole weapon, all the forces and advantages of radio could be mobilized to produce confusion, discontent, ignorance, incompatibility, intemperance, and moral and social disintegration — just as easily as they are concentrated on public enlightenment, intellectual stimulus, social awareness, greater understanding and cooperation.

We should, of course, make a distinction between the way the United States

runs its radio system and the way such systems are run in other countries. In our country, the profit motive is dominant. Many people don't like advertising; yet it seems entirely impractical to exclude it. The broadcasting systems themselves are constantly limiting the amount of advertising that may go with one program. On the basis of my study of radio systems all over the world, I know of none that touches ours in freedom from control, complete freedom of expression, and ability to provide a program that responds to the needs and interests of the people. Above all, American broadcasting does not serve any particular private purpose outside of the general purpose, served also by the press, of making a reasonable profit for those who own it.

We are most fortunate that at a time when public education in political problems are of outstanding importance we have radio to help develop it. Democracy is being challenged all over the world. The challenge is real. Dictatorships cannot be defeated by mere negation. We don't really know, many of us, why we believe in democracy. What a chance there is to use radio to develop a wider knowledge of it. Democracy is the world's only hope, the only chance for human individuality to survive. Yet the world tends more and more to become collectivized under the leadership of individuals who have lost all moral perspective. Let us, with the help of radio, educate our people to a greater knowledge of democracy and a greater belief in it.

## **TRENDS IN EDUCATION BY RADIO**

*(Continued from Page 47)*

the series "Americans All—Immigrants All." These are now available for phonograph use at 33 1/3 and 78 r.p.m.

Groups of both educators and radio officials felt a need for scientific research in the value and effect of different kinds of educational radio programs. The Federal Radio Education Committee, besides promoting the Script Exchange, sponsored two educational radio research programs, one at Princeton University and one at Ohio State University.

There was a significant development in the short wave field. I recommended to the Federal Communications Commission the desirability of setting aside a band of frequencies for the exclusive use of local educational agencies. The Commission finally set apart twenty-five channels for this purpose. Two cities, Cleve-

land and New York, received licenses during 1938 to operate stations under this provision of the Commission. It is probable that as many as 1500 stations can operate simultaneously while using these channels. It will thus be possible to expand enormously the services of the Office of Education to schools and educational stations.

I believe we are now on the threshold of an era of very good feeling between broadcasters and educators, in which the broadcasters are becoming aware that education can be made interesting on the air, and educators are beginning to appreciate the requirements of radio. We are still only on the frontiers of a new field of education. There are no imaginable limits to our opportunities.

# PROFESSOR QUIZ



Noxzema

**CBS**

Columbia Artists, Inc.

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Management

**WILLIAM GERNANNT**

521 Fifth Avenue

New York

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# THE RADIO ARTIST

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By **KATE SMITH**

**T**HE past ten years in the broadcasting industry have seen a normal plane of activity developed from a state of chaos. All phases of the industry have reached maturity, and with the growth has developed a new firmament for entertainers to bask in.

Not the least important factor in the amazing development of the broadcasting industry has been the emphasis placed on the entertainer. While it takes many persons to actually transmit a program into the home, it is the entertainer who has the most to gain from a good production, for the public does not judge a radio program by its technical development, but rather from its entertainment achievement.

In the early days of network broadcasting, standards were much lower for the selection of radio entertainers. Programs had to be transmitted throughout the day and evening, and it took many persons to fulfill a full day's schedule. The majority of the vocalists were allotted quarter-hour periods, and allowed to sing whatever songs they so desired, in a manner that to say the least was slipshod.

Gradually, however, program directors began to see the value of good entertainment. Singers were given more selected hours. CBS set aside the 7 to 7:15 p.m. spot "across-the-board" to build talent. From that quarter-hour period, which was proven through a number of surveys to have a huge listening audience, such personalities as Bing Crosby, Morton Downey and Ruth Etting were skyrocketed to fame, not only in radio, but stage and motion pictures as well. Listeners began to remember that 7 p.m. period, and as a result, not only talent was built up, but new broadcast periods were being commercialized.

From those humble quarter-hour programs, many radio artists have moved into the higher brackets in the entertainment field. While the motion pictures, vaudeville and legitimate stage have been responsible for many pleasing listening hours, the majority of the favored talent today was schooled in radio, then went into the extra-curriculum activities. Few have completely deserted the ranks of radio, however. Don Ameche, now a favored Hollywoodite, still retains his radio show and personality. Rudy Vallee has moved into pictures and dance spots, but remains one of the standbys of many radio listeners. The list of radio names who have succeeded in other fields is a long and impressive one, but they are still RADIO personalities, even to the most ardent film fan.

Showmanship has done much to develop talent in radio. Programs are now built to order, and the talent is considered in every phase of the production of a radio show. Not as in the early days when a singer sang, and trusted to luck that the song would be finished in the required time, radio today is well rehearsed. Color and glamour, two words long absent from the radio business, are coming to the fore, and radio is now definitely big-time.

Despite its growth, radio is still an "open sesame" to a large number of aspiring entertainers. Local stations serve as elementary schools, with students graduating to the networks after they have been schooled in radio technique. Many of the better "students" have been able to make the grade in the big time without too much preliminary work, and there are those rare exceptions that step right into star spots. Radio can use new talent all the time—because it is its very lifeline!

# RAYMOND PAIGE



Wednesdays at 10 P. M., E.S.T. Over  
The Columbia Broadcasting System  
COAST-TO-COAST

in

“Raymond Paige, 99 Men and a Girl”

Sponsored by  
UNITED STATES RUBBER CO.

*Management*  
Columbia Artists, Inc.  
435 Madison Avenue  
New York City



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# RADIO — TELEVISION and the WORLD'S FAIR

By

**DR. JOHN S. YOUNG**

*Director of Broadcasting and Television*

*New York World's Fair 1939*

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**T**HE most pretentious radio program ever devised made its bow to the world on January 1—the program every radio man dreams about; the program mere money could not buy. Only love of a cause or universal enlistment in a mutually profitable venture could command such outstanding talent, such world coverage and such eminent speakers as emperors, kings, queens, presidents, prime ministers and other Heads of State. The “Salute of the Nations” program is heard each Sunday afternoon from 1:30 to 2:00 p.m. EST. over 342 stations in the United States, 45 stations in Canada, and is rebroadcast throughout the world. The Fair is the first instrumentality to win such recognition for radio. The series will run 17 consecutive weeks before the opening of the exposition.

## **Special Program**

With the opening of the exposition, radio also started the program series “Salute of the United States.” From February 5 to April 23 members of the President’s Cabinet will speak from Washington on the Blue Network of the National Broadcasting Company. Their addresses scheduled on Sundays from 7:00 to 7:15 p.m. EST. will be devoted to the twelve themes included in the government exhibit. Many of the Fair’s industrial exhibitors are completing plans for broadcasting. Television is going to have its real debut at the Fair. Obviously, 1939 is going to be radio’s greatest year. There is a magnificent tribute to the exposition, with its aim of promoting world trade, world understanding and world peace.

## **Television**

The New York World’s Fair of 1939 will present television to the American public as a vital force for entertainment and education, and its chief contribution to the “World of Tomorrow.” As past fairs ushered in the reaper, the automobile, and the telephone, among other great inventions, the New York exposition expects to take the miracle of projecting sight through space out of the laboratory and splash it on the screen of Mr. Average Man’s receiver, at least within the metropolitan area.

Thus, in collaboration with NBC, CBS, RCA, the General Electric Company, the Westinghouse Company, and the broadcasters, the New York World’s Fair—the Television Fair—has already laid exten-



**Edgar Bergen**  
and  
**Charlie McCarthy**

CHASE & SANBORN HOUR  
N. B. C.

sive plans for televising various events on the grounds for home reception.

Two RCA-NBC telemobiles have been on the site several months conducting experimental tests.

### **RCA Displays**

Now that the scope and effectiveness of the television presentation is to be greatly increased, four of RCA's six rooms are to be used for other displays, and the remaining two are to be designated as the Radio Living Room of Tomorrow and the Radio Living Room of Today.

The Radio Living Room of Tomorrow will feature one of the most unusual devices so far designed by the radio industry, a single cabinet which will contain receivers for television, facsimile and sound broadcasting, the mechanism for phonograph recording and record playing. This device is thought to be several years in advance of present-day practicalities.

The Radio Living Room of Today will also present the above features, but all in separate cabinets such as those which are available now.

### **Tele Programs**

Television programs, which will be viewed on many receivers to be located in the RCA exhibit building, will originate from three sources: The NBC-television studios in Radio City, New York, the RCA-NBC Telemobile Unit and Motion Pictures.

The Columbia Broadcasting System is rushing to completion its television transmitter in the Chrysler Tower and has elaborate telecasting plans for the Fair. CBS also intends to pick up the sight

and sound of current events on the grounds and flash them to the receiving sets of its audience. Columbia Broadcasting System will spend over \$1,500,000 on its television plans during the 1939-1940 period.

### **G. E. Displays**

General Electric is building a television studio in its big copper-sheathed building where visitors may have their features televised, and act before the camera. These pictures will be shown on a dozen receivers in the studio, but they will not travel beyond the walls, according to present plans. The subject, however, will be able to take home a photograph of his televised image. General Electric expects to be able to familiarize the public with the art through its static exhibits of television equipment, and its demonstration of how television operates from the pickup of the image to reception of the image in the home. General Electric engineers were among the first in the world to demonstrate television to a large audience, Dr. E. F. W. Alexanderson, who has contributed so materially to radio development, being one of its pioneers.

Westinghouse has not made public its plans for television at the Fair. They will exhibit a full line of television apparatus as well as short-wave radio equipment for police, airplane, naval and amateur stations.

### **Station Exhibits**

The Crosley Corporation of Cincinnati signed a contract for three quarters of an acre of space on the grounds of the New York World's Fair.

An exhibit hall and broadcasting studio will be erected on the plot,

according to Powel Crosley, Jr., President of the Crosley Corporation. The studio will be used by WLW of Cincinnati, world's most powerful broadcasting station, and will enable it to bring direct broadcasts from the Fair to a large section of the Middle West.

The WLW studio will be used for interviews with celebrities visiting the Fair, programs relating to Fair subjects, international events and spot news broadcasting. Many of the WLW broadcasts will be made available to the Mutual network.

### **WNYC Studios**

The Queens Studios of the Municipal Broadcasting System will be located on the mezzanine of the New York City Building. Mr. Morris S. Novick, Station Manager of WNYC, in describing the layout, stressed its ultra-modern note and flexibility.

WNYC will have two large studios, the third being for announcing and transcription. The large Master Control where all switching will be done, will be equipped with power-light indicators, three loudspeakers and television receiver. The announcers' booth will provide a birds-eye view of the vast auditorium where exhibits will be on display.

A portable sound truck will make possible the recording of special effects and programs throughout the Site for subsequent instantaneous reproduction as desired on the studios' transcription equipment.

Broadcasts will also originate from the theatre in the New York City Building.

The Queens Studios will remain a permanent adjunct of the Municipal Broadcasting System after the conclusion of the Fair.

### **Static-less Radio**

Arrangements have been completed by the New York World's Fair of 1939 with Major Edwin H. Armstrong, inventor of the new static-less radio system, and with Mr. John V. L. Hogan, owner of Station WQXR, to present the inaugural program using the new wave from the Fair site, an impressive broadcast dedicating what promises to be a far-reaching technical advance.

Orrin E. Dunlap, Jr., commenting on the new system in the New York Times of January 22, 1939, says: "Static-less radio, the goal of inventors, the hope of wireless operators, the answer to the broadcast listener's prayer, was demonstrated in New York during the past week by Major Edwin H. Armstrong, Professor of Electrical Engineering at Columbia University.

Not only has the Major and his engineering crew succeeded in dodging static but they give to radio a remarkable system of pure-toned broadcasting. So realistic is the music it seems that the listener is sitting amid the musicians.

### **Conclusion**

The 1939 New York World's Fair will truly be "A Radio and Television Fair." Every phase of broadcasting has been included in the exhibits. Broadcasting companies, manufacturers and radio talent expenditures will run into the millions. Persons all over the world attending the World's Fair will be given the opportunity to witness Broadcasting from its embryonic stages to the finished product of Television.

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**CAIRO  
CONFAB  
1938**

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**INTERNATIONAL CONFERENCE**

**S**TRONG effort to solve the problem of serious congestion by widening the high frequency (short wave) broadcast bands in the radio spectrum was made at the conference held in Cairo, Egypt, Feb. 1 to April 8, 1938, which also added frequencies for use in tropical regions. The conference was attended by 600 delegates representing more than 50 nations. The new regulations will become effective Sept. 1, 1939.

Three communication mediums, radio, telephone and telegraph, were studied at the three independent conferences, although the radio session interested more delegates than the other two combined. Official title of the gathering was International Telecommunication Conference.

The frequencies from 1,500 to 1,600 for the world (except in Europe 1,500 to 1,560) and from 7,200 to 7,300 kilocycles in the European region only were also assigned to broadcasting on a shared basis, the former with fixed and mobile services, the latter with amateurs. Additional assignments were made in response to insistent demands from smaller nations, such as Ireland and some Latin American countries which have few, if any, frequencies available to them. A

study was made to determine means of providing more high frequency facilities to the nations which contend that there is no place for them on the air.

Further study was also recommended of the dual use of frequencies by stations in different parts of the world. It was stressed by some participants that few frequencies are used continuously by the same station for more than eight or ten hours. Additional study was also recommended in connection with the frequencies from 6,000 to 25,000 kilocycles, which are employed for long distance broadcasting.

Particular attention was paid to developments in aeronautics which are making necessary new allocations and regulations, while the marine services were also the subject of intensive study. Tolerance tables were tightened in many services, according to John H. Payne, Chief, Electrical Division, Bureau of Foreign and Domestic Commerce, and Technical Adviser to the American Delegation. This requires closer adherence to the exact assigned frequencies, and results in less interference and more effective use of the radio spectrum in general.



# FRED WARING

*and his*

PENNSYLVANIANS

•

*"The Song is the Thing"*

•

Management, John O'Connor  
1697 Broadway  
New York City

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# GOVERNMENT RADIO CONTRACTS IN 1938

By

**JOHN B. BRADY**

*Counsellor at Law, Washington, D. C.*

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**T**HE United States Government contributed much in the encouragement of radio development during 1938 by purchases of radio receiving and transmitting equipment necessary in the protection of the public interest by Uncle Sam's fighting forces and for the operation of Civil Aeronautics. The Government has been a constant purchaser of radio transmitting and receiving apparatus throughout the years even before radio broadcasting began, and in 1938 awarded substantial contracts for radio equipment.

Westinghouse Electric & Manufacturing Company received the largest share of the 1938 contracts in dollar value, the Westinghouse orders aggregating approximately \$831,727.75. RCA Manufacturing Company, of Camden, New Jersey, received contracts for radio transmitters and receivers and radio tubes in the approximate amount of \$248,243.37. Bendix Radio Corporation, of Baltimore, Maryland, received Government contracts during 1938 for radio transmitters and receivers in the approximate amount of \$202,113.22. Federal Telegraph Company, of Newark, New Jersey, was awarded contracts for radio transmitting equipment for the Signal Corps of the Army, for the Coast Guard and for the Department of Commerce in the approximate amount of \$159,146.02.

The International Telephone Development Corporation, of Brooklyn, New York, contracted with the Department of Commerce for a radio instrument landing system at the Indianapolis Airport in the approximate amount of \$64,870.00. Aircraft Radio Corporation, of Boonton, New Jersey, received Government awards for radio equipment during 1938 in the approximate amount of \$26,545.66. Communications Development Corporation, of New York City, was awarded a contract for a radio beacon supervisor and alarm device for the Department of Commerce in the amount of \$10,250.00.

General Electric Company, of Schenectady, New York, supplied telephone systems for the Tennessee Valley Authority amounting to \$74,000.00. The Hammerlund Manufacturing Company, Inc., of New York City, received awards

for radio receivers for the Signal Corps of the War Department in the amount of \$11,390.25. In order to screen Uncle Sam's radio receiving equipment from man-made interference, purchases of radio filters were made by the Treasury Department from Tobe Deutschmann Corporation, Canton, Massachusetts, amounting to \$19,450.00. Kearfott Engineering Company, of New York City, furnished radio antenna loops to the Signal Corps of the War Department at a cost of \$13,025.00.

The Navy Department purchased telephone outfits from the Batteryless Telephone Equipment Company, Inc., of Pittsburgh, Pennsylvania, in the amount of \$20,276.83.

The Works Progress Administration bought transcriptions from Allied Phonograph-Record Manufacturing Company, of Los Angeles, California, amounting to \$34,500.00.

Uncle Sam's electric battery bill for 1938 may be judged in part by the award to Thomas A. Edison, Inc., for primary cells, renewals and parts by the Commerce Department amounting to \$11,834.44; storage batteries from Philco Radio and Television Corporation, of Philadelphia, Pennsylvania, by the Treasury Department amounting to \$17,361.00; and batteries by the Air Corps of the Army in the amount of \$91,578.60 from The Electric Storage Battery Company, Philadelphia, Pennsylvania.

Electrical Sales and Service Company, Atlanta, Georgia, supplied the Civil Aeronautics Authority with cable in 1938 amounting to \$58,110.00.



# HAL KEMP

And His

## ORCHESTRA

RENEWED FOR SECOND SEASON  
ON

### “TIME TO SHINE”

For the Griffin Manufacturing Co.



# SKINNAY ENNIS

And His

## ORCHESTRA

ON

### THE BOB HOPE PROGRAM

NBC-RED, TUESDAY, 10 P. M. EST.

For The Pepsodent Co.



Personal Management  
ALEX HOLDEN  
RKO Building — Radio City  
New York



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# IMPORTANCE OF THE — SPECIAL EVENTS —

By

**PAUL WHITE**

*Director of Public Affairs,  
Columbia Broadcasting System, Inc.*

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There seem to be two approaches to any consideration of special events work in modern radio. Not only is there a *how?*—but also a *why?* Nearly everybody in the industry (and a surprising slice of the lay audience, too) is well aware of the manpower, time and money the networks devote to covering special events throughout the world. But a question frequently posed is the unoriginal: “So what?” Why go to all that trouble for the sake of an occasional beat scored against competition? Why stay up all night to bring America the words of a dictator 5,000 miles away? Who cares?

## **Purposes**

The simple fact that a lot of people *do* care explains why the networks take the pains they do with international crises, world flights, and the like—over and above elaborate service in news, sports, affairs of state, and other special events in this country. We know people care about these things, and research men tell us that listeners form habits of loyalty to the station that delivers the most of the best of such coverage. We try to render the most efficient audience service we can; when we succeed, the network station in each community becomes the one that gains more and more habitual listeners. That's tangible evidence that audience demand must be satisfied on every programming front.

## **Special Event Methods**

So much for the *why* of special events. The *how* is not as simple. This department is engaged in broadcasting important news events, both domestic and foreign, reporting all phases of sports, and presenting human interest or feature shows when the situation warrants. First two of these functions are handled by on-the-spot pickups, news flashes, and additional commentary. A few instances of a department at work will demonstrate its operations most clearly.

When the floods came to the Mississippi and Ohio valleys, networks had a dual opportunity: to hasten aid for the distressed areas, and to relate the news quickly and accurately to the rest of the U. S. radio audience. An intermittent schedule of news bulletins and flood summaries was arranged. Announcers

and engineers were sent with short wave equipment to relay eye witness accounts from the air, from river boats, and from other vantage points. Stations in the flooded sections provided special programs day and night, including comprehensive reports from local officials, interviews with survivors, and instructions to rescue parties navigating radio-equipped boats. WHAS, Louisville, operated 24 hours a day to render these services, thereby winning wide acclaim in fulfilling the aims of the special events department.

### **National Affairs**

National affairs present a different sort of challenge. Congressional openings, presidential inaugurations, national elections—all these require split-second precision and intricate arrangements of radio facilities. Roll-calls in House and Senate, interviews with leaders in both branches, man-in-the-street queries, and the President's message on "The State of the Union" were highlights of radio reporting when Congress convened a year ago. During Roosevelt's second inauguration, network microphones were placed at strategic points throughout Washington, and the events were translated for foreign ears via short wave.

The special attention to U. S. news is of course supplemented by regular Press-Radio bulletins, broadcast at definite periods during the day and night. When sufficiently important news occurs, it is relayed to listeners the instant it is received, regardless of the scheduled show on the air at the time.

### **1938 Events**

The year 1938 has given the radio audience three particularly exciting events. Chronologically, these were the Austrian Anschluss, the Hughes flight, and the

Czech crisis. I believe radio distinguished itself on all three occasions by its delivery of news-in-the-making to millions of eager listeners throughout the country. Elaborate hookups maintained contact with the capitals of Europe, the principals involved in each sequence of events brought their own views and impressions direct to the U. S. audience, and as never before, the people were kept constantly abreast of history *as it was made*.

### **Extra Costs**

To accomplish results like those, we feel more than justified in the extra man-hours, money, and mental strain which were expended. During the chaotic 20 days of the Czech crisis alone, we completed 471 broadcasts from 18 European centers. Our ace interpreter of world news, H. V. Kaltenborn spent a total of 14 hours at the microphone in New York sifting the significance of last-minute happenings and relating fresh developments 85 times in those three weeks.

### **Conclusion**

Perhaps the most spectacular of all news coverage achievements to date, this Czech affair is, however, just one more in the series of foreign events which the special events department brings to listeners. Others include the Coronation ceremonies, warfare in Ethiopia, Spain and China, Vatican incidents, and world-wide celebrations of Christmas, Easter, and Armistice Day.

I have briefly recited the results obtained by the efforts of a special events department. By its very nature, it is a story that is never complete, for when crisis looms tomorrow—wherever it may strike—there too will be men and microphones.

# RADIO DAILY

## Second Annual Poll of the Radio Editors and Critics for 1938-9

(Released January 26, 1939)

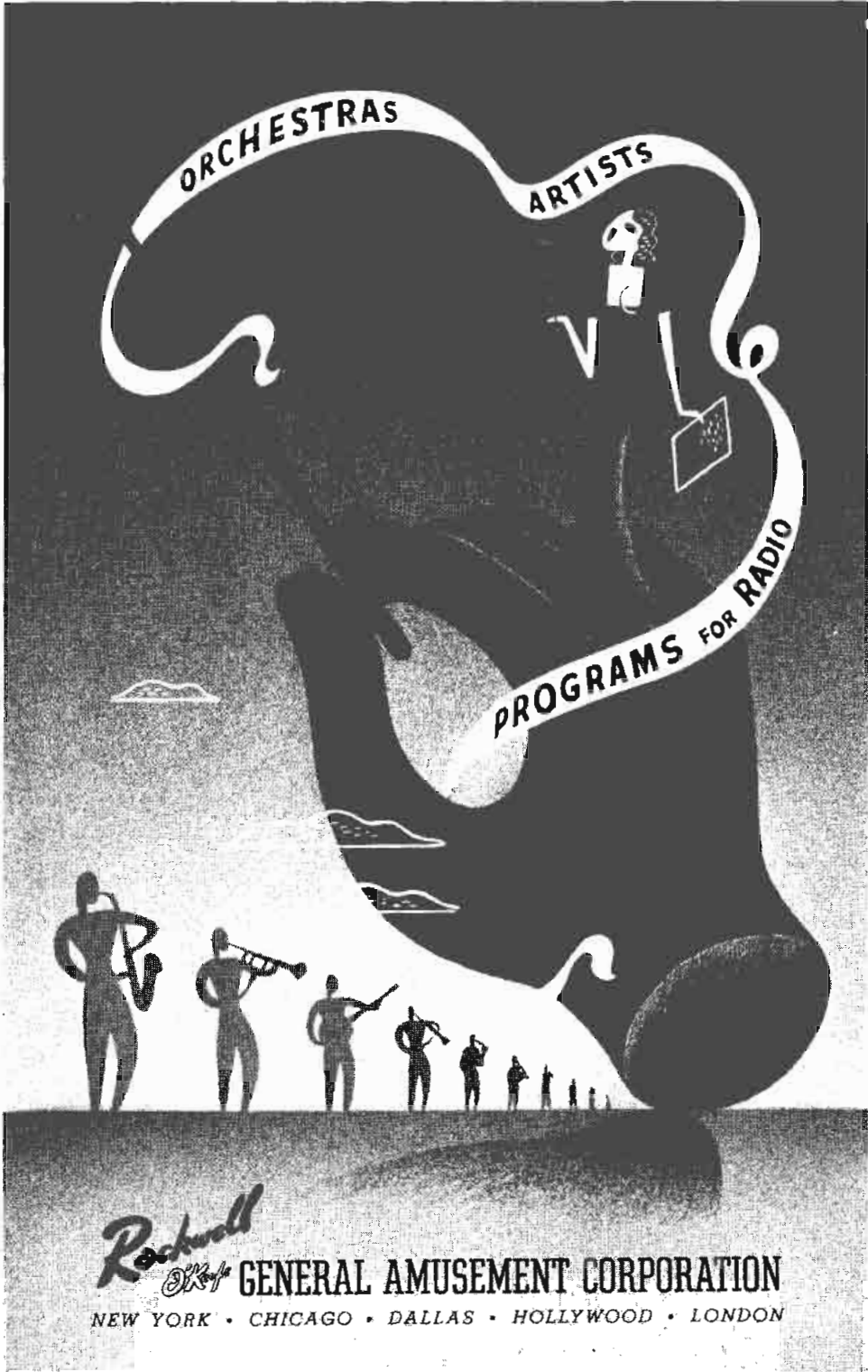


### Programs

<i>Title</i>	<i>Points</i>
JELL-O .....	506
Chase and Sanborn.....	457
Kraft Music Hall.....	311
Town Hall Tonight.....	243
Information Please .....	188
Lux Radio Theater.....	161
Rudy Vallee Variety Hour.....	148
Ford Sunday Evening Hour.....	147
Kay Kyser's College.....	135
Good News of 1939.....	122

### Personalities

JACK BENNY.....	534
Edgar Bergen (Chas. McCarthy).....	486
Bing Crosby .....	318
Fred Allen .....	314
Bob Hope .....	129
Bob Benchley .....	127
Kate Smith .....	126
Fanny Brice .....	110
Orson Welles .....	103
Rudy Vallee .....	101



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# RADIO DAILY POLL — Continued

## Symphony Orchestras

Title	Points
NBC SYMPHONY .....	529
N. Y. Philharmonic-Symphony Society .....	519
Ford Symphony .....	286
Philadelphia Symphony .....	190
Firestone Symphony .....	135
Rochester Symphony .....	79
Cities Service .....	71
Detroit Symphony .....	66
Boston Symphony .....	51
Cincinnati Symphony & Standard Symphony (L. A.) .....	29

## Dance Orchestras

GUY LOMBARDO .....	474
Tommy Dorsey .....	342
Kay Kyser .....	339
Benny Goodman .....	282
Wayne King .....	280
Horace Heidt .....	205
Noble Sissle .....	161
Richard Himber .....	138
Paul Whiteman .....	126
Hal Kemp .....	124

## News Commentators

H. V. KALTENBORN .....	423
Edwin C. Hill .....	400
Lowell Thomas .....	390
Boake Carter .....	246
Paul Sullivan .....	138
Bob Trout .....	122
Walter Winchell .....	121
Gabriel Heatter .....	82
Dorothy Thompson .....	78
John B. Kennedy .....	48

## Sports Commentators

TED HUSING .....	501
Bill Stern .....	355
Clem McCarthy .....	289
Paul Douglas .....	96
Sam Taub .....	89
Red Barber .....	76
France Laux .....	65
Graham McNamee .....	58
Ed Thorgersen .....	53
Stan Lomax .....	48

For complete program data—see page 540.

For the **BEST** in

# RADIO SHOWMANSHIP

We are proud to announce that

## DON STAUFFER

(Formerly Vice-President in charge of radio at Young & Rubicam, Inc.)

has become associated with

## BILL STUHLER

in our

Radio Division



The reunion of a team of successful advertising-trained Radio executives with a comprehensive and practical experience in all phases of Radio Broadcasting.

## A. and S. LYONS, INC.

NEW YORK

HOLLYWOOD

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# Pan-American Conference

Lima — Nov. and Dec., 1938

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**L**ATE in 1938 a Pan American Conference was held in Lima, Peru, to better facilitate the Good-Will program between nations. One important phase of the Conference concerned itself with the broadcasting industry, and the value of international broadcasting between the United States and Latin-America as a means of promoting good will. Out of this conference emerged the first important nucleus for a program of exchange broadcasts between the countries involved.

During 1939, the most comprehensive exchange of radio fare in the history of broadcasting will come into being according to the new radio pact. Important cog in the United States will be the National Broadcasting Co., who, through its vice president in charge of programs, John F. Royal, attended the conference, and set the details for the exchange of cultural, educational and entertainment programs.

Under the terms of the "gentleman's agreement" all NBC programs will be short-waved to Latin-America in the course of 1939, and for the first time, they will be available to all radio stations in the entire country for rebroadcasting purposes. It was discovered during the course of the Conference that at the time very few of the programs short-waved to Latin-America were available for rebroadcast. With 2,000,000 sets in use in that area, it was also discovered that only one-third of that number were equipped to pick up short wave. Under the new agreement, practically every major program aired over NBC this year will be assured of a huge listening audience in Latin America.

One very serious problem that has confronted U. S. broadcasters, that of picking up broadcasts from Latin-America for re-broadcast in this country, was also settled at the Conference. In the past,

stations, have been too weak in signal strength to transmit programs as far North as the United States. Poor pick-up problem has been eliminated, however, through the construction of a number of new powerful transmitters which will be placed in operation early this year.

Program matter emanating from the Latin America countries is of the highest quality in most cases, and under the new agreement, many of the better shows will be aired in English as well as Spanish in order to build audiences in the U. S. NBC has established a strong international broadcast staff to cope with the language problem, and while CBS is not directly included in the Pan-American agreement, that network too, because of its huge short-wave schedule, has also built up its international division until it is now a major department at the network.

Conclusions reached at the Pan-American Conference have opened an entirely new phase of broadcasting to both the advertisers and the broadcasters in this country. Advertisers are now assured of an added bonus audience that will number in the millions, and broadcasters will have at their beck and call a new avenue of programming, which will include some of the finest educational and cultural fare to be found in the world.

# IMPORTANT RADIO TELEPHONE NUMBERS in NEW YORK



## RADIO STATIONS

KGKO (N. Y. Office)	Columbus	5-3264
WABC	Wickersham	2-2000
WARD	TRiangle	5-3301
WBBC	TRiangle	5-6690
WBRR	MAin	4-9735
WBNX	MElrose	5-0333
WCAU (N. Y. Office)	Wickersham	2-2000
WCNW	INGersoll	2-1500
WEAF	Circle	7-8300
WEVD-WFAB	BRyant	9-2360
WFAS	WIsconsin	7-2299
WFIL (N. Y. Office)	BRyant	9-9390
WGN (N. Y. Office)	VAnderson	3-9292
WHBI (N. Y. Office)	VAnderson	6-0785
WHN	BRyant	9-7841
WHOM	PLaza	3-4204
WINS	ELdorado	5-6100
WJZ	Circle	7-8300
WLTH	ORchard	4-1203
WLW (N. Y. Office)	MOhawk	4-4528
WMBO	STagg	2-9037
WMCA	Circle	6-2200
WNB (N. Y. Office)	Murray Hill	2-5767
WNLW	PLaza	3-3300
WNYC	WOith	2-4740
WOR	Ennsylvania	6-8383
WOV-WBIL	BRyant	9-6080
WPC	Murray Hill	2-2046
WQXR	Columbus	5-6366
WVFW	TRiangle	5-0313
WWRL	NEwtown	9-3300

## NATIONAL NETWORKS

Columbia Broadcasting System	Wickersham	2 2000
Mutual Broadcasting System	PENnsylvania	6-9602
National Broadcasting Co.	Circle	7-8300

## STATION REPRESENTATIVES

Associated Broadcast Advertising Co.	WIsconsin	7-2299
John Blair & Co.	Murray Hill	9-6084
The Branham Co.	Murray Hill	6-1860
Bryant-Griffith & Brunson, Inc.	Murray Hill	2-2174
Burn-Smith Co.	Murray Hill	2-7462
Cox & Tanz	Murray Hill	2-8284
John G. Dale	Murray Hill	2-8219
Forjoe & Co.	VAnderson	3-8950
Free & Peters, Inc.	PLaza	5-1131
Cene Ferguson & Co., Inc.	Murray Hill	2-3734
Hearst Radio, Inc.	PLaza	8 2600
George P. Hollingbery Co.	Murray Hill	3-8078
International Radio Sales	PLaza	8-2600
The Katz Agency	LONGacre	5-4595
Kelly Smith Co.	MOhawk	4-2434
Joseph Hershey McGillvra	VAnderson	3-5055
J. P. McKinney & Son	Circle	7-1178
National Broadcasting Co.	Circle	7-8300
John H. Perry Associates	BRyant	9-3357
Edward Petry & Co.	Murray Hill	2-4401
Radio Advertising Corp.	Murray Hill	4-0212
Radio Sales	Wickersham	2-2000
William G. Rambeau Co.	CAledonia	5-4940
Paul H. Raymer Co.	Murray Hill	2-8690
Reynolds-Fitzgerald, Inc.	ELdorado	5-7020
Sears & Ayer	Murray Hill	2-2046
Weed & Co.	VAnderson	3-6966
Howard A. Wilson Co.	Murray Hill	6-1230

## ADVERTISING AGENCIES

Advertisers' Broadcasting Co.	Murray Hill	4-1364
Austin & Spector	ELdorado	5-1270
N W Ayer & Son, Inc.	CHickering	4-5600
Badger & Browning & Hersey	Circle	7-3720
Barton, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	Wickersham	2-0400
Bertingham, Castieman & Pierce, Inc.	LEXington	2-7550
The Biow Co., Inc.	Circle	6-9300
Blackett-Sample-Hummert, Inc.	Wickersham	2-2700
Blackstone Co.	Circle	7-7890
Blaker Advertising Agency	CAledonia	5-7351
Brashan Associates	VAnderson	6-2450
Brooke, Smith, French & Dorrance, Inc.	Murray Hill	6-1800
Brown & Tarcher, Inc.	Circle	6-2626
Franklin Bruck Advertising Corp.	Circle	7-7661
Buchanan & Co.	MEdallion	3-3380
Campbell-Ewald Co. of N. Y.	Circle	7-6383
The Caples Co.	Murray Hill	6-6500
Cecil-Prosbrey, Inc.	Wickersham	2-8200
Compton Advertising Inc.	Circle	6-2800
Darcy Advertising Co.	ELdorado	5-3765
Donahue & Coe, Inc.	Columbus	5-4252
Sherman & Ellis Co.	LACKawanna	4-3570
Erwin, Wasley & Co.	MOhawk	4-8700
William Esty & Co.	CAledonia	5-1900
Federal Advertising Agency, Inc.	ELdorado	5-6400
Albert Frank-Cuenther Law, Inc.	CORTland	7-5060
Fuller & Smith & Ross, Inc.	Murray Hill	6-5600
Gardner Advertising Co.	Columbus	5-2000
J. Stirling Getchell, Inc.	Murray Hill	6-4800
Ceyer, Cornell & Newell, Inc.	Wickersham	2-5400
Lawrence C. Gumbinner Co.	VAnderson	3-3550
Hellwig-Miller Co.	LEXington	2-3080
Charles W. Hoyt Co., Inc.	VAnderson	3-4690
H. W. Kastor & Sons Advertising Co.	Columbus	5-6135
Joseph Katz Co.	Wickersham	2-2740
Kenyon & Eckhardt, Inc.	Wickersham	2-3920
H. M. Kiesewetter Advertising Agency, Inc.	LEXington	2-0025
Arthur Kudner, Inc.	Circle	6-3200
Lambert & Feasley, Inc.	Columbus	5-3721
Lennen & Mitchell, Inc.	Murray Hill	2-9170
Lord & Thomas	Wickersham	2-6600
Marschalk & Pratt, Inc.	VAnderson	3-1525
J. M. Mathes, Inc.	LEXington	2-7450
Maxon Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	LEXington	2-1700
Neff-Rogow, Inc.	Circle	7-4231
Newell-Emmett Co., Inc.	ASHland	4-1900
Paris & Peart	CAledonia	5-9840
Peck Advertising Agency	PLaza	3-0900
Pedlar & Ryan, Inc.	ELdorado	5-7700
Prins & Keifer, Inc.	Murray Hill	2-0155
Ruthrauff & Ryan, Inc.	VAnderson	3-6400
Stack-Coble Advertising Co.	PLaza	3-7444
J. Walter Thompson Co.	MOhawk	4-7700
Tracy-Locke-Dawson	ASHland	4-1690
United States Advertising Corp.	Columbus	5-2032
Wales Advertising Agency	Murray Hill	6-4000
Weill & Wilkins	PLaza	8-0460
Young & Rubicam, Inc.	ASHland	4-8400

## PUBLICATIONS

Advertising Age	BRyant	9-6432
Advertising & Selling	CAledonia	5-9770
Billboard	MEdallion	3-1616



Broadcasting and Broadcasting Advertising  
 Hollywood Reporter  
 Metronome  
 Motion Picture Daily  
 Musical America  
 Musical Courier  
 Printers' Ink  
 Radio Advertising (Rates and Data)  
 Radio Craft

PLaza 5-8355  
 Wisconsin 7-2470  
 Circle 7-4500  
 Circle 7-3100  
 Circle 7-0522  
 Circle 7-4500  
 Ashland 4-6500  
 MOhawk 4-1220  
 WALKER 5-0730

**RADIO DAILY** Wisconsin 7-6336

Radio & Electric Appliance Journal  
 Radio Markets  
 Radio Retailing  
 Radio Today  
 Radio Weekly  
 Standard Advertising Register  
 Tide  
 Variety

Circle 7-5842  
 PLaza 3-7222  
 MEDallion 3-0700  
 PLaza 3-1340  
 WALKER 2-2576  
 MEDallion 3-5850  
 Ashland 4-3390  
 BRyant 9-8153

**NEWS AGENCIES AND ASSOCIATIONS**

Associated Press  
 International News Service  
 NEA Service, Inc.  
 News Features, Inc.  
 Press-Radio Bureau  
 Radio News Association  
 Transradio Press Service, Inc.  
 United Press

Circle 6-4111  
 Murray Hill 2-0131  
 MEDallion 3-5160  
 Circle 6-1738  
 Murray Hill 2-5670  
 Murray Hill 2-4054  
 Murray Hill 2-4054  
 Murray Hill 2-0400

**TALENT AGENCIES**

James Appell  
 Artists Management Bureau Inc.  
 Associated Orchestras of America  
 Authors & Artists, Inc.  
 Ayers-Prescott  
 Batchelor Enterprises, Inc.  
 Chamberlain Brown  
 Columbia Artists, Inc.  
 Columbia Concerts Corp.  
 Consolidated Radio Artists, Inc.  
 Meyer Davis  
 Fanchon & Marco  
 William Gernannt  
 Hesse & McCaffrey  
 Leading Attractions, Inc.  
 Ben B. Lipset, Inc.  
 A. & S. Lyons, Inc.  
 Mills Artists, Inc.  
 William Morris Agency, Inc.  
 Leo Morrison, Inc.  
 Music Corporation of America  
 NBC Artists Service  
 Radio Orchestra Corp.  
 Rockwell-O'Keefe, Inc.  
 Myron Selznick Co. of N. Y.  
 Rudy Vallee Orchestra Units Corp.  
 Wilson, Powell & Hayward, Inc.  
 WOR Artists Bureau

Circle 7-5278  
 Murray Hill 2-1888  
 VAnderbilt 6-4555  
 Circle 5-8133  
 COlumbus 5-2482  
 CHickering 4-6204  
 BRyant 9-8480  
 Wickersham 2-2000  
 Circle 7-6900  
 COlumbus 5-3580  
 Circle 7-6161  
 Circle 7-5630  
 VAnderbilt 6-1750  
 Eldorado 5-1076  
 PLaza 3-8093  
 CHickering 4-2466  
 LACKawanna 4-7460  
 Circle 7-7162  
 Circle 7-2160  
 Circle 7-6413  
 Wickersham 2-8900  
 Circle 7-8300  
 COlumbus 5-5952  
 Circle 7-7550  
 Circle 7-6201  
 Circle 7-2620  
 PLaza 5-5480  
 PEnnsylvania 6-8383

**PROGRAM PRODUCERS AND TRANSCRIPTION AND RECORDING COMPANIES**

A. A. Recording Studios  
 Advertisers Recording Service  
 Aerogram Corp.  
 Air Features, Inc.  
 American Record Corp.  
 Associated Music Publishers, Inc.  
 Ayers-Rescott  
 Baldwin Recording Studios  
 Brinckerhoff & Co.  
 Broadcast Producers of N. Y.  
 Carnegie Hall Recording Studios  
 Ted Collins  
 Conquest Alliance Co.  
 Decca Records, Inc.  
 Empire Broadcasting Corp.  
 Federal Transcribed Programs, Inc.  
 H. S. Goodman  
 Jean V. Grombach, Inc.  
 Heftfelfinger Radio Features  
 Intercontinental Audio Video Corp.  
 Langlois & Wentworth  
 Phillips H. Lord, Inc.  
 Charles Michelson  
 Musicraft Records, Inc.  
 NBC Thesaurus

EDGEcombe 4-7600  
 Circle 7-6982  
 Circle 7-0650  
 Wickersham 2-0077  
 Circle 5-7300  
 BRyant 9-0847  
 COlumbus 5-2482  
 BRyant 9-8592  
 PLaza 3-3015  
 Eldorado 5-9300  
 COlumbus 5-5893  
 Circle 7-0094  
 PLaza 3-5650  
 COlumbus 5-5662  
 PLaza 8-3360  
 CAledonia 5-7530  
 Wickersham 2-3338  
 Circle 6-6540  
 Murray Hill 2-1379  
 Circle 7-4560  
 Eldorado 5-1620  
 Wickersham 2-2213  
 Murray Hill 2-3376  
 BRyant 9-6565  
 Circle 7-8300

Lilian Okun, Inc.  
 Peterson Radio Productions  
 Radio Attractions  
 Radiocrafters  
 Radio Events Syndicate  
 Radio Production Service  
 Radio Program Associates  
 Radioscript Productions Co.  
 RCA Manufacturing Co.  
 Reeves Sound Studios  
 Rocke Productions, Inc.  
 James L. Saphier  
 Sound Masters, Inc.  
 Henry Souvaine, Inc.  
 Speak-O-Phone Recording & Equipment Co.  
 Star Radio Programs  
 Douglas F. Storer  
 Edwin Strong, Inc.  
 Transamerican Broadcasting & Television Corp.  
 Transcribed Radio Shows, Inc.  
 Transcriptions, Inc.  
 Transradio News Features, Inc.  
 T-W Radio Productions  
 Universal Radio Programs  
 Universal Recording Co.  
 Victor Recording Laboratory  
 Viking Radio Productions  
 Roger White  
 Wilson, Powell & Hayward, Inc.  
 Wolf Associates  
 WOR Electrical & Recording Service  
 World Broadcasting System

**ORGANIZATIONS, UNIONS AND GOVERNMENT AGENCIES**

Actors' Equity  
 Advertising Club  
 Advertising Federation of America  
 American Association of Advertising Agencies  
 American Communications Association  
 American Federation of Musicians  
 American Federation of Radio Artists  
 ASCAP  
 Institute of Radio Engineers  
 M. P. P. A.  
 National Association of Performing Artists  
 National Labor Relations Board  
 New York World's Fair 1939, Inc.  
 Radio Club of America  
 S. E. S. A. C.  
 Society of Jewish Composers, Publishers and Song Writers  
 Songwriters' Protective Association

**RAILROAD TERMINALS**

Grand Central  
 Pennsylvania

Murray Hill 6-9100  
 PEnnsylvania 6-5600

**HOTELS**

Algonquin  
 Ambassador  
 Astor  
 Biltmore  
 Commodore  
 Edison  
 Lincoln  
 Lombardy  
 New Yorker  
 New Weston  
 Park Central  
 Pennsylvania  
 Plaza  
 Ritz Carlton  
 Ritz Tower  
 Roosevelt  
 St. Moritz  
 St. Regis  
 Savoy Plaza  
 Sherry Netherland  
 Vanderbilt  
 Waldorf-Astoria  
 Warwick

VAnderbilt 3-2500  
 Wickersham 2-1000  
 Circle 6-6000  
 Murray Hill 2-7920  
 Murray Hill 6-6000  
 Circle 6-5000  
 Circle 6-4500  
 PLaza 3-8600  
 MEDallion 3-1000  
 PLaza 3-4800  
 Circle 7-8000  
 PEnnsylvania 6-5000  
 PLaza 3-1740  
 PLaza 3-4600  
 Wickersham 2-5000  
 Murray Hill 6-9200  
 Wickersham 2-5800  
 PLaza 3-4500  
 VOunteer 5-2600  
 VOunteer 5-2800  
 Ashland 4-4000  
 Eldorado 5-3000  
 Circle 7-2700

# IMPORTANT RADIO TELEPHONE NUMBERS in LOS ANGELES



## RADIO STATIONS

KECA	Richmond 6111
KEHE	EXposition 1341
KFAC	FLtzroy 1231
KFI	Richmond 6111
KFOX	MUTual 2510
KFSG	EXposition 1141
KFVD	DRexel 2391
KFWB	HOLlywood 5315
KGER	MAdison 2551
KGFJ	PRospect 2434
KHJ	VAAndyke 7111
KIEV	OMaha 3-4191
KMPC	BRadshaw 2-1166
KMTR	HILLside 1161
KNX	HOLlywood 2484
KOY-Arizona Net (L. A. Office)	GRanite 0702
KRKD	MAdison 2281
XEMO (L. A. Office)	PRospect 9136

## NETWORKS

California Radio System	EXposition 1341
Columbia Broadcasting System	HOLlywood 2484
Between 10 P.M. and 8:30 A.M.	HOLlywood 7052
Don Lee Broadcasting System	VAAndyke 7111
Mutual Broadcasting System	VAAndyke 7111
National Broadcasting Co.	HOLlywood 3631

## STATION REPRESENTATIVES

Walter Biddick Co.	Richmond 6184
John Blair & Co.	PRospect 3548
The Branham Co.	MIchigan 1269
W. Austin Campbell Co.	MIchigan 3875
Free & Peters, Inc.	RIchmond 6184
International Radio Sales	EXposition 1345
Joseph Hershey McGillvra	VAAndyke 6336
National Broadcasting Co.	HOLlywood 3631
Edward Petry & Co.	MIchigan 8729
Radio Sales	HOLlywood 2484
Reynolds-Fitzgerald, Inc.	TUcker 2474

## ADVERTISING AGENCIES

Alber R. H. Company	PRospect 3331
Barnes Chase Co.	PRospect 4118
Batten, Barton, Durstine & Osborn	HILLside 8919
Beaumont & Hohman	TRinity 8173
Benton & Bowles Inc.	HILLside 9151
Botsford, Constantine & Gardner	PRospect 0206
Brisacher, Emil & Staff	PRospect 9368
Buchanan & Company, Inc.	DRexel 7101
Campbell-Ewald Company	PRospect 1275
The Caples Co.	MUTual 4143

Doremus & Co.	TRinity 8821
Sherman K. Ellis & Co.	FEderal 9111
Erwin, Wasey & Company	PRospect 5317
Hillman-Shane Advertising Agency Inc.	VAAndyke 5111
Hixson-O'Donnell Advertising	MUTual 8331
William A. Ingoldsby	MUTual 7451
Lockwood-Shackelford Advertising Agency	TRinity 9801
Logan & Stebbins	TRinity 8821
Lord & Thomas	HOLlywood 6265
McCann-Erickson Inc.	MIchigan 4049
Miner, Dan B.	RIchmond 3101
Morgan, Raymond R. Co.	HEmpstead 4194
Neisser-Meyerhoff, Inc.	TUcker 2607
Ruthrauff & Ryan Inc.	HILLside 7593
Scholts Advertising Service	MIchigan 2396
Shattuck & Ettinger	YORk 8131
Sweeney & James	JEfferson 4019
Thompson, J. Walter Co.	MIchigan 5194
Ward Wheelock Co.	HILLside 1091
Weinberg, Milton, Advertising Co.	TUcker 4111
Young & Rubicam Inc.	HOLlywood 2734

## PROGRAM PRODUCERS AND TRANSCRIPTION AND RECORDING COMPANIES

Abbott Radio Productions	HILLside 1449
Aerogram, Inc.	HILLside 7211
Air-Chek Co.	GLadstone 2189
Allied Phonograph & Record Mfg. Co.	HOLlywood 5107
American Record Corp.	GRanite 4134
Associated Cinema Studios	HEmpstead 2131
Associated Transcriptions of Hollywood	WALnut 4736
Walter Biddick Co.	RIchmond 6184
Callahan Radio Programs	HOLlywood 5442
Eccles Disc Recordings	HILLside 5257
Electro-Vox Recording Studios	GLadstone 2189
Fanchon & Marco	HOLlywood 5341
Fields Bros. Radio Corp.	HOLlywood 7305
Irving Fogel & Associates	HOLlywood 5107
Hollywood Radio Productions	GRanite 6790
Hollywood Recording Co.	HILLside 3097
Hollywood Transcript Co.	HOLlywood 7734
Lippe & Lazarus Productions	YORk 2901
C. P. MacGregor	FLtzroy 4191
R. U. McIntosh & Associates	STANley 7-1035
Mertens & Price	DRexel 1118
Raymond R. Morgan Co.	HEmpstead 4194
Music Corporation of America	BRadshaw 2-3211
Norman B. Neeley	HILLside 9133
Otto K. Oleson Recording Studios	GLadstone 5194
Pan American Radio	HILLside 4027
Ralph L. Power	MAdison 5617
Radio Producers of Hollywood	HOLlywood 6288
Radio Recorders, Inc.	HOLlywood 3917
Radiotone, Inc.	YORk 7204

Radio Transcriptions Co. of America	Hollywood	3545
RCA Manufacturing Co.	Hillside	5171
Rec-Art Studios	Prospect	9232
Recordings, Inc.	Hillside	6138
Standard Radio, Inc.	Hillside	0188
Transamerican Broadcasting & Television Corp.	Hempstead	5151
Twentieth Century Radio Productions	Hillside	7211
Witte Radio Productions	Vandy	5436

### RADIO ARTISTS AGENCIES

Batchelor Agency, Walter	CRestview	1-8181
Columbia Artists Bureau	Hollywood	6365
Columbia Management of Calif.	Hollywood	6385
Consolidated Radio Artists	Hillside	7124
Dolan & Doane	CRestview	1-9185
Fanchon & Marco	Hollywood	5341
Irwin, Lou	OXford	1005
Lee Artists Service, Thomas	GRanite	7171
Lyons, A. & S.	OXford	1116
Morris Agency, William	BRadshaw	6-3121
Morrison, Leo	CRestview	1-9191
Music Corporation of America	BRadshaw	2-3211
NBC Artists Service	Hollywood	3631
Rockwell-O'Keefe, Inc.	CRestview	1-8101
Saphier, James L.	Hollywood	7356
Selznick, Myron	CRestview	1-9171
Swanson, H. N.	CRestview	1-5115

### PUBLICATIONS

The Billboard	MOrningside	1-4700
The Broadcaster	GLadstone	7353
Broadcasting & Broadcast Advertising	GLadstone	7353
Daily Variety	HOLLYWOOD	6141
Hollywood Reporter	Hillside	7411
Motion Picture Daily	GRanite	2145
Printers' Ink	Mlchigan	7701
Radio & Radio Digest	YOrk	7226

<b>RADIO DAILY</b>	GRanite	6607
Radio Guide	GLadstone	2196
Variety	HOLLYWOOD	6141
Western Advertising	VAndyke	6320

### AIR LINES

American Airlines	Mlchigan	8822
Grand Central Air Terminal	OMaha	3-4222
Los Angeles Municipal Airport	THornwald	1126
TWA	Mlchigan	8881
Union Air Terminal	HOLLYWOOD	1606
United Air Lines	TRinity	4771

### SPORT ARENAS

American Legion (Stadium-Hollywood)	HOLLYWOOD	2951
Los Angeles Coliseum	Richmond	6391
Gilmore Stadium	WHitney	1163

### RAILWAY TERMINALS

Santa Fe	MUTual	0111
Southern Pacific	Mlchigan	6161
Union Pacific	TRinity	9211

### HOTELS

Ambassador Hotel	DRexel	7011
Billmore Hotel	Mlchigan	1011
Christie Hotel	HOLLYWOOD	2241
Clark Hotel	Mlchigan	4121
Del Monte Hotel (L. A. Offices)	EXposition	9767
Ensenada Hotel Playa	MUTual	5544
Garden of Allah Hotel	HOLLYWOOD	3581
Hollywood Hotel	HEmpstead	4181
Hollywood Knickerbocker	GLadstone	3171
Hollywood Plaza Hotel	GLadstone	1131
Roosevelt Hotel	HOLLYWOOD	2442
The Town House	EXposition	1234

### IMPORTANT RADIO AND GOVERNMENT TELEPHONE NUMBERS IN *Washington, D. C.*

#### FEDERAL DEPARTMENTS AND AGENCIES

White House	NAtional	1414
State Department	District	4510
Treasury Department	NAtional	6400
War Department	NAtional	2520
Justice Department	NAtional	0185
Post Office Department	District	5360
Navy Department	District	2900
Interior Department (Office of Education)	REpublic	1820
Agriculture Department	District	6350
Commerce Department	District	2200
Labor Department	NAtional	8472
Federal Trade Commission	NAtional	8206
FEDERAL COMMUNICATIONS COMMISSION	District	1654
Securities Exchange Commission	District	3633
National Labor Relations Board	NAtional	9716
Wage & Hour Administration	NAtional	8472
Social Security Board	District	2812
Supreme Court of the U. S.	NAtional	5321
D. C. Court of Appeals	NAtional	4624
U. S. District Court (for D. C.)	District	2854
Capitol (Senate and House)	NAtional	3120

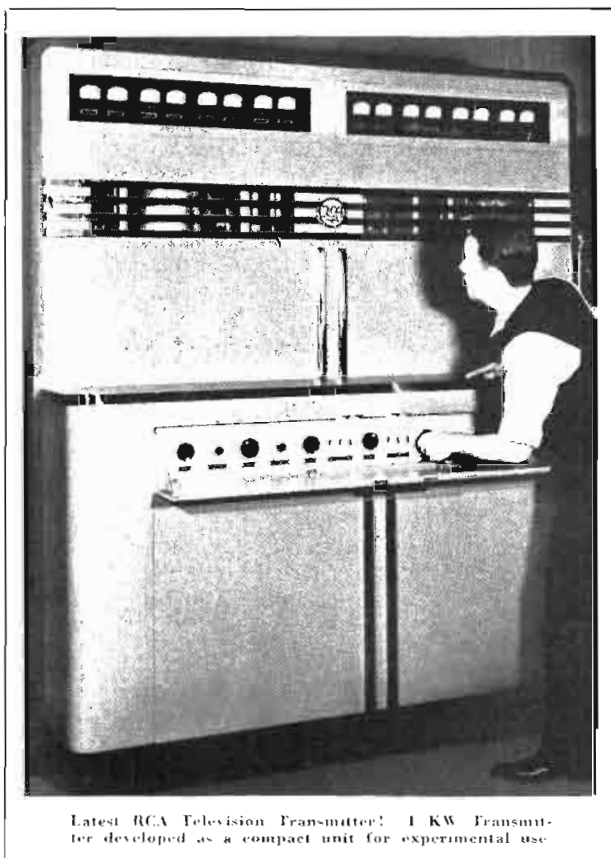
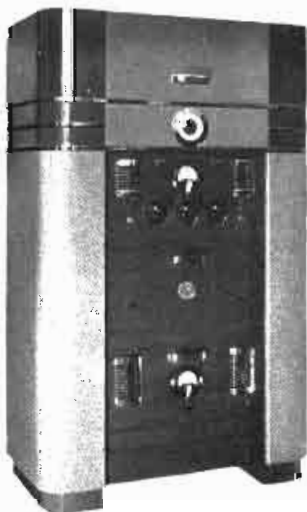
#### NON-GOVERNMENTAL

National Association of Broadcasters	NAtional	2080
Radio Manufacturers' Association	NAtional	4901
National Press Club	METropolitan	0345
WJSV	METropolitan	3200
WMAL-WRC	REpublic	4000
WOL	METropolitan	0012
Carleton Hotel	METropolitan	2626
Mayflower Hotel	District	3000
Raleigh Hotel	NAtional	3810
Willard Hotel	NAtional	4420
Associated Press	District	1500
International News Service	NAtional	1733
Transradio Press	NAtional	1178
United Press	NAtional	9052
Baltimore & Ohio R. R.	District	3300
Pennsylvania R. R.	District	1424
Union Station	NAtional	2760

# RCA Builds Equipment Today for Tomorrow's Television and Facsimile

TODAY RCA offers experimental Television and Facsimile Transmission Systems to forward-looking broadcasters who are making plans for service in these new fields.

Designed and built to fulfill the exacting requirements of these new arts, this RCA equipment makes available the brilliant research triumphs of RCA Laboratories. In building advanced equipment such as this RCA is helping pioneer a greater radio service for tomorrow. And, in this way, RCA makes available to all the benefits of the experience of the only organization that makes and does everything in radio and sound.



Latest RCA Television Transmitter! 1 KW Transmitter developed as a compact unit for experimental use

Newest RCA Facsimile Equipment! Scanning unit offers a real service for experimental stations in this field.



*Broadcast Equipment*

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Division of the Radio Corporation of America

New York, 1270 Sixth Ave.  
Dallas, Santa Fe Bldg.

Chicago, 589 E. Illinois St.  
San Francisco, 170 Ninth St.

Atlanta, 530 Citizens & Southern Bank Bldg.  
Hollywood, 1016 N. Sycamore Ave.



# RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

1501 BROADWAY, NEW YORK CITY—Tel. Wisconsin 7-6336

**JOHN W. ALICOATE**

*Publisher*

**Don M. Mersereau**

*General Manager*

**Marvin Kirsch**

*Business Manager*

**M. H. Shapiro**

*Editor*

**Ralph Wilk**

*Los Angeles*

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*Columnist*

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*Circulation*

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JOHN ANDRUS

GLADYS ZASORIN

**HOLLYWOOD**

**Ralph Wilk**

6425 HOLLYWOOD BLVD.

TELEPHONE GRANITE 6607

PUBLISHERS OF

**THE RADIO DAILY**



**THE RADIO ANNUAL**

# Grombach Productions, inc.

(Established 1930)

## THE OLDEST INDEPENDENT PROGRAM PRODUCING ORGANIZATION IN RADIO

For nine years producing up to twelve programs per week and furnishing individual writing, direction and "doctoring" services to others.

Distinguished personalities who have been supplied radio material by Jean V. Grombach or who have been starred or featured in programs conceived and produced by members of these organizations:

Fredric March

Nelson Eddy

Max Baer

Helen Claire

Garson Kanin

Henry Hull

Frank Morgan

Hannah Williams

Ernest Truex

Frank Wilson

Benay Venuti

Waldo Mayo

Ethel Park Richardson

Babe Ruth

Carson Robinson

Harry Saher

Doris Dalton

Audrey Christie

Irene Purcell

Russell Collins

Mary Boland

Oliver Wakefield

Walter Woolf King

Earl Sparling

Josef Pasternack

Frank Ventre

Mrs. F. D. Roosevelt

Carveth Wells

Lila Lee

Jack Dempsey

Irene Bordun

Eugene Ormandy

Mildred Bailey

Sam Levene

William LaVarre

Crosby Gaige

Radio Rogues

Al Goodman

Helen Morgan

Ed Smalle's Seven G's

Norma Terris

Sam Jaffe

Jessie Royce Landis

L. Harold Murray

Jeane Dante

Florence Eldridge

John Boles

Nancy McLeod

John Carter

Willard Robinson

In the past five years, every "package" show or unit production delivered by this organization has attained a Crossley audience rating at least 50% higher than the "median," or average.

# Jean V. Grombach, inc.

(Incorporated 1931)

## PRODUCTION, RECORDING, DISTRIBUTION OF ELECTRICAL TRANSCRIPTIONS

*Producers of such outstanding transcribed programs as:*

Railway Express' "News Parade"

Continental Oil's "Exploring"

America with Carveth Wells'

Health Products' "Doc Williams"

Nehi's "J-lol of Millions"

Schwob's "College Time"

Westinghouse's "Salutes"

Chilean Nitrates' "Uncle Natchel"

Veeck's "Plantation Echoes"

## Steinway Building

STUDIOS AND OFFICES

113 West 57th Street

New York City

Circle 6-6540

REPRESENTATIVES IN

Hollywood

Boston

Chicago

Paris

London

# IMPORTANT RADIO TELEPHONE NUMBERS in CHICAGO



## RADIO STATIONS

CKLW (Chicago office)	CENtral	0605
KSTP (Chicago office)	SUPERior	8660
WAAF	RANdolph	1932
WBBM	WHITehall	6000
WCAU (Chicago office)	STAtE	0366
WCBD	SEElY	8066
WCFL	SUPERior	5300
WCRW	DIVERsey	4440
WEDC	CRAWford	2436
WENR	SUPERior	8300
WGES	SEElY	8066
WGN	SUPERior	0100
WHFC	LAWndale	8228
WHIP	SUPERior	5200
WIND (Chicago office)	STAtE	4176
WJJD	STAtE	5466
WLS	HAYmarket	7500
WLW (Chicago office)	STAtE	0366
WMAQ	SUPERior	8300
WMBI	DIVERsey	1570
WOR (Chicago office)	SUPERior	5110
WSBC	SEElY	8066
WSAI (Chicago office)	STAtE	0366
WWAE (Chicago office)	PLAZa	4300

## NATIONAL NETWORKS

Columbia Broadcasting System	WHITehall	6000
Mutual Broadcasting System	SUPERior	0100
National Broadcasting Co.	SUPERior	8300

## STATION REPRESENTATIVES

John Blair & Co.	SUPERior	8660
The Branham Co.	CENtral	5726
Bryant, Griffith & Brunson, Inc.	ANDover	1040
Burn-Smith Co.	CENtral	4270
Cox & Tanz.	FRANklin	2095
John G. Dale	DEARborn	0351
Free & Fetters	FRANklin	6373
Gene Furgason & Company	STAtE	5241
George P. Hollingbery	STAtE	2898
International Radio Sales	CENtral	4547
The Katz Agency	CENtral	4238
Kelly-Smith Co.	FRANklin	4687
Ray Linton	STAtE	9493
Joseph Hershey McGillvra	SUPERior	3444
J. R. McKinney & Son	SUPERior	9866
National Broadcasting Co.	SUPERior	8300
John H. Perry Associates	HARRison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHITehall	6000
Radio Advertising Corp.	CENtral	0605
William G. Rambeau Co.	DELaware	3838
Paul H. Raymer Co.	SUPERior	4473
Reynolds-Fitzgerald, Inc.	STAtE	4294
Sears & Ayer	SUPERior	8177
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

## ADVERTISING AGENCIES

Aubrey, Moore & Wallace Inc.	RANdolph	0830
Auspitz & Lee	STAtE	7782
N. W. Ayer & Son, Inc.	RANdolph	3456
Beaumont & Hohman, Inc.	CENtral	4231
Batten, Barton, Durstine & Osborn, Inc.	SUPERior	9201
Beaumont & Hohman, Inc.	CENtral	4231
Benton & Bowles	DELaware	6800
Blackett-Sample-Hummert, Inc.	DEARborn	0900
Buchanan & Co.	SUPERior	3047
Burnet-Kuhn Advertising Co.	SUPERior	3800
Leo Burnett Co.	CENtral	5959

Campbell-Ewald Co.	CENtral	1946
Caples Co.	SUPERior	6016
Cecil-Presbrey	CENtral	5255
Compton Advertising	STAtE	8747
Critchfield & Co.	SUPERior	3061
Doremus & Co.	CENtral	9132
Sherman K. Ellis & Co.	HARRison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEARborn	8910
Charles Daniel Frey Co.	STAtE	8161
J. Stirling Getchell	HARRison	2606
Henri, Hurst & McDonald, Inc.	SUPERior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
Lord & Thomas	SUPERior	4800
Maxon, Inc.	DELaware	3536
Hays, MacFarland & Co.	RANdolph	9360
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STAtE	5060
Needham, Louis, & Borby, Inc.	STAtE	5152
Neisser-Meyerhoff, Inc.	DELaware	7860
Reincke-Ellis-Younggreen & Finn, Inc.	WHITehall	7440
Roche, Williams & Cunyngnam	HARRison	8490
Rogers & Smith	DEARborn	0021
Ruthrauff & Ryan, Inc.	DEARborn	2625
Stack-Goble Advertising Agency	RANdolph	0160
J. Walter Thompson Co.	SUPERior	0303
Wade Advertising Agency	STAtE	7371
Wessel Co.	VICTory	1300
Young & Rubicam, Inc.	CENtral	3144

## PROGRAM PRODUCERS AND TRANSCRIPTION AND RECORDING COMPANIES

Norman Alexandroff & Co.	WABash	6762
American Record Co.	SUPERior	5382
Armand & L'Estelle	HARRison	3435
Chicago Recording Studios	WEBster	7288
Conquest Alliance Co.	STAtE	3348
D'Arcy Laboratories	WEBster	0914
Decca Records, Inc.	DELaware	8800
H. S. Goodman	RANdolph	5263
Gordoni & Lee Radio Productions Co.	CALumet	6979
Charles Hughes Productions, Inc.	BUCKingham	4048
Jones & Hawley	STAtE	5096
Harry Martin Enterprises	RANdolph	3842
Music Corporation of America	DELaware	1100
Donna Parker Productions	WEBster	2873
Press Radio Features	RANdolph	9333
RCA Manufacturing Co.	DELaware	4774
Radio Recording Studios	EDGewater	6461
Radio Transcription Co. of America	DELaware	2325
Norman Ross	SUPERior	2168
Selviair Broadcasting System	RANdolph	8877
Standard Radio, Inc.	STAtE	3153
Transamerican Broadcasting & Television Corp.	STAtE	0366
Universal Radio Productions	STAtE	3153
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPERior	9114

## NEWS AGENCIES AND ASSOCIATIONS

Associated Press	STAtE	7700
International News Service	ANDover	1234
Transradio Press Service	STAtE	8091
United Press	RANdolph	3677

## ORGANIZATIONS AND UNIONS

Actor's Equity	WELlington	6377
American Federation of Actors	STAtE	7918
American Federation of Musicians	STAtE	0063
American Federation of Radio Artists	SUPERior	1279
ASCAP	RANdolph	1805
University Broadcasting Council	CENtral	2015



## See Those Shavings Run!

**NO FOULING OF CUTTING NEEDLE WHEN YOU RECORD ON THESE NEW BLACK LABEL (PROFESSIONAL)**

# Perma Disks

Amazing! the way Perma Disk shavings hurry towards the center of the disk, keep entirely clear of the cutting stylus. Little or no brushing required. Spoilage by chip fouling completely eliminated. That's why radio stations, artists, advertising agencies,—everyone to whom faithful, economical recordings are essential,—are using the new Perma Disk. Heavy, exclusive formula, coating on 16 gauge aluminum, prevents warping, slipping. Unwavering uniformity. Makes perfect pressings. Non-deteriorating. Sufficient thickness for vertical cutting of high amplitudes. Made in 6, 8, 10, 12 and 16-inch sizes, also special larger sizes, at prices substantially below the average level. Here is a disk for professional use that is perfect in all respects and can be depended upon for complete uniformity and reliability. See your recording supply dealer for a demonstration of this amazing new Perma Disk, or write direct for full information and samples. One test will convince you of its extraordinary preference. Write today.

**Throw a Switch and Take Any Program Off the Air**

### 4 W A Y

1. High Fidelity Recorder
2. Public Address System
3. Electric Phonograph
4. Standard Radio

Tune in with the radio and you can record anything that comes over the air, quickly, easily, economically, for immediate playback, permanent record. The four-way Federal Recorder is the lowest priced, quality combination equipment today. Inspect this truly modern instrument for home or professional use. Write at once for complete, illustrated folder showing all models of the Federal Recorder.



**FEDERAL RECORDER CO., INC.**

Dept. 3754 630 S. Wabash Ave., Chicago, Ill.





★ RADIO ★  
HISTORY  
MAKERS  
★ OF 1938 ★



***Thumbnail summaries  
of personalities whose  
activities provided ma-  
jor headlines in the past  
year.***





# integrated programs

If results from your transcribed programs do not justify your clients reasonable expectations, there are things you can do about it. Remember to suggest Broadcasters Mutual Transcription Service "Integrated Programs". Don't wait for them to ask you for new merchandising ideas. "Integrated Programs" are different because they give smoothness to commercials and the unusual effect that is needed to command attention.

National Representatives

Western

WALTER BIDDICK COMPANY

Radio Programs Division

Los Angeles

San Francisco

Seattle

Eastern

CHARLES MICHELSON COMPANY

545 Fifth Avenue New York

Central

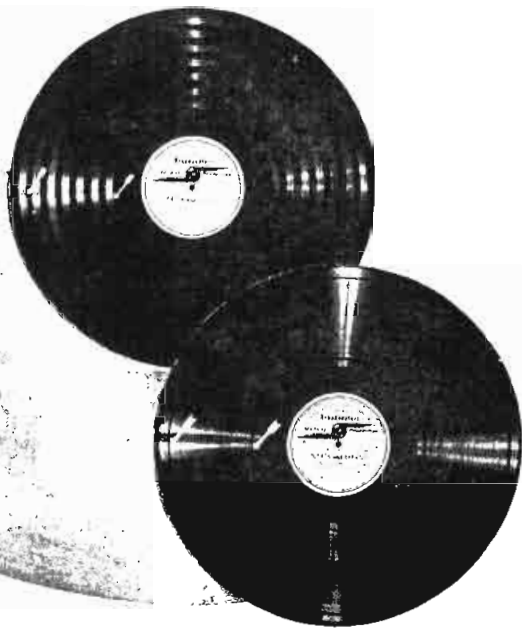
H. D. WELCH  
Chicago, Illinois

Broadcasters

Mutual Production

Ready for immediate delivery:  
"ALL IN THE FAMILY"  
"OZARK MINSTRELS"  
Program now in Production:  
"THE SECOND YEAR"  
... and more to come

Write for sample audition disc—and if you haven't received our brochure there it is for you



Patent Applied For

**BROADCASTERS MUTUAL**  
TRANSCRIPTION SERVICE, INC.

818 S. Kingshighway

St. Louis, Mo., U. S. A.

## FRANK R. McNINCH



Appointed chairman of the FCC late in 1937 to whip the Commission into order, McNinch went to work in earnest the past year, advocating the abolishment of some civil service jobs, handling the super-power hearings, and is currently in charge

of the network probe, investigating every phase of chain broadcasting. Working in a quiet, systematic manner, McNinch has accomplished practically everything he has set out to do.

## DAVID SARNOFF



Despite the many duties surrounding the chief executive of RCA, Sarnoff took time off this year to make an announcement that RCA would market television sets in April, and that regular televised programs would be forthcoming from the RCA-NBC studios simultaneously. Always a keen believer in the possibilities of sight and sound transmission, Sarnoff continued to advocate television during 1938.

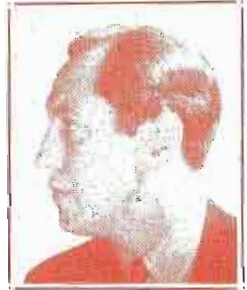
## LENOX R. LOHR



Continuing his policy of traveling throughout the country, Lohr was a busy executive during 1938 between catching trains, covering the opening of the new NBC studios in Hollywood, keeping a weather eye on the developments in television, addressing

organizations from coast-to-coast, and guiding the NBC to a new all-time high in billings each month individually and cumulative during 1938.

## WILLIAM S. PALEY



Young Prexy of CBS put in a busy year in 1938 what with the network opening its new Hollywood home, construction of the television studios going forward, a quick trip to Europe, adding eight new affiliates to the network, and servicing 94,000,000 radio listeners day and night during the Czech crisis. In his spare time he continued his work in improving educational and cultural radio presentations on CBS.

## NEVILLE MILLER



Drafted from Princeton U. where he was assistant to the president, Miller took office as the first paid prexy of the NAB early in July, and immediately began an exhaustive study of radio's problems. Effecting a complete reorganization of the

staff, Miller was kept busy attending district meetings to get acquainted, played an active part in the AFM negotiations, assisted at the reorganizaion of IRNA.

## ALFRED J. McCOSKER



Rapid advances made during the past year by MBS can be attributed in no small measure to Alfred J. McCosker, president of Bamberger Broadcasting Co., owners of WOR, and chairman of the MBS Board. The network showed a 30.4% increase in billings for 1938, increased its affiliated stations to 110.

COLUMBIA ARTISTS, INC.  
DIVISION OF COLUMBIA BROAD-  
CASTING SYSTEM INC



*Presents*

## RALPH EDWARDS

*Its Versatile Announcer*

"Major Bowes Amateur Hour" for Chrysler Corp.—CBS

"Gospel Singer", "Vic and Sade"—NBC and "Life Can Be Beautiful"—CBS for Procter and Gamble.

"Howie Wing" for Kellogg—CBS

"Children's Hour" for Horn & Hardart—CBS

"Headlines and Bylines"—CBS

## • THOMAS H. A. LEWIS •



Outstanding in the agency field during 1938, Tom Lewis, of Young & Rubicam, started out the year as producer of the Kate Smith program, and was given much of the credit for the success of that series. Last summer Lewis was named

program supervisor for the agency, which included handling of the Fred Allen, "We, the People," Kate Smith and Gulf Oil series among others. Then, to top off the year, he was appointed manager of the agency's radio division.

## • DONALD FLAMM •



The moving of Donald Flamm's WMCA to its new Broadway home with one of the most complete and well-appointed studios in town took much of his time and energy this past year. Executing important business policies, developing and supervising program ideas as well as keeping a sensitive hand on the public pulse took almost all of what time and energy were left. The Inter-City network also came in for its share of attention.

## • JOHN F. ROYAL •



Duties as NBC vice-president in charge of programs kept John Royal, one of the busiest executives in the industry, on the go all year. FCC probe was high-spotted by the appearance of Royal, and immediately after leaving the stand, he jumped into a

plane and spent 20 days in Latin America attending the Conference there.

## • VICTOR RATNER •



Another of the young executives in the radio ranks, Vic Ratner has just passed his 34th birthday. A veteran of broadcasting, Ratner, as director of sales promotion at CBS, operates in a quiet, efficient manner that gains results continuously. His latest move was the appointment of several sales-promotion managers at CBS owned stations.

## • DR. LEON LEVY •



As president of WCAU in Philadelphia, Leon Levy displayed untiring energy in extra curricular activities, such as joining the NAB and aiding in that body's reorganization, being one of the leaders in the formation of a strong Pennsylvania Broadcasters'

Assn., installed new high frequency station, and directional antennas for W3XAU, and fought the new state bill to prohibit horse race broadcasts.

## • JOHN S. YOUNG •



Showing an aptitude to handle any job in radio assigned to him, John S. Young, former ace announcer and commentator, stepped in as radio director of the New York World's Fair. In one year set up a series of world-wide broadcasts which will feature every politically prominent figure and also arranged for many promotional airings.



**ATTENTION!!**

Advertising Agencies  
enjoying a foreign clientele  
can now be serviced with  
scripts and transcriptions  
in both English and Foreign.

2,565,000 Italo-Americans Located  
in New York, New England and  
Pennsylvania are waiting to be  
entertained in their mother tongue.  
We reach this market.

DRAMA

MUSIC

COMEDY

SCRIPT WRITING

Under the Direction of

*Mr. Syd Leipzig*



## EDWARD KLAUBER



The executive vice president of CBS, continued with his duties as a member of the board of directors and his important duties as a v.-p. with a minimum of fanfare, as is his usual custom. One of the hardest workers during the European crisis, Klauber remained in the background at all times, stepping briefly into the limelight when he took time off to introduce Edward Murrow, CBS foreign representative, to the industry when Murrow visited the U.S.

remained in the background at all times, stepping briefly into the limelight when he took time off to introduce Edward Murrow, CBS foreign representative, to the industry when Murrow visited the U.S.

## MARK ETHRIDGE



Perhaps one of the best known figures in the radio picture, Mark Ethridge was a busy man the past year. As the temporary head of NAB, he worked long and hard on the re-organization of that body, made frequent hops into New York to assist the broadcasters in their AFM negotiations, and was one of the spear-heads of the NAB Conventions. He is still very active in the NAB, and his counsel is valued highly in any important matters coming before the NAB.

## NILES TRAMMELL



Up until late in the fall, Niles Trammell was still pounding away at higher NBC sales for the Central Division of which he was the vice-president in charge. Casting about for a suitable man for the revived and important position of executive vice-

president of NBC, the board of directors made a bid for Trammell.

## LOUIS K. SIDNEY



Showman of considerable background, Louis K. Sidney has spent most of his time on the Coast the past year, yet retaining his post as managing director of WHN, New York. His show business experience however is hard at work (along with himself) concentrating on the casting and production end of the MGM-Maxwell House Coffee "Good News of 1939" show

## JAMES D. SHOUSE



During his first year as vice president in charge of broadcasting for Crosley Corp., Shouse has put through drastic changes in policy and to some extent revamped the personnel setup of WLW and WSAI. As a constructive official, his efforts have already born

fruit for these two outlets in Cincinnati. Apart from the managerial duties for Crosley, Shouse had hectic business on his hands in connection with the so-called superpower hearing before the FCC.

## ELLIOTT ROOSEVELT



Coming to New York from the Southwest to become president and general manager of Hearst Radio, Inc., Roosevelt did not linger longer after executing a reorganization of the Hearst concern. Early in the fall he organized the Texas State Network of 23 outlets, affiliated with Mutual. As president of the new web, Roosevelt plans to expand the coverage shortly.

# YOU WOULDN'T CALL US

**Y**OU wouldn't call on us if you wanted a field signal strength test made for your station. You would want this done by someone who knows how and whose results would be accepted by advertisers and their agencies.

On the other hand, if you honestly want to determine the territory in which your station is listened to, you should call on us. Probably we have done more of this work than any other research organization since we did practically all of the field work for the joint Committee on Radio Research, and much for individual stations.

And, if you truly wish to know the listening habits of radio owners in your station city, you should by all means call on us to conduct a roster survey for you. This will give you your competitive situation for each quarter-hour in a week. It will show you where you are wasting money on sustaining periods, and give you the evidence which will enable you to sell outstanding sustaining shows.

If you want the facts about a single program ask us to study this by our new personal interview roster method. This is undoubtedly more accurate than the usual coincidental telephone method which necessarily omits a large part of the listening audience.

Broadcasters should consult Hooper-Holmes on survey work. You will find the advertising business will accept our results.

★

## What is the Hooper-Holmes Bureau?

*For 39 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained inspectors, all of whom are full-time salaried men. Their work is supervised by 80 Branch Offices. They regularly cover 11,075 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.*

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK



## FRED WEBER



Duties as general manager of the Mutual Network kept Fred Weber in the headlines throughout the year. Some of the accomplishments of the network under his direction included all-time high billings, addition of 35 stations to the web.

including the Texas State Network, improved programming and the acceptance of MBS as a major network.

## POWEL CROSLY, JR.



Nineteen thirty-eight provided plenty of excitement for Powel Crosley, Jr., insofar as the radio picture was concerned. With the FCC opening its superpower hearings, and WLW seeking a renewal of its 500,000 watt grant. Crosley's various interests kept him busy most of the year. However, the station's excellent program service was not overlooked by the boss, who, among other things, established a new farm service division.

## LEWIS ALLEN WEISS



Continued activity in radio on the west coast kept Lew Weiss, general manager of the Don Lee network, on the go most of the year, what with that web's affiliation with MBS, and the continued high caliber of the programs which were forthcoming from

that web. Weiss has put through a television schedule that is tops on the coast

## LAWRENCE LOWMAN



CBS operations continued on the up-grade during 1938 which meant that Lawrence Lowman, vice-president in charge of operations, put on many added hours of work. Because of the continued increase in the operating schedules of CBS, Herbert V. Akerberg, vice-president in charge of station relations, coupled off with Lowman to keep up with the growing work.

## SAMUEL R. ROSENBAUM



Despite the multiple duties confronting him. Samuel R. Rosenbaum, prexy of WFTL, Philadelphia, was one of the spearheads in the re-organization of the NAB. and took the initiative in creating a permanent IRNA while acting as chairman of the

special advisory committee. His straightforward manner in handling details of IRNA negotiations is indicative of how he works.

## FRANK E. MASON



As vice-president and personal assistant to NBC President Lenox R. Lohr. Frank Mason put in a busy year, working directly with the president on problems confronting the network. He is responsible for the international setup at NBC, a full-time job in itself. There was even enough spare time left for the peppy executive to maintain his contacts with government departments.

# HELEN WALPOLE

ACTRESS • LEADING LADY • WRITER

≈ 1938 ≈

"Death Valley Days"

"John's Other Wife"

"The Silver Flute"

"Action at Acquilla"

"Outward Bound"

"Romanticists"

"Lorenzo Jones" (Serial) "Pepper Young's Family"

"Dr. Christian" with Jean Hersholt

Maxwell Anderson's:

NBC "Great Play Series"

"Second Overture"

Four Television Shows

"Craig's Wife"

for NBC

"Both Our Houses"

(Wrote and Acted)

AND MANY OTHERS

334 WEST 85th STREET, N. Y. C.

ENdicott 2-6997

## VINCENT F. CALLAHAN



One of the most active men in the radio field, Vincent Callahan has seemingly remained in the background most of the year, but has accomplished much. Manager of WWL, New Orleans, less than one year, Callahan put through an application for

50,000 watts for WWL, and station began operating on its increased power the latter part of the year.

## TED C. STREIBERT



As an executive of both station WOR and the MBS, Ted Streibert as usual was kept busy between both responsibilities, both organizations being up and coming. Apart from his activity in the affairs of the above named outfits, Streibert had served earlier in the year as a member of the old NAB board of directors and was interested in the doings of the IRNA.

## H. LESLIE ATLASS



Running the CBS plant in the Windy City keeps H. Leslie Atlass one of the town's busiest men. The city's growing importance as an originator of network programs is due greatly to the 24-hour days Atlass puts in. The efficiency and precision with which

the CBS midwestern plant is operated has been lauded on more than one occasion.

## DON E. GILMAN



The problems of moving again kept Don Gilman, vice-president in charge of west coast operations, on the hop during a greater portion of the year with NBC finally completing the construction of the new west coast Radio City in Los Angeles, and moving

into the new quarters in mid-October. Gilman also took time off for visits to New York to acquaint the eastern office.

## ISAAC D. LEVY



Dynamic member of the WCAU-CBS Levys, Ike again appeared prominently in the news this past year, what with his purchase of stock in Transradio and his appearance before the FCC during the super power hearings. A man of strong convictions, Levy had been a good influence on the old NAB set-up with his "storms," which have more often than not, gotten results.

## DON DAVIS



Adding another year of illustrious service to the Kansas City area, WHB, under the able guidance of Don Davis, president, celebrated its sixteenth anniversary during the past year. Davis, although he unfortunately suffered ill health in the spring, was

able to inject many colorful programs into the local favorite lists of the area, despite the heavy competition given WHB.

# JACK PEARL

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**William Morris Agency, Inc.**  
Radio City New York

## EDWARD SMITH



A veteran of the radio field for many years, Ed Smith, radio director of General Mills, can take a bow for building that concern's nine radio shows to an all-time high. Smith, who was appointed to his present position late in 1937, was formerly af-

filiated as announcer, producer, director, etc., with some of the nation's leading stations.

## H. ALLEN CAMPBELL



In addition to handling the destinies of the Michigan Network and its key station, WXYZ, H. Allen Campbell proved to be one of the best salesmen in the business the past year when he made the "Lone Ranger" a household by-

word. Campbell has not been satisfied to be merely a major network affiliate, but has gone out to sell time, and prestige.

## WM. A. SCHUDT, JR.



Live wire and aggressive young Bill Schudt took a flying leap this year from boss of Columbia's WBT, Charlotte, to WKRC, Cincinnati, as head man with his famous hypo needle. Business man, showman and general hustler, Schudt is brewing

with ideas for putting the station on the map in even larger type than it is today.

## BENEDICT GIMBEL, JR.



Continuing his policy of placing WIP at the top of the list in Philly, Ben Gimbel recently placed the station on a 24-hour-a-day basis, started a huge promotional campaign in behalf of WIP that entailed the use of billboards among other media, and guided the station to its biggest billings in the history of the station.

## A. E. NELSON



After serving as a manager of KDKA, Pittsburgh, A. E. Nelson was selected as the logical man to handle the development of the NBC Blue network. Assuming his new duties as sales manager of the Blue network Aug. 1, Nelson put through a new

discount policy Nov. 1 which has already borne fruit.

## HERBERT L. PETTEY



Completing his second year as associate director of WHN, Herb Pettey further moved into the limelight the past year when Louis K. Sidney, managing director of the station, was called to Hollywood to handle the M-G-M "Good News" radio program.

The former FCC secretary has been responsible for many improvements at the station.

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# IT'S AN ASSOCIATED TRANSCRIPTION

1. It was recorded in a studio spacious enough for a symphony orchestra or intimate enough for a solo, acoustically treated in accordance with the specifications of the highest authorities.
2. It was supervised by a staff of experts whose business it is to produce the finest transcriptions that science affords, at no additional cost to the client.
3. It was pressed on a perfected Vinylite material that eliminates surface noise and minimizes wear.

### ALSO

4. Associated's facilities make possible a 24 hour service—from recording to delivery of completed program—when speed is essential.
5. Associated cuts transcriptions either vertically or laterally to suit varying station requirements.
6. Associated's studios, in midtown New York, are easily accessible to all sources of talent.
7. Associated's studio equipment is complete including a new Hammond Electric Organ, two Steinway pianos, celeste, vibraphone and all musical and sound effects.
8. Associated has access to the world's finest libraries of music and offers its clients the benefit of expert opinion with respect to Musical and Dramatic Copyright Clearances.
9. Associated transcribes your own material or produces for you a Custom-Built Program including entertainment and sales ideas, script writing, casting and direction.
10. Associated allows full agency commission.

STUDIO 151 W. 46th St.  
SALES DEPT 25 W. 45th St.



*The Aristocrat of the Turntable*

**ASSOCIATED  
RECORDED PROGRAM  
Service**

ASSOCIATED MUSIC PUBLISHERS, INC., 25 WEST 45TH STREET, NEW YORK CITY

## • DONALD THORNBURGH •



A hectic year was 1938 for Donald W. Thornburgh, with CBS opening its new \$1,500,000 west coast studio layout in Los Angeles. As vice president in charge of west coast operations, Thornburgh was also kept busy with the many coast-to-coast CBS

shows which originated from his end of the country.

## • WILLIAM S. HEDGES •



Continuing the colorful career as a radio executive which dates back to 1922, Bill Hedges, back with NBC, completed his first year as a vice-president in charge of station relations. Touching off the first term was an appearance made before the FCC

on the monopoly hearings with Hedges really throwing a firecracker into the proceedings when he blasted rival practices.

## • LEO FITZPATRICK •



The general manager of WJR caused a sensation this spring when he issued an edict banning the swinging of traditional songs, even going so far as to cut Tommy Dorsey off the air. Fitzpatrick had a full year's work at WJR, beginning with

the station's 5th birthday party, and continuing through one of the busiest financial years in the station's history.

## • ROGER W. CLIPP •



After having served as business manager of WFIL for the past four years, Roger Clipp was made general manager of the Philadelphia station early in the fall. A former NBC executive, Clipp, as organizer of the WFIL-keyed 17 station Quaker

network, guided that hookup to the largest billings in its history.

## • HAROLD E. SMITH •



One of the real pioneers of the radio industry, Harold Smith, president of WOKO - WABY, Albany, has appeared prominently in the headlines for many years. Important event in 1938 was his establishment of the Empire State

Network to handle the heavy schedule of political broadcasts during October and November.

## • ARTHUR H. HAYES •



When CBS decided to build WABC commercially early last year, Arthur Hull Hayes, New York manager of Radio Sales, was called in to head the movement. That he was successful was proven by the billings recorded at WABC, with December

alone exceeding the \$100,000 mark. Hayes also pushed through an earlier starting hour for the station.



*Jesse L. Lasky's*

## "Gateway to Hollywood"

C.B.S

SUNDAY

6.30-7 P. M. EST. 3.30-4 P. M. PCT.

Talent Search

*For*

RKO Radio Pictures, Inc.

Sponsored

*by*

Doublemint Gum



## HAROLD V. HOUGH



The past year proved to be a very busy one for Harold V. Hough, manager of both W B A P and KGKO. During the year KGKO moved from Wichita Falls, Texas, to Fort Worth, increased its power, and its volume of business, to such a

degree that billings were the highest in 10 years. Hough was called upon to play an important role in the NAB's affairs.

## JOHN SHEPARD III



Arduous duties as chief executive of the Yankee and Colonial networks have not dulled John Shepard's love for the radio business. He has been instrumental in the reorganization of the NAB and the formation of a permanent IRNA,

and was one of the committeemen in the broadcasters' recent contractual negotiations with the AFM.

## ARTHUR PRYOR, JR.



As vice-president in charge of radio at Batten, Barton, Durstine & Osborne, Arthur Pryor, Jr., was a prominent figure in the industry throughout 1938. As a speaker, Pryor made frequent appearances before advertising clubs, Kiwanis

Clubs, etc. In spite of his many duties at the agency, he finds time to attend the NAB conventions.

## W. B. LEWIS



The consistently high caliber of broadcasts maintained by CBS can be traced mainly to William B. Lewis, CBS vice president in charge of programs. Bill Lewis was one of the vast crew that remained on the job night and day during the European crisis, to maintain contact with the troubled areas.

## J. R. POPPELE



As the chief engineer of WOR, New York outlet of MBS, J. R. Poppele, had his usual large quota of work during 1938 putting thru numerous technical improvements both at the transmitter and the studios. One of the best technicians in the busi-

ness, Poppele devoted much of his time during 1938 to the development of facsimile.

## LEONARD KAPNER



As manager of the Hearst owned station in Pittsburgh, WCAE, Leonard Kapner was unusually industrious during 1938. Early in the year a complete rehabilitation of the WCAE studios in the William Penn Hotel was completed, and the station became the originator of programs for MBS from the "smoky city."



# NBC TRANSCRIPTIONS ARE REAL PROGRAMS

Programs with artists listeners know... programs that command a ready made audience... programs that sell. These are the services of vital interest to the National Spot Advertiser, Local Advertiser, Radio Station and Agency which NBC Transcription Service offers.

218

leading radio stations subscribe to NBC The-saurus because it serves their requirements for program material of unusual quality and variety for sustaining and sponsored programs

## ELECTRICAL TRANSCRIPTION SERVICE

**NATIONAL BROADCASTING COMPANY**

*A Radio Corporation of America Service*

30 Rockefeller Plaza, New York • Merchandise Mart, Chicago

## RALPH ATLASS



Second member of the "First Family" of radio in the Windy City, Ralph Atlass was a frequent visitor in the news during 1938 as he led WJJD and WIND to a banner year, both from a financial and a programming viewpoint. Ralph's

brother, H. Leslie Atlass, heads CBS in Chicago, and between the two brothers, they are responsible for plenty of action in the radio business.

## HARRY C. WILDER



As president of the Central New York Broadcasting Corp., Col. Harry C. Wilder, in addition to guiding the destinies of WSYR, Syracuse, WJTN, Jamestown, and WNBX, Springfield. Founded a new broadcast station in Troy, WTRY. The NAB elected him one of the 17 district directors, representing the Second District.

## JOHN F. PATT



Vice president and general manager of WGAR. John F. Patt is one of the youngest and most progressive executives in the industry. In addition to his many radio activities, he became the first representative of the industry to be elected

president of the Cleveland Advertising Club, and was named as Cleveland's leading showman.

## EDWIN W. CRAIG



One of the busiest men in the radio industry the past year, Ed Craig had little time to himself, what with playing a prominent role in the reorganization of the NAB, being a committee member responsible for the setting up of a permanent IRNA, and one of the spearheads in the AFM contractual negotiations which were successfully concluded.

## O. B. HANSON



NBC's new Hollywood home and the far-reaching advances of television have been O. B. Hanson's chief interests during the past year. The network vice president and chief engineer saw to it that the final finishing touches were put

upon the new Hollywood broadcasting center and "doubled in brass" in overseeing the many television experiments that were made during the year.

## NEAL BARRETT



One of the most important developments in radio during the past year was the organization of the Texas State Network, comprising 23 important stations in that state. Neal Barrett, manager of KOMA, became executive vice-president of the new network, after helping Elliott Roosevelt organize the web, which is affiliated with MBS.



# **TEXACO STAR THEATRE**

Produced by

**BILL BACHER**

Comedy Written By

**HAL BLOCK**



### L. B. WILSON



President and general manager of WCKY, L. B. Wilson was active in the reorganization of the NAB, the founding of IRNA on a permanent basis, and the settling of the AFM negotiations, Wilson kept WCKY before the industry throughout the

year with his excellent showmanship. Wilson's station carried an average of 800 network shows a month.

### ROY C. WITMER



NBC's vice-president in charge of sales, had more than a little to do with the amazing time sales recorded by NBC each month during the past year, and can take a well-deserved bow for NBC's first \$41,000,000 year in gross billings. Yet Witmer had seemingly remained in the background most of the year.

### MILTON BIOW



His own advertising agency kept Milton Biow busy during 1938. However towards the end of the year he announced the purchase of WINS, and his resignation from WNEW. Biow, as head of the ad agency bearing his name has been responsible for

the wide acceptance of the Philip Morris network shows, giving that and other accounts his personal attention.

### H. K. CARPENTER



Maintaining his policy of leadership in civic, cultural and educational service, H. K. Carpenter, vice-president and general manager of the United Broadcasting Co.'s two stations in Cleveland, WHK - WCLE, was a frequent figure in the news during the past year. The two stations received plaudits continuously for their humane services during 1938.

### GEORGE HENRY PAYNE



One of radio's most colorful characters, Commissioner George Henry Payne figured prominently in the headlines many times this year as a result of his crusading and his fiery speeches made during the entire reorganization program conduct-

ed by Chairman Frank R. McNinch.

### JOHN V. L. HOGAN



Owner and operator of WQXR, New York's only high fidelity station, John Hogan has proven that quality and cultural programs have a vast commercial value. Hogan's ability as an engineer is well known throughout the country, and he served on NAB engineering committees.

# WILLIAM MORRIS AGENCY

INC.

"THE AGENCY OF SHOW BUSINESS"

SINCE 1898 A CONTINUOUS SERVICE  
TO THE ENTERTAINMENT WORLD

More talent from novice to established star has been developed by this organization than any other agency in show business. — nurturing their talents, solving their problems, managing their affairs, and presenting their potentialities in every direction — an unparalleled service to the entertainment world.



ESTABLISHED 1898

# WILLIAM MORRIS AGENCY

INC.

RADIO CITY, N. Y.

LONDON

PARIS

CHICAGO

HOLLYWOOD

## • JOSEPH V. CONNOLLY •



New set-up of Hearst enterprises placed Joseph Connolly in the key spot. Chairman of the board of Hearst Radio, Inc., Connolly had much of the say-so in the various sales of Hearst owned stations during 1938. In spite of his many duties as head of

INS, King Features and all Hearst-owned newspapers, Connolly found time to make several personal appearances in behalf of racial tolerance.

## • ALFRED H. MORTON •



Highlight of the past year insofar as A. H. Morton is concerned, was his election as a vice-president of NBC, in charge of owned, or programmed and/or managed stations of the network. Morton, who prior to his election as a v.p. was manager of the operated stations department, was as a whole too busy to crash headlines most of the year, but did manage to make news when he appeared before the FCC in December.

## • HYL A KICZALES •



One of the few women managers in the radio business, Hyla Kiczales has distinguished herself by the unequalled success of the International Broadcasting System, and the individual stations making up the web. Concentrating on foreign

language presentations, WOV, New York outlet, has become the leading station servicing the Italo-American market in New York.

## • HERBERT I. ROSENTHAL •



Completing his first year as general manager of the Columbia Artists, Inc., Herbert Rosenthal was able to boast the most successful financial year ever reported by a network artists bureau. Rosenthal, who is only 28 years old, was appointed general manager of the CBS bureau after having had seven years experience in the broadcasting field.

## • W. C. ALCORN •



As manager of one of the leading foreign language stations in the New York area, WBNX, W. C. Alcorn put in a busy 12 months during 1938 building programs especially suited to the vast foreign element of the country's leading foreign

market. That his hard work was successful was shown in the noted by the station.

## • BERT LEBHAR •



One of the hardest working men in radio, Bert Lebhar, sales manager of WMCA, was kept on the march during 1938, the station moving to its new studios the early part of the year, making tie-ups with foreign stations for exchange series. Early in 1939 he became v.p. in charge of sales at WHN.



# **J. G. SALTZMAN, INC.**

## ***Photographic Lighting Equipment***

We can meet your demands and your ideas in the way of special lighting.



For 20 years we have handled the lighting problems for both the portrait and the illustrating photographer.



480 Lexington Ave., New York, N. Y.

PL. 3-8824-8873





## GLENN SNYDER



Under the guidance of Glenn Snyder, vice-president and general manager of WLS, the Prairie Farmer station completed construction of a new quarter-million dollar transmitter and vertical radiator, new studios, sweeping personnel

changes, established an outstanding education department, and reported one of the best financial years in the station's history.

## MARK WOODS



One of the youngest executives in a key position with a national network, Mark Woods, as vice-president and treasurer of NBC, last year celebrated two anniversaries, the completion of his twelfth year with NBC, and the first anniversary as a vice-president of the web. Woods had his hands full with financial matters during the year, with NBC going over the forty million mark for the first time.

## BERNICE JUDIS



In a business dominated by the masculine gender, Bernice Judis, manager of WNEW, New York, has steadily maintained her position as a successful executive. Responsible for many of the programs that have

made the station stand out as a leading local outlet, Miss Judis has been responsible for the increased billings which the station has noted practically since its inception.

## PAUL MORENCY



Duties as general manager of WTIC, Hartford, one of the few 50,000 watters in the New England territory, kept Paul Morency on the go most of the year. However, Morency's keen interest in the affairs of the NAB, of which he was one of the founders, also took up much of his time.

## EUGENE O'FALLON



Duties as the president of KFEL, Denver, did not stop Gene O'Fallon from actively participating in the reorganization of the NAB, and the permanent organization of IRNA, and the negotiations with the AFM during the past year. One

of the most popular men in the industry, as proven when he once polled the highest vote ever recorded to be re-elected a director of the NAB.

## JOS. H. LANG



As managing director of WHOM, Joe Lang, during 1938 installed new auxiliary studios in Manhattan, providing the latest facilities for finer production and transmission. WHOM's "We Americans" program is regarded as an example of foreign language educational features.

# FRANK GILL Jr. & BILL DEMLING

COMEDIANS, WRITERS,  
AND FRENCH HAND LAUNDRY

With

**JOE E. BROWN**

For

**GENERAL FOODS**

“WOULD YOU AUTOGRAPH A

*Post Toastie*

FOR US?”

Frank Gill, Sr.  
Business Manager

Direction  
William Morris Agency, Inc.

HAVE TUXEDOS—WILL TRAVEL

## JOHN A. BENSON



The first paid proxy of the AAAA, John A. Benson celebrated his tenth anniversary in that position last year by being elected for another term. Most important item concerning the body during 1938, particularly in view of the strike threat

against commercial network shows, was the opening of negotiations with AFRA.

## PERCY L. DEUTSCH



One of the important ET developments of 1938 was the formation of the World Transcription Gold Group by World Broadcasting System, under the direction of Percy L. Deutsch, president and founder of both WBS and its new affiliate. Foundation of WTS came after 10 years of study.

## E. H. GAMMONS



As the general manager of a most progressive outlet, WCCO, Minneapolis, Earl Gammons had a full year during 1938 with the station moving into a new building and installing more modern studios and facilities.

## CLAY MORGAN



Completing his second year as NBC director of promotion, Clay Morgan also made frequent jaunts to Washington to attend the network monopoly probe. Morgan continued to maintain the pace he set when he assumed office.

## ARTHUR SIMON



One of the newest executives in the radio industry, Arthur Simon assumed his present position as manager of WPEN midway in 1938 and immediately proceeded to make the radio industry sit up and take notice. Bringing many new ideas

and programs into the field, Simon has been a progressive manager.

## STERLING FISHER



Director of Education and Talks at CBS, Sterling Fisher, during 1938, organized the first Radio Teachers Institute in history, arranged network cooperation with educational organizations, directed the CBS education department in its work with the new Adult Education Board in presenting numerous new educational features over the network.



*Fields Brothers* Q. L. \*

HOLLYWOOD

Producers of

*The Shadow of Fu Manchu*

*Hopalong Cassidy*

*Calling All Cars*

*Ella Cinders*

*Bulldog Drummond*

*Sweetheart Time*



\* QUALIFIED SHOWMEN SINCE 1912

## LINCOLN DELLAR



Transferred from the station relations department of CBS to the management of WBT, Charlotte, one of the most progressive stations in the country, Lincoln Dellar has had to live up to a big job. In addition to bringing new and fertile ideas

to WBT, he has successfully fulfilled his duties.

## LLOYD YODER



Completing his first year as manager of KPO-KGO, San Francisco, Lloyd Yoder was responsible for the station's 25 per cent increase in station business recorded during 1938. Year marked the removal of network operation to Hollywood, also the 10th year of service with NBC by Yoder.

## HELEN SIOUSSAT



As assistant director of the CBS Talks Department, Helen Sioussat was responsible for many of the addresses on national problems to reach the radio listeners via CBS, and built many of the political, cultural, health, current problems,

etc., series that were a regular portion of CBS's radio fare during 1938. Her pet was "Headlines and Bylines."

## J. L. GRIMES



To J. L. Grimes, general advertising manager of the Wheeling Steel Corp., goes the credit for presenting one of the few new and unique radio shows of 1938. The program, sponsored by Wheeling Steel, and heard over a coast - to - coast

MBS network Sundays, features talent from the ranks of the employes of the concern and members of their families.

## DR. JAMES R. ANGELL



Completing his first year as NBC's educational counselor, Dr. Angell, former president of Yale University, has devoted most of his energies towards planning the future of the network in regard to education. After a prolonged jaunt through

Europe, Dr. Angell returned to the U. S. last spring, and has travelled across the country comparing our methods to that of European broadcasters.

## DR. LYMAN BRYSON



The rapid strides made in the field of educational broadcasting by CBS during 1938 can be traced directly to Dr. Lyman Bryson, chairman of the advisory council which oversees that type of broadcast at CBS. During his second year with CBS Dr. Bryson inaugurated important experiments.

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"Der Beste"

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C. T. Lucy, WRVA, Richmond, Virginia

## **NAB Committee of Cooperation Between Press, Radio and Bar**

Philip G. Loucks, Attorney  
National Association of Broadcasters

Harry C. Butcher, Vice-President  
Radio Station WJSV  
Columbia Broadcasting System, Inc.  
Washington, D. C.

Frank M. Russell, Vice-President  
Radio Station WRC  
National Broadcasting Company, Inc.  
Washington, D. C.  
Louis G. Caldwell, Attorney  
Neville Miller, President  
National Association of Broadcasters

*all*  
★

# DON LEE

## KID SHOWS

*Topo*

*all other*  
**KID SHOWS**  
on the **PACIFIC COAST**



ACCORDING TO FACTS CONSOLIDATED

★ **DON LEE**

**BROADCASTING SYSTEM**

L. A. WEISS . . . Vice-President and General Manager  
1076 West Seventh Street Los Angeles, California

AFFILIATED WITH  
MUTUAL

REPRESENTED BY  
JOHN BLAIR & CO.



# NETWORKS



**National**  
**Regional**





KFBK—Sacramento

KMJ—Fresno

KWG—Stockton

KERN—Bakersfield

National Broadcasting Co. California Radio System

KOH—Reno, Nevada

Columbia Broadcasting System

National Representatives  
PAUL H. RAYMER COMPANY

New York

Detroit

Chicago

# CBS

**I**N THE minds of America's 94,000,000 radio listeners, the outstanding radio achievement in 1938 was the prompt, accurate and complete coverage of world affairs. The Columbia Broadcasting System, during the swift change in Austria's political status, brought its listeners 50 separate reports of events—"as they happened." Six months later, America instinctively turned to radio for minute-by-minute developments in the Czechoslovakian crisis. And Columbia answered with a total of 471 broadcasts from 18 world-news centers. Split-second activity over a three-week period at network headquarters, plus hearty cooperation on the part of Columbia's 115 stations, kept the nation fully and truthfully informed of every significant move toward war or peace.

These international broadcasts, of course, are the most striking recent examples of radio's ability to "shrink space." But they also illustrate the great improvements in the physical facilities which made them possible — facilities which have made radio so valuable to listener and advertiser alike. In 1938, ten new stations joined the Columbia network, six of them representing additional primary coverage. During the same year, more than half of the 115 CBS stations carried on extensive construction programs which included power increases, installation of new high-fidelity equipment and new studios.

The activity continues into 1939. New studios were opened by WCCO, Minneapolis, in February, and major technical alterations

have just been completed by WJSV, Washington. WBBM in Chicago is rapidly completing a new vertical radiator. WWL, New Orleans, and WRVA, Richmond, have recently begun to operate with 50,000 watts, and a new 50,000-watt transmitter for WJSV will be placed in operation as soon as possible. In the short-wave field, Columbia's international station, W2XE, in New York, joined with W3XAU in Philadelphia to carry an expanded program service to Europe and South America.



**WM. S. PALEY**  
President

In addition to a record number of international broadcasts during 1938, the Columbia Network also carried more serious music and educational programs than ever before. This increase in programs of cultural content is a direct reflection of increased inter-

est in such programs on the part of the radio audience—an interest which network broadcasting itself has developed. Columbia Network programs in 1938 were divided as follows: 7,469 sponsored programs; 11,605 sustaining programs.

Television is scheduled to come from "around the corner" in 1939, and Columbia's years of technical production research in the field will undoubtedly be demonstrated during the year. With its transmitter installed in the Chrysler Tower and studios nearing completion in Grand Central Terminal, CBS television in metropolitan New York will become a reality early this year. It is estimated that CBS will have invested \$1,350,000 in the art of visual broadcasting by 1940.

*On Sunday, Carnegie Hall*





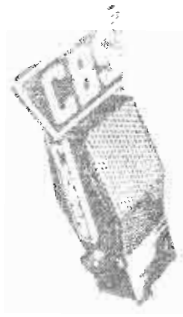


*holds ten million* **listeners**

**F**OR 96 years, the New York Philharmonic-Symphony Orchestra has played only the world's greatest music. For 43 years, the seating capacity of Carnegie Hall has remained unchanged. Yet in the past nine years, the Philharmonic's Sunday afternoon audience has grown from 2,760 to 10,000,000 listeners *each week*. And 45,000,000 people now hear the Philharmonic broadcasts *each season!*

This audience—the largest audience of its kind in the world—consists solely of people who love, and who are learning to love, great music. Absurd in 1929. A fact today. A fact that can be credited to the magnificence of the orchestra...to the brilliance of its conductors, from Arturo Toscanini to John Barbirolli...and to the stations of the Columbia Broadcasting System, which have broadcast the Philharmonic concerts for nine consecutive years.

***Columbia Broadcasting System***



## A RADIO 'FIRST' WITHOUT PARALLEL

**Nine major markets with 83 stations  
...but 9 of these stations regularly  
deliver 4 out of every 10 radio families!**

**N**INE major markets with 83 radio stations. But—in the face of this extreme competition for listeners—almost four out of every ten radio families listened to a group of only nine stations regularly—day and night!

That's the record of the Columbia operated stations! In nine major markets listed on the opposite page, this fact was conclusively proved through the largest check of listener preference ever made—Crossley's 1938 coincidental study in these markets—over 500,000 completed interviews for ten hours of the day, seven days of a single week! The score, on a 5 day—day and night average: 37.2% of all sets in use were tuned to Columbia stations in these nine markets!

Actual audiences for any program depend largely on program "appeal". But make your job easier. Place your good program on a station people *regularly* listen to . . . build your peak audiences *fast*—swing your sales curve UP *fast*.

Radio Sales, a division of the Columbia Broadcasting System, represents these important Columbia stations for national spot business. Consult Radio Sales *now* about *successful* spot radio in any of the markets listed below.

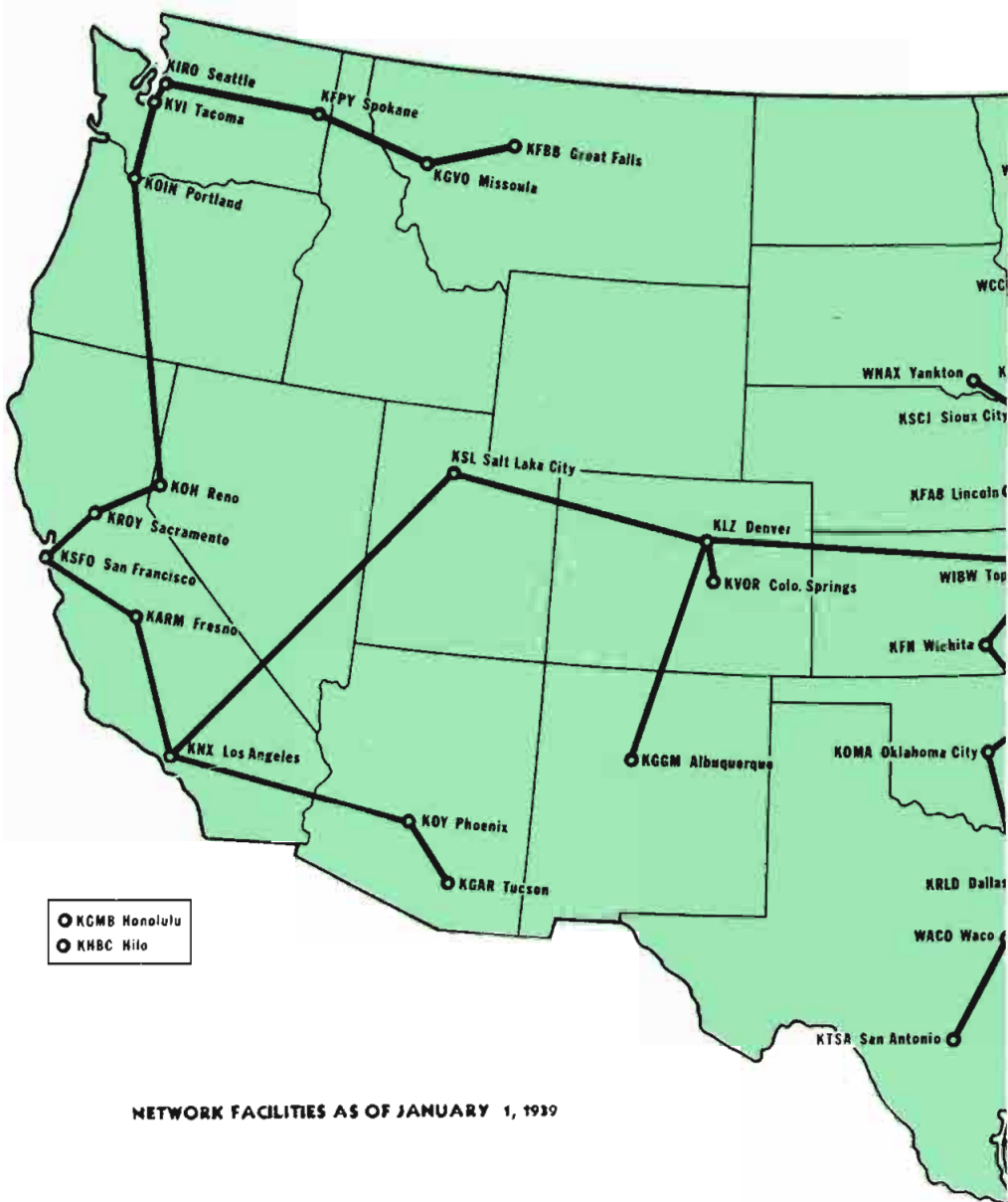
## RADIO SALES

*A Division of the Columbia Broadcasting System*  
New York, Chicago, Detroit, St. Louis, Cincinnati,  
Milwaukee, Charlotte, N.C., Los Angeles, San Francisco

OPERATED BY COLUMBIA  
REPRESENTED BY RADIO SALES

WABC New York · WBBM Chicago · WEEI Boston  
WCCO Minneapolis-St. Paul · KMOX St. Louis  
KNX Los Angeles · WBT Charlotte, N.C.  
WKRC Cincinnati · WJSV Washington  
The Columbia Pacific Network;  
The Columbia New England Network;  
(also representing WAPI, Birmingham)

# COLUMBIA BROADCAST



NETWORK FACILITIES AS OF JANUARY 1, 1939



# COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City

(Telephone number, Wickersham 2-2000)

## BOARD OF DIRECTORS

William S. Paley  
Leon Levy  
Jerome H. Louchheim  
Samuel Paley  
Jacob Paley  
Ralph F. Colin  
Edward Klauber

Prescott S. Bush  
Herbert Bayard Swope  
Isaac D. Levy  
J. A. W. Iglehart  
Dorsay Richardson  
Mefford R. Runyon  
Paul W. Kesten

## Officers

William S. Paley . . . . . President  
Edward Klauber . . . . . Executive Vice-President  
Paul W. Kesten . . . . . Vice-President and Director  
Mefford R. Runyon . . . . . Vice-President and Director  
Lawrence W. Lowman  
Vice-President in Charge of Operations  
H. V. Akorberg  
Vice-President in Charge of Station Relations  
Sam Pickard . . . . . Vice-President

W. B. Lewis  
Vice-President in Charge of Broadcasts  
Frank K. White . . . . . Treasurer  
F. A. Willis . . . . . Assistant to the President  
Samuel R. Dean . . . . . Assistant Treasurer  
James M. Seward . . . . . Assistant Treasurer  
Jos. H. Ream . . . . . Secretary and General Attorney  
William C. Gittinger . . . . . Sales Manager

## Staff

William H. Ensign . . . . . Assistant Sales Manager  
J. J. Karol . . . . . Market Research Counsel  
B. J. Prockter . . . . . Manager of Sales Service  
Victor M. Ratner . . . . . Director of Sales Promotion  
Frank Stanton . . . . . Director of Research  
J. K. Churchill . . . . . Chief Statistician  
John Fox . . . . . Sales Promotion Production Manager  
James S. Tyler . . . . . Trade News Editor  
Adrian Murphy . . . . .  
Director of Developmental Projects  
John S. Carlile . . . . . Production Manager  
Douglas Coulter . . . . . Assistant Director of Broadcasts  
Gerald Maulsby . . . . .  
Assistant Director of Program Operations  
Davidson Taylor . . . . .  
Assistant to Vice-President in  
Charge of Broadcasts  
Max Wylie . . . . . Director of Script Division  
Leonard H. Holo . . . . . Manager of Program Service  
George Zachary . . . . . Director of Music Division  
Julius Mattfeld . . . . . Music Librarian  
Sterling Fisher . . . . . Director of Talks and Education  
Leon Levine . . . . .  
Assistant Director of Educational Programs  
Jan Schimek . . . . . Director of Copyright Division  
Agnes Law . . . . . Manager of Program Reference File  
Harriet Hess . . . . . Manager of Typing Division  
Gilson B. Gray . . . . . Commercial Editor

Gilbert Seldes . . . . . Director Television Programs  
Elizabeth Tucker . . . . . Director Short Wave Programs  
Walter R. Pierson . . . . .  
Manager of Sound Effects Division  
James Burke . . . . . New Program Ideas  
H. I. Rosenthal . . . . .  
Manager of Columbia Artists, Inc.  
I. S. Becker . . . . .  
Business Manager of Columbia Artists, Inc.  
Paul W. White . . . . .  
Director of Public Events and Special Features  
J. G. Gude . . . . . Station Relations Manager  
Louis Ruppel . . . . . Director of Publicity  
Luther Reid . . . . . Assistant Director of Publicity  
Mike Fish . . . . . Manager Photographic Division  
Edwin King Cohan . . . . .  
Director of General Engineering  
A. B. Chamberlain . . . . . Chief Engineer  
Hugh A. Cowham . . . . . Commercial Engineer  
Peter G. Goldmark . . . . . Chief Television Engineer  
Jos. H. Burgess, Jr. . . . . Personnel Manager  
Albert H. Bryant . . . . . Manager of Mail and Files  
John E. Forsander . . . . . Purchasing Agent  
W. J. Flynn . . . . . Chief Accountant  
Arthur S. Padgett . . . . . Chief Auditor  
G. Stanley McAllister . . . . .  
Manager of Construction and  
Building Operations

# COLUMBIA BROADCASTING SYSTEM

## RADIO SALES PERSONNEL

J. Kelly Smith..... General Sales Manager  
A. E. Joscelyn..... Manager, New York Office  
H. A. Carlborg..... Manager, Detroit Office  
Paul S. Wilson..... Manager, Chicago Office  
George L. Moskovics,  
    Manager, Los Angeles Office  
Henry M. Jackson,  
    Manager, San Francisco Office  
Martin J. McGeehan..... Manager, Milwaukee Office  
Royal Penny..... Account Executive, Charlotte  
Wm. J. Williamson, Account Executive, Cincinnati  
John Bohn..... Account Executive, St. Louis

### New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes..... Sales Manager  
Robert C. Mayo..... Director of Sales Service  
George Allen..... Director of Programs  
Henry Grossman..... Chief Engineer

### Chicago

410 NO. MICHIGAN AVE.

H. Leslie Atlass,  
    Vice-President in Charge at Chicago  
J. L. Van Volkenburg..... Assistant to Mr. Atlass  
J. J. King..... Assistant to Mr. Atlass  
L. F. Erikson..... Western Sales Manager  
Harry Mason Smith..... Chicago Sales Manager  
Frank Rand..... Publicity Manager  
Frank B. Falknor..... Chief Engineer  
J. Oren Weaver..... News Editor  
Robert N. Brown..... Program Director  
Robert Hafter..... Production Manager  
Urban Johnson..... Sound Effects Manager  
Wayde Grinstead..... Sales Promotion Director  
J. V. McLoughlin..... Accountant

### Washington

EARLE BLDG.

Harry C. Butcher,  
    Vice-President in Charge at Washington  
A. D. Willard, Jr..... Station Manager WJSV  
Wm. D. Murdock..... Sales Manager WJSV  
Clyde Hunt..... Chief Engineer  
Harry R. Crow..... Accountant  
Frederick A. Long..... Program Director  
Ann Gillis..... Publicity Director  
Paul A. Porter..... Attorney

### Minneapolis

WCCO, 625 SECOND AVE., S.

Earl H. Gammons..... Manager of Station WCCO  
John McCormick..... Assistant Manager  
Emmett J. Heerdt..... Accountant  
H. S. McCartney..... Chief Engineer  
Hayle C. Cavanor..... Program Director  
Alvin B. Sheehan..... Manager of Artists Bureau  
Carl Burkland..... Sales Manager

### St. Louis

MART BLDG.

Merle S. Jones..... Manager of Station KMOX  
G. L. Tevis..... Chief Engineer  
R. S. Gillingham..... Accountant  
C. G. Renier..... Program Director  
Jerry Hoekstra..... Publicity Director  
K. W. Church..... Sales Manager  
James S. Johnson..... Sales Promotion Director

### Pacific Coast

LOS ANGELES OFFICE, KNX,  
COLUMBIA SQUARE

D. W. Thornburgh,  
    Vice-President in Charge of Pacific Coast  
John M. Dolph..... Assistant to Vice-President  
Charles D. Ryder, Jr..... Accountant  
Lester Bowman,  
    Western Division Operations Engineer  
Nelson G. Pringle..... News Editor  
Charles Vanda..... Program Director  
Russ Johnston..... Continuity Chief  
Fox Case..... Director of Special Events  
Edith S. Todesca..... Production Manager  
Hal Rorke..... Publicity Manager  
Harry W. Witt..... Sales Manager  
Edwin W. Buckalew..... Director of Sales Promotion  
Alan Cormack..... Traffic Manager

SAN FRANCISCO OFFICE

PALACE HOTEL

Arthur J. Kemp..... Sales Manager, Pacific Network  
Henry M. Jackson..... Manager

# COLUMBIA BROADCASTING SYSTEM

## Cincinnati

WKRC, HOTEL ALMS

William A. Schudt, Jr.,  
 Manager of Station WKRC  
 John M. Tiffany, Chief Engineer  
 Ruth Reeves Lyons, Program Director  
 Margaret Maloney, Publicity Director

## Charlotte, N. C.

WBT, WILDER BLDG.

Lincoln Dellar, Manager of Station WBT  
 Robert W. Carpenter, Accountant  
 James Beloungy, Chief Engineer  
 Chas. H. Crutchfield, Program Director

## Boston

WEEI, 182 TREMONT ST.

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

## Detroit

FISHER BLDG.

Webster H. Taylor, Sales Manager

## European Personnel

E. R. Murrow, Chief of European Staff—London  
 William L. Shirer, Central European Representative—Geneva  
 W. R. Wills, Far Eastern Representative—Tokyo

## Stations Owned and Operated, or Leased by the

# COLUMBIA BROADCASTING SYSTEM

WABC New York . . . . . Owned and operated by CBS.  
 WBBM Chicago . . . . . Owned and operated by CBS.  
 WBT Charlotte, N. C. . . . . Owned and operated by CBS.  
 WCCO Minneapolis . . . . . Owned and operated by CBS.  
 WJSV Washington . . . . . Owned and operated by CBS.  
 WKRC Cincinnati . . . . . Owned and operated by CBS.  
 KMOX St. Louis . . . . . Owned and operated by CBS.  
 KNX Los Angeles . . . . . Owned and operated by CBS.  
 WEEI Boston . . . . . Owned by Edison Illuminating Co.  
 . . . . . Leased and managed by CBS.



# MBS

*The Mutual Broadcasting System has pledged itself to render a new service to the listener, bringing to them more and varied programs from this country and abroad. The network is cooperative, the stations operating the network service, rather than the chain running the station. The individual stations themselves chose to remain independent so that each might do the job in its community as it saw best. The Mutual Broadcasting System was formed with the view of maintaining affiliations with a few key stations of superior coverage, flanked across the nation by progressive independent outlets.*

**S**INCE its advent on September 15, 1934, when the above principles were conceived by its founders, the Mutual Broadcasting System's history has always been told in headlines.

But when many of its early well wishers studied Mutual's fundamental policies they doubted if these advanced theories could be made to work. Could radio achieve a happy combination of a group of stations working as a network, yet with each one remaining autonomous? Could a number of thriving, independent radio stations, unrelated to each other in any way, except in the common aim to serve the listener, cooperate in the formation of a third major chain?

These questions were tested when the Mutual network programs made their debut on October 2 of the same year. At that time a Mutual program could be heard in only four cities—New York, Chicago, Cincinnati, and Detroit.

When Mutual's advertising opportunities were first explained, many far-sighted time buyers soon discovered in this new network an outlet for advertisers, heretofore unable to purchase a flexible network of stations in as few or as many markets as they desired.

This endorsement enabled Mutual to total \$1,000,000 worth of time billings in its first fiscal year.

On December 29, 1936, Mutual went "coast-to-coast." The strong Don Lee regional chain of California became affiliated with Mutual.

Thus Mutual faced the year 1937 with a total of thirty-eight stations in the United States and one in Hawaii.



ALFRED J. McCOSKER

By the end of its first year of coast-to-coast operations, Mutual, remembering more than ever its pledge to the listener, increased its presentation of special features of national and international importance by forty per cent.

On September 15, 1938, Mutual's list of affiliates stations swelled to over 100 when the newly formed Texas State Network of 23 stations joined the four-year-old chain.

The network has grown into a smoothly operated system of 110 industrious, news-worthy, coordinated stations. A more complete record of this growth can be found in the issues of RADIO DAILY and other periodicals. But despite this natural expansion, the credos and basic principles have not been forgotten. They are more evident today, four and one-half years since its creation; exactly two years since it went coast-to-coast and became of age.

*Alfred J. McCosker,  
Chairman of Board.*

# MUTUAL BROAD





# MUTUAL BROADCASTING SYSTEM

## **Officers**

Chairman of Board of Directors.	Alfred J. McCosker
President. . . . .	W. E. Macfarlane
Vice-President	T. C. Streibert
Secretary-Treasurer . . . . .	E. M. Antrim
General Manager. . . . .	Fred Weber
Auditor. . . . .	Miles E. Lamphiear
Publicity Director. . . . .	Lester Gottlieb
Program Service Mgr. . . . .	Adolph Opfinger
Traffic Manager. . . . .	Andrew Poole
Sales Promotion Mgr. . . . .	Robert A. Schmid
London and European Representative.	John S. Steele

## **Offices**

Administrative Office. . . Chicago, Tribune Tower

## **Branch Offices**

New York	1440 Broadway
Detroit.	Union Guardian Bldg.
Cincinnati	Union Central Life Bldg.
Boston	21 Brookline Ave.
Cleveland	Terminal Tower
Los Angeles	Don Lee Bldg
San Francisco	1000 Van Ness Ave.
England	Coulsdon, Surrey

## Policies and Facilities for Origination and Production

### **Programs**

The Program Building Services of Individual Mutual Stations are made available to Mutual advertisers—either as sources of program ideas, as planners and producers of complete radio features, or in an advisory capacity.

### **Originations**

Origination of programs in New York, Cincinnati, Chicago, Cleveland, Detroit, Boston, Hollywood, Los Angeles and San Francisco without wire charge. Nominal line cost for commercial programs originating from other Mutual stations.

The Mutual-WOR Playhouse in New York, the WGN Studio No. 1 in Chicago and the Mutual-Don Lee Playhouse (in the Ambassador Theater) Los Angeles, are provided as

accommodations for advertisers desiring studio audiences.

### **Restrictions and Regulations**

Accounts must be acceptable both to the Mutual originating station as well as to individual Mutual stations as respects content, length of commercial, type of product advertised.

### **Publicity and Public Relations**

Mutual offers close contact with news media through the publicity departments of both Mutual and Mutual stations.

### **Sales Promotion and Research Department**

Coverage and market data relevant to the network advertising campaign as well as comprehensive information and suggestions for its exploitation.

# N B C



**T**HE National Broadcasting Company entered the year 1939 better prepared to serve the radio audience, its affiliated stations, and its advertising clients than at any time in its twelve years of development.

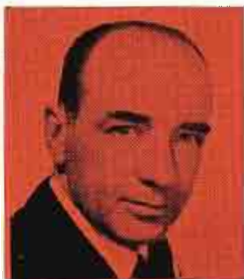
During the past year, four major building projects were completed at Cleveland, Philadelphia, Schenectady, and Hollywood to complement those previously completed at Denver, Washington and Pittsburgh. These round out the program of studio development inaugurated four years ago to further the National Broadcasting Company's intention of maintaining the highest technical standards at the various points of network program origination.

New transmitting plants or new antenna installations have been established within the past year and a half at WENR, Chicago; WRC, Washington; WTAM, Cleveland; WGY, Schenectady, and KDKA, Pittsburgh. These improvements in cities where the National Broadcasting Company owns, operates, or programs stations have been matched in many other parts of the United States by our affiliated stations. Among the most notable of these have been improvements at WHAM, Rochester; WOAI, San Antonio; WFBR, Baltimore, WMPS, Memphis; WMBG, Richmond, WFIL, Philadelphia; WIRE, Indianapolis, and KSO, Des Moines.

During the year, KVOO, Tulsa; KOB, Albuquerque, and KEX, Portland, Oregon, have achieved full time status. As a result, all three of these, being important high-powered stations, are better

able to render consistent and continuous service to their listeners. Two new groups have been affiliated with the National Broadcasting Company, one in the Southwest, and the other, the Michigan network. The networks have also been extended into northern Maine.

During the year, a total of 25 stations, having a total potential circulation of 1,447,848 radio families, have become affiliated with the National Broadcasting Company, bringing the total number of stations to 166.



**LENOX R. LOHR**  
President

Following an intensive study, a vigorous program to expand the Blue network got under way during 1938. As part of the program the new Southwest group, in Oklahoma and Texas, now makes it possible for listeners in

that area to receive programs from both the Red and the Blue networks. A sales chief for the Blue network, Mr. A. E. Nelson, has been appointed. A system of discounts for Blue network advertisers, designed to enhance their use of Blue network facilities, has been put into effect, which has resulted in the placement of Blue network programs on many stations and groups which heretofore had not been used by the sponsors of those programs.

These improvements, together with the fact that bookings for future business ran higher at the beginning of 1939 than at the first of any of the previous years in the existence of the Company, enables us to face the year with optimism, since these are signs of business improvement which should result in the prosperity of the radio industry and its component parts.

*Lenox R. Lohr.*

# The World's Greatest



# Broadcasting System

is a title that NBC  
has earned by performance

THE reference to NBC as The World's Greatest Broadcasting System is no self-imposed title. Everywhere, the majority of listeners consider Radio City, New York—the home of NBC—to be the world center of broadcasting. The roster of NBC services explains how NBC has won its title—The World's Greatest Broadcasting System.

### *Program Leadership*

The Red and Blue Networks of NBC are each on the air for an average of 17½ hours a day, or a total of 35 hours. During 1938, NBC broadcast over 56,000 programs. Throughout 12 years, the style in programs has been set by NBC.

### *Network Leadership*

Whether an advertiser wishes to obtain the most intensive available nation-wide circulation, or whether he prefers to "go National" at a new all-time low cost, NBC can serve him, through its Red and Blue Networks.

### *Leadership in Transcriptions*

The outstanding entertainment provided by NBC Transcription Service is the result of facilities which no one else can offer. 221 stations use The NBC The-saurus. Through RCA, NBC obtains the benefit of leadership in mechanical re-production and recording of sound.

### *Leadership in Spot and Local Advertising*

By every measurement NBC Managed Stations are unquestionably "Tops in Spot," because fewer stations are needed to cover broad territories.

### *Leadership in Artists' Service*

NBC Artists' Service, provides talent specifically suited to advertiser's sales problems, furnishes sound program

ideas and complete casts, and supplies artists for every type of entertainment, both public and private.

### *"In the Public Interest"*

At all times the NBC aims to provide through radio an instrument of free discussion of important public questions. In this way, an informed electorate is built up—an electorate which can express itself intelligently at the polls.

News is reported skilfully and impartially . . . "in the public interest." The basic principle of impartiality also governs the conduct of all programs which go out over the NBC Networks.

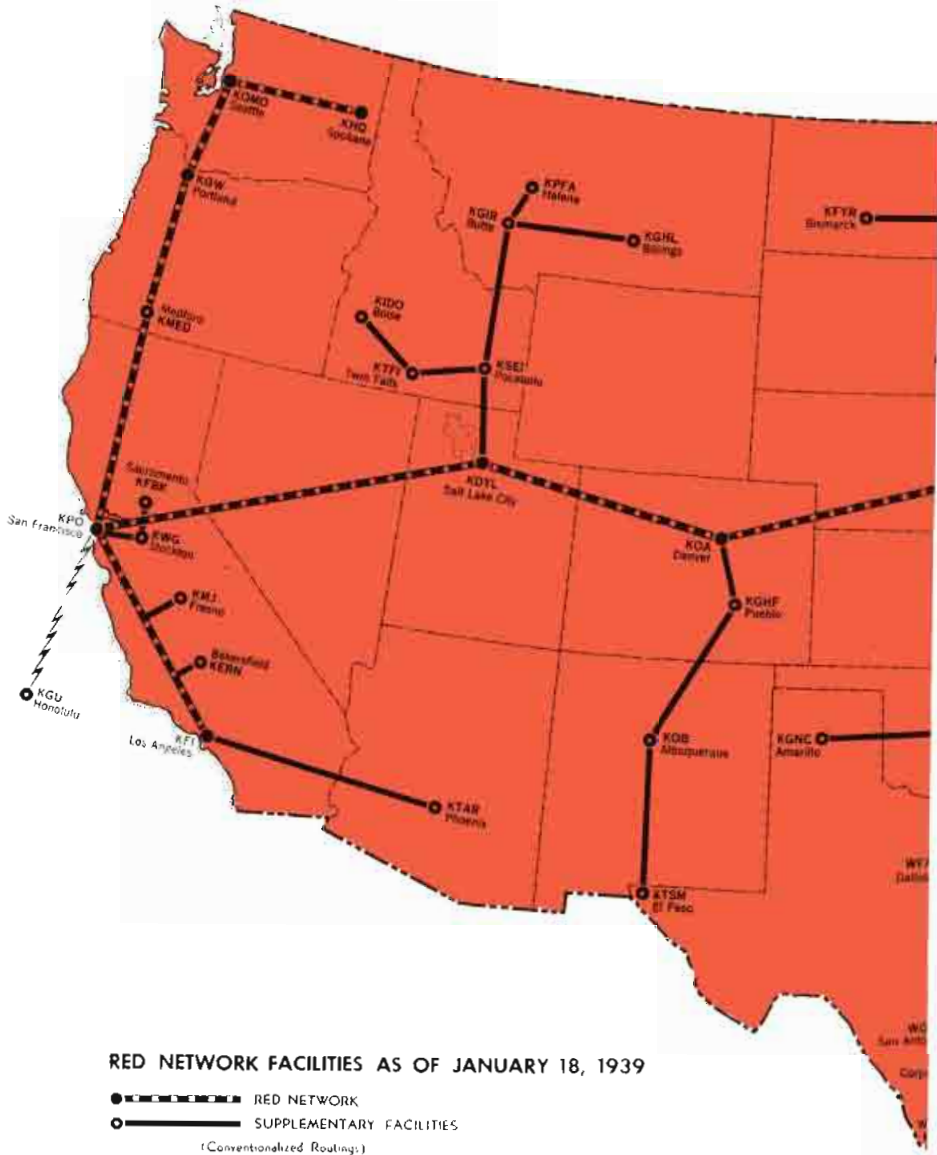
That the services of NBC are outstanding is due in large measure to fact that NBC draws freely upon the experience and research of the Radio Corporation of America, the only organization that makes and does everything in radio and sound. All these points of leadership are the factors which make NBC The World's Greatest Broadcasting System.

**NATIONAL  
BROADCASTING  
COMPANY**

THE WORLD'S GREATEST  
BROADCASTING SYSTEM

A RADIO CORPORATION  
OF AMERICA SERVICE

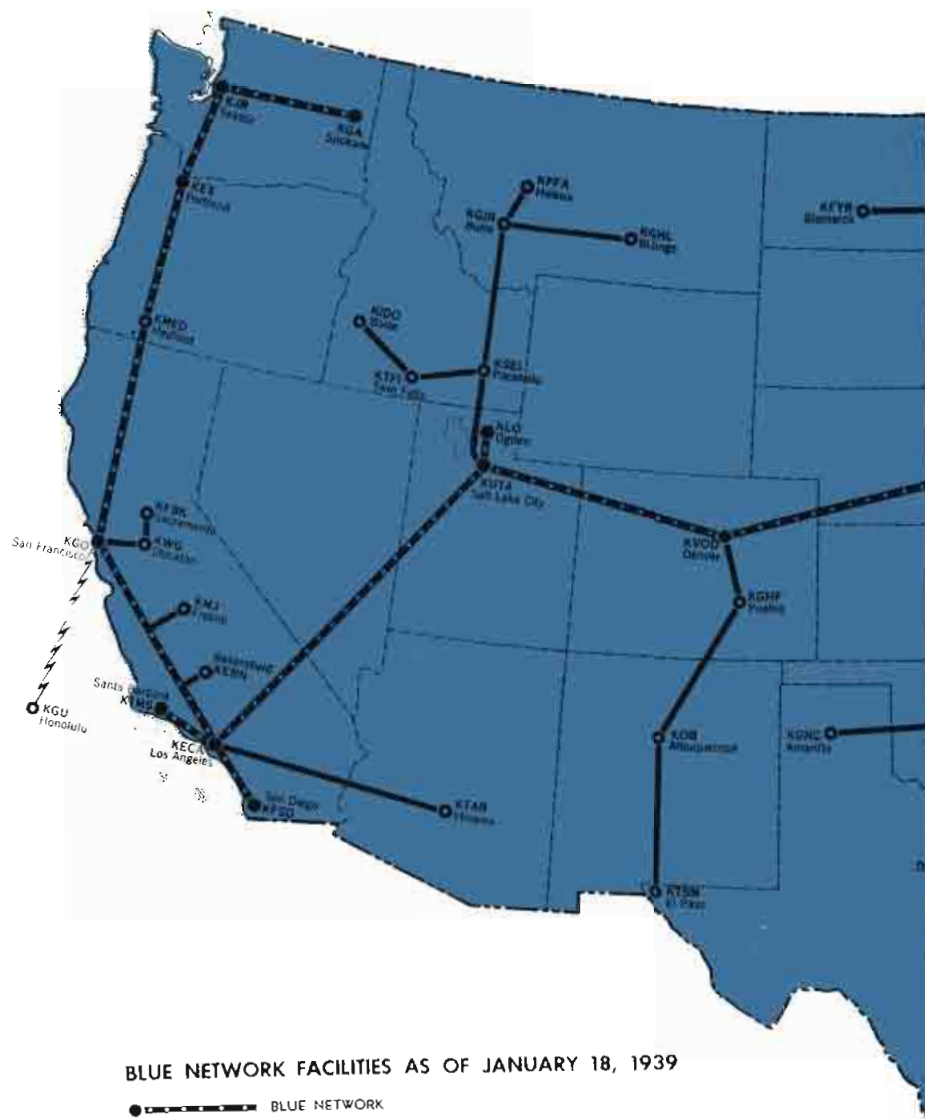
# NATIONAL BROAD



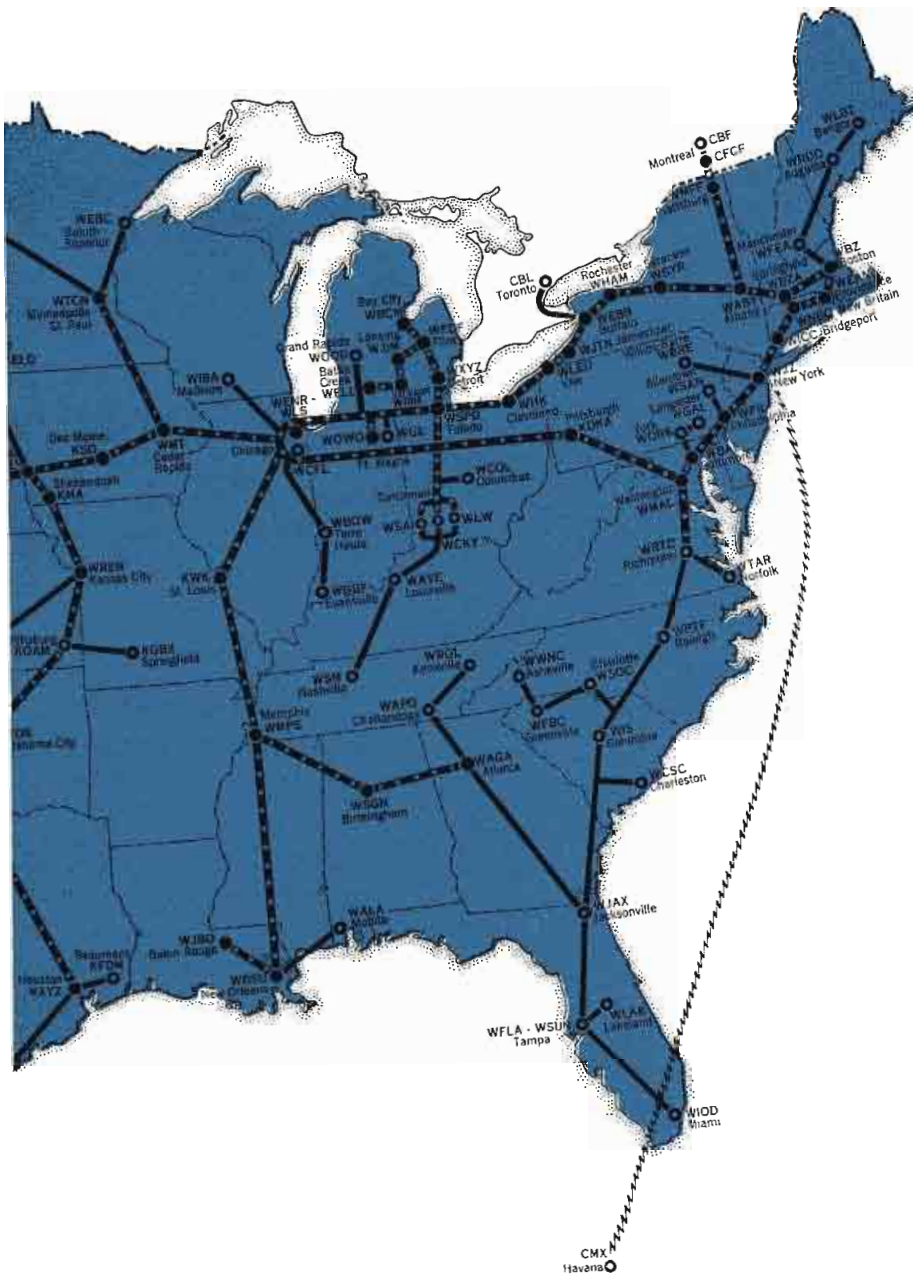




# NATIONAL BROAD



# CASTING COMPANY



# NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York City  
 (Telephone number, Circle 7-8300)  
 Registered Telegraphic Address  
**NATBROCAST NEW YORK**

## BOARD OF DIRECTORS

Angell, Dr. James Rowland	Harden, Edward W.
Bliss, Cornelius N.	Lohr, Lenox R.
Braun, Arthur E.	McGrady, Edward F.
Dawes, Gen. Charles G.	Milhauser, DeWitt
Dunn, Gano	Nally, Edward J.
Harbord, James G.	Sarnoff, David
Throckmorton, George K.	

## Officers

Sarnoff, David	Chairman of the Board	Morton, Alfred H.	Vice-President
Lohr, Lenox B.	President	Royal, John F.	Vice-President
Trammell, Niles	Executive Vice-President	Russell, Frank M.	Vice-President
Ashby, A. L.	Vice-President & General Counsel	Witmer, Roy C.	Vice-President
Engles, George	Vice-President	Woods, Mark	Vice-President, Treasurer and Assistant Sec'y
Gilman, Don E.	Vice-President	Teichner, R. J.	Assistant Treasurer
Hanson, O. B.	Vice-President	MacConnach, Lewis	Secretary
Hedges, William S.	Vice-President	Pfautz, C. E.	Assistant Secretary
Mason, Frank E.	Vice-President		

## DEPARTMENTS AND DIVISIONS

### President's Office

Lohr, Lenox R. . . . . President  
 Trammell, Niles . . . . . Executive Vice-President  
 Almonte, J. de Jara . . . . . Assistant to President  
 Angell, James Rowland . . . . . Educational Counselor  
 Farrier, Clarence . . . . . Television Coordinator  
 Mason, Frank E.,  
 Vice-President and Assistant to President  
 McGrew, Martha . . . . . Assistant to President

### Artists Service Department

Engles, George,  
 Vice-President & Managing Director  
 Bottorff, O. O. . . . . Vice-President and  
 General Manager of Civic Concert Service, Inc.  
 (subsidiary of NBC)  
 King, Frances Rockefeller,  
 Manager of NBC Private Entertainment  
 Levine, Marks . . . . . Manager of Concert Division  
 Tuthill, Daniel S. . . . . Assistant Managing Director

### Continuity Acceptance

MacRorie, Janet . . . . . Editor  
 Kemble, Dorothy . . . . . Assistant Editor  
 Robinson, Thomas L. . . . . Assistant Editor

### Electrical Transcription Department

Egner, C. Lloyd . . . . . Manager  
 Chizzini, Frank E. . . . . Assistant Manager  
 Thomas, Reginald . . . . . Program Director

### 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 O. . . . . Eastern Division Engineer  
 Morris, Robert M. . . . . Development Engineer  
 Rackey, C. A. . . . . Audio Facilities Engineer

### General Service Department

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

### Legal Department

Ashby, A. L. . . . . Vice-President & General Counsel  
 Graham, R. H.,  
 Attorney—Assistant to Leuschner—Hollywood  
 Grimshaw, I. L. . . . . Attorney  
 Hennessey, P. J., Jr. . . . . Counsel—Washington  
 Howard, Henry, Jr.,  
 Hurley, J. J., . . . . . Attorney—Washington  
 Ladner, Henry . . . . . Attorney  
 Leuschner, Frederick . . . . . Attorney—Hollywood  
 McDonald, J. A. . . . . Attorney—Chicago  
 Myers, R. P. . . . . Attorney  
 Prime, E. G. . . . . Attorney

# NATIONAL BROADCASTING COMPANY

## Managed, Operated or Programmed Stations Department

Morton, A. H. . . . . Vice-President and Manager  
Wailes, Lee B. . . . . Assistant to Vice-President  
Hauser, B. J. . . . . Promotion Manager

## Program Department

Royal, John F.,  
Vice-President in Charge of Programs  
Belviso, Thomas H. . . . . Manager, Music Division  
Black, Frank . . . . . General Music Director  
Brainard, Bertha,  
Manager, Commercial Program Division  
Carlin, Phillips,  
Manager, Sustaining Program Division  
Chotzinoff, Samuel . . . . . Director of Serious Music  
Cuthbert, Margaret,  
Director, Women's and  
Children's Programs Division  
Dillon, Zale . . . . . Supervisor, Sound Effects Section  
Dunham, Franklin . . . . . Educational Director  
Fitch, C. W. . . . . Business Manager  
Hickok, Guy . . . . . Director, International Division  
Hutchinson, Thomas H.,  
Manager, Television Program Division  
Kelly, Patrick . . . . . Supervisor, Announcing Division  
Kelly, N. Ray . . . . . Manager, Sound Effects—  
Development and Maintenance  
La Prade, Ernest . . . . . Director, Music Research  
Meservey, Douglas W.  
Miller, William Burke . . . . . Evening Program Manager  
Preston, Walter G., Jr. . . . . Assistant to  
Vice-President in Charge of Education  
Rainey, William S. . . . . Production Division Manager  
Schechter, A. A.,  
Director of News and Special Events  
Titterton, Lewis H. . . . . Manager, Script Division

## Publicity Department

Morgan, Clay . . . . . Director of Public Relations  
Randall, Wayne L. . . . . Director of Publicity  
Babb, J. Vance . . . . . Manager, Press Division  
Braddock, Leonard W.,  
Manager, Information Division  
Parsons, W. B. . . . . Manager, Promotion Division

## Relations With Stations Department

Hedges, William S.,  
Vice-Pres. in Charge of Station Relations  
Kiggins, Keith . . . . . Manager Station Relations  
McClancy, B. F. . . . . Traffic Manager

## Research and Development

Horn, C. W. . . . . Director

## Sales Department

Witmer, Roy C.,  
Vice-President in Charge of Sales  
Boyd, Maurice M. . . . . Manager, National Spot  
Sales Division of the Eastern Sales Dept.  
Dyke, Ken R. . . . . Eastern Sales Manager  
Greene, F. Melville . . . . . Sales Traffic Manager  
James, E. P. H. . . . . Promotion Manager

McConnell, James V.,  
Assistant to Sales Vice-President  
Nelson, A. E. . . . . Blue Network Sales Manager  
Showerman, Irving Edward,  
Assistant Sales Manager, Eastern Division  
Van der Linde, Victor . . . . . General Sales Counsel

## Treasury Department

Woods, Mark,  
Vice-President, Treasurer & Asst. Secretary  
Beville, H. M., Jr. . . . . Chief Statistician  
Bloxham, William D. . . . . Purchasing Agent  
Kelly, Harold M. . . . . Asst. Auditor  
MacDonald, John H. . . . . Budget Director  
McKeon, Harry F. . . . . Auditor  
Payne, Glenn W. . . . . Commercial Engineer  
Teichner, R. J. . . . . Assistant Treasurer  
Wall, C. A. . . . . Assistant to Treasurer

## Central Division—Chicago

Strotz, Sidney . . . . . Acting Manager of Central  
Division  
Carpenter, Kenneth, Blue Network Sales Manager  
Cunningham, E. C. . . . . Evening Manager  
Herbueaux, Jules . . . . . Production Manager  
Kaney, A. W. . . . . Assistant to Vice-President  
Kopf, H. C. . . . . Sales Manager  
Luttgens, Howard C. . . . . Division Engineer  
McDonald, J. A. . . . . Attorney  
Menser, Clarence L. . . . . Program Manager  
Morton, Oliver . . . . . Local and Spot Sales Manager  
Ray, William B. . . . . Manager, Press Division  
Stockmar, Edward . . . . . Traffic Supervisor  
Stirton, James L. . . . . Manager Artists Service  
Wetzel, Maurice S.,  
Manager, Electrical Transcription  
Whalley, John F. . . . . Office Manager

## Western Division— Hollywood

Gilman, John E.,  
Vice-Pres. in Charge of Western Division  
Andrews, William . . . . . Night Manager  
Baker, Walter . . . . . Manager, Building  
Maintenance and General Service  
Bock, Harold . . . . . Manager of Press Relations  
of Western Division  
Brown, Charles . . . . . Sales Promotion Manager  
Delfett, F. V. . . . . Auditor, Western Division  
DeWolf, Donald A. . . . . Engineer in Charge  
Dixon, Sydney L.,  
Sales Manager, Western Division  
Frost, Lewis . . . . . Assistant to Vice-President  
Gale, Paul . . . . . Western Division Traffic Supervisor  
Graham, R. H. . . . . Attorney—Assistant to Leuschner  
Leuschner, Frederick . . . . . Attorney  
Robb, Alex S. . . . . Manager, Artists Service  
Saxton, A. H. . . . . Western Division Engineer  
Swallow, John,  
Program Manager, Western Division  
Williams, Wendell . . . . . Continuity Editor

## San Francisco

Yoder, Lloyd,  
Manager, San Francisco Office, Stations KPO  
and KGO

# NATIONAL BROADCASTING COMPANY

Dolberg, Glenn R. . . . . Program Manager  
 Dorais, S. P. . . . . Auditor  
 Fuerst, George . . . . . Traffic Supervisor  
 Peck, Curtis D. . . . . Engineer in Charge  
 Ryan, William B. . . . . Sales Manager  
 Samuel, Milton. . . . . Manager of Press Division

## 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. J. . . . . Attorney  
 Johnson, Albert E. . . . . Engineer in Charge

## Foreign Representatives England

Bate, Fred

## Switzerland

Jordan, Max

## Station Managers

PITTSBURGH, PA.

Gregory, Sherman D., Manager Station KDKA  
 DENVER, COLO.

Owen, R. H., Manager, Station KOA  
 BOSTON AND SPRINGFIELD, MASS.

Holman, John A., Manager, Stations WBZ-  
 WBZA

SCHENECTADY, N. Y.

Hager, Kolin, Manager, Station WGY

WASHINGTON, D. C.

Berkeley, Kenneth H., Manager Stations WRC-  
 WMAL

CLEVELAND, OHIO

Pribble, Vernon H., Manager, Station WTAM  
 PHILADELPHIA, PA.

Joy, Leslie W., Manager, Station KYW

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 . . . . . Owned, managed, operated and programmed by NBC  
 WMAQ Chicago . . . . . Owned, managed, operated and programmed by NBC  
 WENR Chicago . . . . . Owned, managed, operated and programmed by NBC  
 WRC Washington . . . . . Owned, managed, operated and programmed by NBC  
 WTAM Cleveland . . . . . Owned, managed, operated and programmed by NBC  
 KPO San Francisco . . . . . Owned, managed, operated and programmed by NBC  
 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  
 Managed and programmed by the NBC.  
 WBZ Boston . . . . . Owned and operated by Westinghouse Elec. & Mfg. Co.  
 Programmed by the NBC.  
 WBZA Springfield . . . . . Owned and operated by Westinghouse Elec. & Mfg. Co.  
 Programmed by the NBC.  
 KDKA Pittsburgh . . . . . Owned and operated by Westinghouse Elec. & Mfg. Co.  
 Programmed by the NBC.  
 KYW Philadelphia . . . . . Owned and operated by Westinghouse Elec. & Mfg. Co.  
 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  
 programmed by Fishers Blend Station, Inc.  
 KGA Spokane . . . . . Owned by National Broadcasting Company  
 Leased to, license held by, operated, managed and  
 programmed by Louis Wasmer.

# ★ REGIONAL NETWORKS ★

*Regional networks during 1938 not only held and consolidated their gains, but showed marked increase in billings generally. Probably one of the greatest aids to such revenue was the strong play given to the regionals by all political parties which have learned that the regional, intrastate and otherwise, is an easy package to clear and handle.*

*Acceptance now of the regional goes without saying since it has proven its worth and developed talent of local pulling power apart from offering network service on a reduced scale to fit the sponsors' needs.*

*Advertisers have come to appreciate the fact that the well-conducted regional offers a sales service to a particular area much as a specialist offers his stock in trade with the resultant saving of lost motion and assurance of a program of interest to the area served.*

*While new regionals have come into being during the year as a special service for political and other advertisers, probably the most important development during the year was the formation of the Texas State Network, headed by Elliott Roosevelt.*

## The Alabama Network

c/o WSGN, Tutwiler Hotel, Birmingham, Ala.

Phone: 4-3434

### PERSONNEL

President ..... Henry P. Johnston

Vice-President ..... Howard E. Pili

Secretary-Treasurer ..... Bascom H. Hopson

### STATIONS

WMFO, Decatur; WJBY, Gadsden; WJRD, Tuscaloosa; WSFA, Montgomery; WSGN, Birmingham.

### POLICIES

Merchandising: Newspaper publicity is provided; wholesale outlets are contacted by personal calls and retail outlets are contacted by letter.

Coverage: Primary area of the network comprises 29 counties in Alabama, reaching 209,329 of the state's 258,000 radio homes (81 per cent of total).

### NATIONAL REPRESENTATIVE

Kelly-Smith Company

## The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

### PERSONNEL

Manager (KOY) ..... Fred A. Palmer

Manager (KGAR) ..... F. P. Nelson

Manager (KSUN) ..... Carleton Morris

### STATIONS

KOY, Phoenix; KGAR, Tucson; KSUN, Bisbee; KGLU, Safford.

### POLICIES

Advertising of alcoholic beverages not accepted.

### NATIONAL REPRESENTATIVE

International Radio Sales

## Associated Northwest Broadcasters

Hotel Radisson, Minneapolis, Minn.

Phone: Bridgeport 3430

### PERSONNEL

Managing Director ..... K. C. Titus

### STATIONS

KATE, Albert Lea and Austin; KYSM, Mankato; KVOX, Moorhead; KROC, Rochester and Owatonna; KFAM, St. Cloud; KWNO, Winona.

Coverage: Concentrated in central and southern Minnesota.

## California Radio System

708 Eye Street, Sacramento, Calif.

Phone: Main 5000

### PERSONNEL

Vice-President ..... G. C. Hamilton

General Manager ..... Howard Lane

### STATIONS

KFBK, Sacramento; KFVB, Los Angeles; KYA, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KTMS, Santa Barbara.

### POLICIES

Merchandising: Complete and thorough coverage of each of markets served is offered through the merchandising departments of the individual stations of the network.

Coverage: Network offers state coverage through the eight stations located in each of the first eight population centers of California.

### BRANCH OFFICES

366 Madison Ave., New York, N. Y.

Phone: MURray Hill 2-8690

Manager ..... Humboldt Grieg

501 Broadway Arcade Bldg., Los Angeles, Calif.  
Phone: Tucker 8350

1814 Russ Bldg., San Francisco, Calif.  
Phone: Douglas 2373

## Central States Broadcasting System

Omaha (Nebr.): Omaha National Bank Bldg.  
Lincoln (Nebr.): Hotel Lincoln

### PERSONNEL

President . . . . . Frank D. Throop  
General Manager . . . . . Don Searle  
Sales Manager . . . . . Frank Pellegrin  
Chief Engineer . . . . . Mark Bullock

### STATIONS

KFOR, Lincoln; KFAB, Lincoln; KOIL, Omaha.  
COVERAGE

Nebraska, Kansas, Western Iowa, Southeastern South Dakota, Southwestern Minnesota, Northwestern Minnesota.

### POLICIES

Network does not broadcast liquor advertising or foreign language advertising.

Merchandising: Individual stations maintain merchandising facilities, including a planned 7-Point Selling Program.

### REPRESENTATIVE

The Katz Agency

## The Colonial Network

21 Brookline Ave., Boston, Mass.  
Phone: Commonwealth 0800

### PERSONNEL

President . . . . . John Shepard 3rd  
V.P. in Charge of Operations . . . . . R. L. Harlow  
V.P. in Chg. of Sales & Production . . . . . Linus Travers  
Sales Manager . . . . . W. W. Warner  
Sales Promotion & Merchandising  
Manager . . . . . Carleton McVarnish  
Editor of Colonial Network

News Service . . . . . Leland Bickford  
Director of Publicity . . . . . Al Stephenson  
Technical Director . . . . . Paul A. DeMars  
Chief Engineer . . . . . Irving Robinson  
Sports Editor . . . . . Richard McDonough  
Manager of Artist Bureau . . . . . Van D. Sheldon  
Director of Public Relations . . . . . Gerald Harrison

### STATIONS

Key Station: WAAB, Boston; WEAN, Providence; WICC, Bridgeport and New Haven; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHT, Hartford; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn; WATR, Waterbury.

### POLICIES

Colonial Network will take programs from or feed programs to the Mutual Broadcasting System, and WHN. No line charge for this service from WOR-MBS; no line charge to or from WHN.

Beer and wine contracts are acceptable; no hard liquor advertising is acceptable.

Special features include extensive news service and sports programs. Complete merchan-

dising department, production department and artist bureau are available to clients.

### NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

## Connecticut Broadcasting System

Address Individual Stations

### PERSONNEL

Manager (WELI) . . . . . James T. Milne  
Manager (WNBC) . . . . . Richard W. Davis  
Manager (WATR) . . . . . Harold Thomas

### STATIONS

WELI, New Haven; WNBC, New Britain; WATR, Waterbury.

### NATIONAL REPRESENTATIVE

Gene Furgason & Co.

## Corn Belt Wireless Group

c/o WHO, Des Moines, Ia.

Phone: 3-7147

### PERSONNEL

Vice-President . . . . . J. O. Maland  
Sales Manager . . . . . Hale Bondurant  
Technical Supervisor . . . . . Paul A. Loyet

### STATIONS

WHO, Des Moines; WOC, Davenport; WOW, Omaha. Additional stations can be selected by advertiser in Kansas City and Columbia, Mo.; Shenandoah, Mason City and Sioux City, Ia.; Rochester, Minn.; and Topeka, Kans.

### POLICIES

This network is a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal. Rate is the combination of the spot broadcasting rate of each station used, without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but simply provides for an exchange of programs without use of lines.

### NATIONAL REPRESENTATIVE

Free & Peters, Inc.

## Don Lee Broadcasting System

Don Lee Bldg., 1076 W. Seventh St.,  
Los Angeles, Calif.

Phone: Vandike 7111

San Francisco office: 1000 Van Ness Ave.

### PERSONNEL

V.P. & General Manager . . . . . Lewis Allen Weiss  
Assistant Manager . . . . . Willet Brown  
Program Director . . . . . Van Newkirk  
Production Manager . . . . . Charles Penman  
Publicity Director . . . . . Frances Zoloth

### STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.

Northern California: KFRC, San Francisco; KQW, San Jose; KGDM, Stockton; KDON, Monterey; KIEM, Eureka; KTKC, Visalia.

\* Supplementary.



Northwest (Oregon): KRRR, Roseburg; KALE, Portland; KSLM, Salem; KORE, Eugene; KOOS, Marshfield.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KKRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett.

#### POLICIES

Advertising of beer and wine acceptable.

#### NATIONAL REPRESENTATIVE

John Blair & Co.

## Georgia Broadcasting System

1420 Second Avenue, Columbus, Ga.

Phone: 4300

#### PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.

#### STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

#### POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Rates are for station time only, talent is extra. No contract is accepted for a period longer than one year. All contracted time must be used within that time. Program position subject to time available and to the approval of network management under FCC regulations.

Merchandising: Full merchandising service is available to advertisers, including embossed display signs.

Coverage: 125,940 radio homes; primary markets of west Georgia and eastern Alabama.

#### NATIONAL REPRESENTATIVE

Sears & Ayer

## Inter-City Broadcasting System

"The Independent Network of the North Atlantic Seaboard"

1657 Broadway, New York City

Phone: Circle 6-2200

Chicago office: 360 N. Michigan Ave.

Phone: State 9493

#### PERSONNEL

President.....Donald Flamm

Vice-President in Charge of Sales—

General Manager.....Don S. Shaw

Director of Special Events.....Leon Goldstein

Director of Publicity.....Leon Goldstein

Manager of Artists Bureau.....Charles Wilshin

Sales Promotion Manager.....Al Rose

Chicago Office.....J. M. Ward, G. B. McDermott

#### STATIONS

Key Station: WMCA, New York City; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WGAL, Lancaster, Pa.; WORK, York, Pa.; WPRO, Providence; WMEX, Boston; WLAW, Lawrence.

#### COVERAGE

Linked together by permanent A. T. & T. lines, the ten stations of this network, covering the North Atlantic seaboard may be engaged collectively, in any combination, or individually.

## The Iowa Network

Des Moines Register and Tribune Building,

Des Moines, Ia.

Phone: 3-2111

Cedar Rapids Office: Paramount Theater Bldg.

Waterloo Office: Russell Lamson Hotel

#### PERSONNEL

President.....Gardner Cowles, Jr.

Vice-President.....John Cowles

Vice-President and Treasurer.....Luther L. Hill

Vice-President.....Sumner Quorton

Commercial Manager.....Craig Lawrence

National Sales Manager.....H. T. Enns

#### STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT,

Cedar Rapids, Waterloo; Supplementary Sta-

tion, WNAX, Yankton, S. D.

#### POLICIES

Political advertising copy must be submitted 24 hours in advance. Payment for political advertising must be paid 24 hours in advance.

Network maintains an experienced merchandising staff for dealer calls and surveys, reports confidential. Program publicity available on street car cards, billboards, movie trailers and radio columns.

#### NATIONAL REPRESENTATIVE

The Katz Agency

## Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

#### PERSONNEL

General Manager.....Clair R. McCollough

#### STATIONS

WORK, York, Pa.; WDEL, Wilmington, Del.;

WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.;

WEST, Easton, Pa.; WILM, Wilmington, Del.

#### MERCHANDISING

Personal calls on trade, newspaper publicity, letters to the trade, personal assistance to manufacturers' salesmen.

#### NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

## Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.

Phone: Cherry 8321

#### PERSONNEL

President.....George W. Trendle

Treasurer & Genl. Mgr.....H. Allen Campbell

#### STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay

City; WFDF, Flint; WJIM, Lansing; WIBM, Jack-

son; WELL, Battle Creek; WKZO, Kalamazoo;

WOOD-WASH, Grand Rapids.

#### POLICIES

Network does not accept foreign language programs. Liquor advertising is not broadcast until after 9:00 P. M. and is subject to the approval of the Michigan State Liquor Commission.

The Michigan Network territory includes the lower peninsula of Michigan with a pri-

mary coverage of over four million people in Michigan's eight largest cities.

Merchandising: The Michigan Radio Network maintains a supplementary service for advertising agencies and advertisers available through fully staffed program, continuity, publicity, merchandising and research departments.

**REPRESENTATIVE**

Paul H. Raymer Co.

## Northwest Triangle Chain

Address Individual Stations

**PERSONNEL**

Manager (Seattle) . . . . . Birt Fisher  
Manager (Spokane) . . . . . Louis Wasmer  
Manager (Portland) . . . . . C. O. Chatterton

**STATIONS**

KOMO, Seattle; KJR, Seattle; KHQ, Spokane;  
KGA, Spokane; KGW, Portland; KEX, Portland.

**POLICIES**

Network policies are maintained in accordance with policies of individual stations.

**REPRESENTATIVE**

Edward Petry & Co.

## The Oklahoma Network

"Complete Coverage at Minimum Cost"

1800 West Main St., Oklahoma City, Okla.

Phone: 3-4881

**PERSONNEL**

President . . . . . Ross U. Porter  
Vice-President . . . . . Tams Bixby, Jr.  
Secretary . . . . . Kenyon M. Douglass  
Treasurer . . . . . Albert Riesen  
Managing Director . . . . . Kenyon M. Douglass

**STATIONS**

Key Stations: KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KVSO, Ardmore; KADA, Ada; KOME, Tulsa.

**POLICIES**

The Oklahoma Network accepts beer advertising. All stations are affiliated with the Mutual Broadcasting System.

The network offers a complete merchandising service, the details of which may be obtained upon request by addressing the managing director.

**NATIONAL REPRESENTATIVE**

Joseph Hershey McGillvra

## Pacific Broadcasting Co.

914½ Broadway, Tacoma, Wash.

Phone: Main 4144

**PERSONNEL**

General Manager . . . . . Carl E. Hammond

**STATIONS**

Oregon: KALE, Portland; KSLM, Salem; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KOL, Seattle; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KRKO, Everett.

**POLICIES**

Agency commission 15 per cent on net station time to accredited agencies. No cash dis-

counts. All discounts predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast. Contracts and copy subject to the approval by the network manager.

Merchandising: Network issues monthly publication, "Pacific Northwest Information Bureau."

Coverage: Network outlets in each of the 10 primary markets of Washington and 5 primary markets of Oregon. Nine out of ten radio homes in these areas within 25 miles of a Pacific Broadcasting Co. outlet. Eighty per cent of all retail sales for the entire territory covered come from within 25 miles of some Pacific Broadcasting Co. outlet.

**NATIONAL REPRESENTATIVE**

John Blair & Co.

## Quaker Network

Widener Bldg., Philadelphia, Pa.

Phone: Rittenhouse 6900

**PERSONNEL**

General Manager . . . . . Roger W. Clipp

**STATIONS**

WFIL, Philadelphia; WRWA, Reading; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBL, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WTBO, Cumberland, Md.; WWSW, Pittsburgh; WSAN, Allentown.

## The Texas Quality Network

Address Individual Stations

The Texas Quality Network has no officers or directors, each outlet being a sales office for the other.

**STATIONS**

WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston.

**POLICIES**

Advertising of alcoholic beverages not accepted, excepting beer.

All contracts subject to network approval, government regulations, the NAB Code of Ethics for the Radio Broadcasting industry and to the conditions of the standard AAAA contract form.

**NATIONAL REPRESENTATIVE**

Edward Petry & Co., Inc.

## Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas

Phone: 3-3474

**PERSONNEL**

President . . . . . Elliot Roosevelt  
Executive Vice-President . . . . . Neal Barrett  
General Manager . . . . . Harry A. Hutchinson  
V.P. in Chg. of Station Operations, Sam H. Bennett  
Treasurer . . . . . Harold M. Higgins  
Secretary . . . . . Mary Virginia Murphy  
Musical Director . . . . . Ralph Rose  
Publicity & Civic Program

Director . . . . . Forrest W. Clough  
Assistant Musical Director . . . . . George McCullough

Production Director..... Stephen R. Wilhelm  
 Chief Engineer..... Truett Kimzey  
 Script Director..... Paul De Fur  
 Director of Women's Programs..... Gail Northe  
 Traffic Manager..... Dorothy M. Smith  
 Sports Supervisor..... Zack Hurt  
 Announcers..... Marshall Pope.  
 John Hopkins, Frank Parker, Tom A. Hudson.

**STATIONS**

KRBC, Abilene; KGNC, Amarillo; KNOW, Austin; KRIC, Beaumont; KBST, Big Spring; KRIS, Corpus Christi; KAND\*, Corsicana; WRR, Dallas; KFJZ, Fort Worth; KTAT, Fort Worth; KLUF, Galveston; KXYZ, Houston; KFRO\*, Longview; KFYO, Lubbock; KPLT\*, Paris; KGKL, San Angelo; KABC, San Antonio; KRRV\*, Sherman-Denison; KTEM\*, Temple; KCMC, Texarkana; KGKB, Tyler; WACO, Waco; KRGV, Weslaco.

\* Operate daytime only.

**POLICIES**

Coverage: The 23 daytime and 18 evening stations of the Texas State Network assure delivery of advertisers' message into primary areas of the individual member stations in which most of Texas' six million people live.

Merchandising: Each station of the TSN maintains a merchandising staff to work with sponsors in field work.

**NATIONAL REPRESENTATIVE**

International Radio Sales

**The Virginia Broadcasting System**

"Covering Virginia's Richest Markets"

323 East Grace St., Richmond, Va.

Phone: 3-4242

**PERSONNEL**

President..... Earl Sowers  
 Vice-President..... Hugh M. Curtler

**STATIONS**

WRNL, Richmond, Va.; WCHV, Charlottesville, Va.; WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WGH, Newport News, Va.

**NATIONAL REPRESENTATIVE**

Burn-Smith Co.

**West Virginia Network**

WCHS Auditorium, Charleston, W. Va.

**PERSONNEL**

President..... John A. Kennedy  
 Managing Director..... Howard L. Chernoff  
 Program Director & Artist

Bureau Head..... N. Pagliara

Chief Engineer..... O. Robinson  
 Dramatic Director..... James C. Parrill  
 Musical Director..... Phyllis D. Vickers  
 Publicity Director..... Caroline E. Johnson

**STATIONS**

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg.

**POLICIES**

Advertising of alcoholic beverages accepted.

**NATIONAL REPRESENTATIVE**

The Branham Co.

**Wisconsin Radio Network**

c/o KFIZ, Fond Du Lac, Wisc.

Phone: 356

**PERSONNEL**

President..... Rev. James O. Wagner

**STATIONS**

KFIZ, Fond Du Lac; WHBY, Green Bay; WIBU, Poynette; WHBL, Sheboygan.

**The Yankee Network**

"Covering New England"

21 Brookline Ave., Boston, Mass.

Phone: Commonwealth 0800

**PERSONNEL**

President..... John Shepard 3rd

V-P in Chg. of Operations..... R. L. Harlow

V-P in Chg. of Sales & Production..... Linus Travers

Sales Promotion & Merchandising

Manager..... Carleton McVarnish

Editor of Yankee Network

News Service..... Leland Bickford

Director of Publicity..... Al Stephenson

Technical Director..... Paul A. De Mars

Chief Engineer..... Irving Robinson

Merchandising..... J. B. Thompson

Sports Editor..... Richard McDonough

Director Home Economics..... G. McMullen

Manager of Yankee Network

Artists Bureau..... Van D. Sheldon

**STATIONS**

WNAC, Boston; WTIC, Hartford; WEAN,

Providence; WTAG, Worcester; WICC, Bridge-

port and New Haven; WCSH, Portland; WLBZ,

Bangor; WFEA, Manchester; WSAR, Fall River;

WNBH, New Bedford; WLLH, Lowell and Lawrence;

WLNH, Laconia; WRDO, Augusta;

WNLC, New London; WHAL, Greenfield;

WCOU, Lewiston and Auburn.

**POLICIES**

Yankee Network will take programs from or feed programs to WOR or WHN, provided the program is broadcast only in New York City and New England. No line charge for this service from WOR; no line charge to or from WHN.

Beer and wine contracts acceptable; no hard liquor advertising acceptable.

Special features include extensive news service, sports and home economic programs, the latter limited to four non-competing clients daily. Complete merchandising department, production staff and artists bureau are available to clients.

**NATIONAL REPRESENTATIVE**

Edward Petry & Co., Inc.

**Z Net**

P. O. Box 1956, Butte, Montana

Phone: 22-3-44

**PERSONNEL**

Manager..... E. B. Craney

**STATIONS**

KGIR, Butte; KPFA, Helena.

**NATIONAL REPRESENTATIVE**

Gene Furgason & Co.

## Canadian Broadcasting Corp.

One Hayter St., Toronto, Ont., Canada  
 Montreal office: 1231 St. Catherine St., West.

### STATIONS

The national network of the Canadian Broadcasting Corporation is broken down into the following regional groups:

Maritime Regional Network: CJC.B, Sydney; CHNS, Halifax; CFCY, Charlottetown; CKCW, Moncton; CHSJ, Saint John; CFNB, Fredericton.

Ontario Regional Network: CBO, Ottawa; CFRC, Kingston; CBL, Toronto; CKLW, Windsor; CKSO, Sudbury; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William.

Quebec Regional Network: CHNC, New Carlisle; CJB.R, Rimouski; CBJ, Chicoutimi; CBV, Quebec; CBF (French), Montreal; CBM (English), Montreal.

Prairie Regional Network: CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CKBI, Prince Albert; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge.

British Columbia Network: CFCJ, Kamloops; CKOV, Kelowna; CJAT, Trail; CBR, Vancouver.

### POLICIES

All contracts are accepted subject to the Broadcasting Act (Canada), Broadcasting Regulations and the approval of the Canadian Broadcasting Corp.

## Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada  
 Phone: Adelaide 3383

### PERSONNEL

Manager . . . . . Hal B. Williams  
 Production Manager . . . . . Don Copeland  
 Station Director . . . . . Stan Francis

### STATIONS

Network comprised of all or any of the following stations: CHGS, Summerside, Prince Edward Isle; CFCY, Charlottetown, Prince Edward Isle; CJC.B, Sydney, Nova Scotia; CHNS, Halifax, Nova Scotia; CHSJ, St. John, New Brunswick; CFNB, Fredericton, New Brunswick; CHLT, Sherbrooke, Quebec; CHLN, Three Rivers, Quebec; CHRC, Quebec, Quebec; CKAC, Montreal, Quebec; CKCH, Hull, Quebec; CKCO, Ottawa, Ontario; CKPR, Fort William, Ontario; CKSO, Sudbury, Ontario; CKGB, Timmins, Ontario; CJKL, Kirkland Lake, Ontario; CFRB, Toronto, Ontario; CKPC, Brantford, Ontario; CKOC, Hamilton, Ontario; KCTB,

St. Catharines, Ontario; CFPL, London, Ontario; CFCO, Chatham, Ontario; CKLW, Windsor, Ontario; KY, Winnipeg, Manitoba; CKBI, Prince Albert, Saskatchewan; CJGX, Yorkton, Saskatchewan; CFQC, Saskatoon, Saskatchewan; CKCK, Regina, Saskatchewan; CHAB, Moose Jaw, Saskatchewan; CJRM, Moose Jaw, Saskatchewan; CFRN, Edmonton Alberta; CFCN, Calgary, Alberta; CJOC, Lethbridge, Alberta; CKOV, Kelowna, British Columbia; CFJC, Kamloops, British Columbia; CKWX, Vancouver, British Columbia; CFCT, Victoria, British Columbia.

The stations of the Dominion Broadcasting Co. are grouped regionally as follows:

Eastern Network: CFRB, Toronto; CKLW, Windsor; CKCO, Ottawa; CKAC, Montreal; CHRC, Quebec.

Supplementary to Eastern Network: CKOC, Hamilton; CHML, Hamilton; CFCO, Chatham; CKPC, Brantford; KCTB, St. Catharines; CFRC, Kingston.

Western Network: CKY, Winnipeg; CHWC, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CFRN, Edmonton; CFCN, Calgary; CKWX, Vancouver.

Supplementary to Western Network: CFCH, North Bay; CKSO, Sudbury; CKPR, Fort William; CJOC, Lethbridge; CKOV, Kelowna; CFCL, Kamloops; CJAT, Trail; CFCT, Victoria.

Maritime Network: CKCW, Moncton; CFNB, Fredericton; CHSJ, Saint John; CHNS, Halifax; CFCY, Charlottetown.

Supplementary to Maritime Network: CJC.B, Sydney; CJLS, Yarmouth.

### POLICIES

All programs are subject to the approval of the Dominion Broadcasting Co.

Services of artists' bureau, program department and announcers in arranging and presenting programs are included without extra charge.

## The Foothills Network

804-805 Southam Bldg., Calgary, Alta., Canada  
 Phone: R 2021

### PERSONNEL

General Manager . . . . . H. R. Carson

### STATIONS

CFAC, Calgary; CJOC, Lethbridge; CJCA, Edmonton; CFGP, Grande Prairie.

### POLICIES

Coverage: Province of Alberta.

### NATIONAL REPRESENTATIVES

All-Canada Radio Facilities Ltd.  
 Weed & Company

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# NETWORK RESUME

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**E**XPANSION keynoted major network activity during 1938, a total of 68 outlets being added to the Coast-to-Coast chains. Of this number, CBS added 10 stations, bringing its network up to a strength of 117 and maintaining its status as the country's largest individual web, as of January 1, 1939.

NBC added 23 additional outlets to its Red and Blue networks, some going to the former or latter and others being optional for either web. In some instances the additions to the web were set down as bonus stations, all depending on the market in question. The combined Red and Blue networks totaled 166 stations, including the M & O and affiliated outlets, as of January 1, 1939.

MBS took on 35 additional affiliates during 1938, the major deal being the expansion of MBS in the Southwest with the adding of the newly organized Texas State Network, which supplied 23 out of the total number that joined MBS during the year. This gives Mutual 110 outlets, as of January 1, 1939.

Other lines of expansion for CBS and NBC were the new, elaborate studios opened on the Coast to facilitate the ever-growing number of big productions originating in Hollywood.

Specialized sales plans were put through by NBC in behalf of its Blue network and this web received substantial promotional and reorganizational backing. CBS did as much for its key stations, including WABC, which received centralized sales attention.

Union activity found the network ready to accept more than its share of the added financial burden and responsibility, particularly in the case of the American Federation of Radio Artists, the nets first signing sustaining contracts and then coming to the rescue of the agency and his client by being the guarantor of the AFRA Code.

# HOW TO behave in RADIO

**A**Accepted radio behaviour during the year 1939 will demand the continued and intensive use of WOR . . . the station that is carrying more national spot programs than any station anywhere into the majority of more than 4,250,000 radio homes in 108 cities in 63 counties in 7 states.

*further facts may be obtained by addressing—  
Sales Office, WOR, 1140 Broadway in New York*



# **S T A T I O N S**

*of the United States*



**Standard                      Experimental**  
**International                Canada**  
**High-Frequency            Mexico**  
**Cuba**

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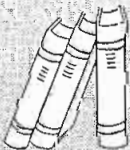
**Newspaper Owned Stations**

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**F.C.C. Application  
Regulations**

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**Canada Survey**



# WBNX

NEW YORK • 1000 WATTS DAY AND NIGHT

*The station that speaks your language!*

**W**ith programs based on population characteristics WBNX affords a specialized and intimate approach to the 6,982,635 foreign residents of Metropolitan New York whose annual spendable income reaches as high as \$5,000 per family.

**METROPOLITAN STATION  
COSMOPOLITAN AUDIENCE**



# STANDARD STATIONS

## OF THE UNITED STATES

*Call Letter—City—Power in Watts—Frequency in Kilocycles and  
Page Number Providing Complete Station Information*

*Key to Abbreviations: C.P.—Construction Permit; S.A.—Special Authorization;  
d—daytime; n—night.*



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1420	250 d., 100 n.	389
KABR	Aberdeen, S. Dak.	1390	1000 d., 500 n.	371
KADA	Ada, Okla.	1200	100	345
KALB	Alexandria, La.	1210	250 d., 100 n.	261
KALE	Portland, Ore.	1300	1000	352
KAND	Corsicana, Tex.	1310	100	381
KANS	Wichita, Kans.	1210	100	257
KARK	Little Rock, Ark.	890	1000 d., 500 n.	191
KARM	Fresno, Calif.	1310	100	195
KASA	Elk City, Okla.	1210	100	346
KAST	Astoria, Ore.	1370	100	
		C.P. 1200	250 d., 100 n.	351
KATE	Albert Lea, Minn.	1420	250 d., 100 n.	282
KAWN	Gallup, New Mex.	1500	250 d., 100 n.	307
KBIX	Muskogee, Okla.	1500	100	346
KBKR	Baker, Ore.	C.P. 1500	250 d., 100 n.	351
KBND	Bend, Ore.	C.P. 1310	250 d., 100 n.	351
KBPS	Portland, Ore.	1420	100	353
KBST	Big Spring, Tex.	1500	100	379
KBTM	Jonesboro, Ark.	1200	100	190
KCKN	Kansas City, Kan.	1310	100	255
KCMC	Texarkana, Ark.-Tex.	1420	250 d., 100 n.	391
KCMO	Kansas City, Mo.	1370	100	
		C.P. 1450	1000	290
KCRC	Enid, Okla.	1360	250	346
KCRJ	Jerome, Ariz.	1310	250 d., 100 n.	187
KDAL	Duluth, Minn.	1500	100	282
KDB	Santa Barbara, Calif.	1500	250 d., 100 n.	206
KDFN	Casper, Wyo.	1440	500	414
KDKA	Pittsburgh, Pa.	980	50000	361
KDLR	Devils Lake, N. Dak.	1210	250 d., 100 n.	329
KDNT	Denton, Tex.	1420	100	382
KDON	Monterey, Calif.	1210	100	200
KDTH	Dubuque, Ia.	C.P. 1340	500	250
KDYL	Salt Lake City, Utah	1290	5000 d., 1000 n.	393
KECA	Los Angeles, Calif.	1430	5000 d., 1000 n.	197
KEEN	Seattle, Wash.	1370	100	402
KEHE	Los Angeles, Calif.	780	5000 d., 1000 n.	197
KELA	Between Centralia and Chehalis, Wash.	1440	500	401
KELD	El Dorado, Ark.	1370	100	190
KELO	Sioux Falls, S. Dak.	1200	100	372
KERN	Bakersfield, Calif.	1370	100	193
KEUB	Price, Utah	1420	100	393
KEX	Portland, Ore.	1180	5000	353

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFAB	Lincoln, Nebr.	770	10000	299
KFAC	Los Angeles, Calif.	1300	1000	197
KFAM	St. Cloud, Minn.	1120	250 d., 100 n.	285
KFAR	Fairbanks, Alaska	C.P. 610	1000	115
KFBB	Great Falls, Mont.	1280	5000 d., 1000 n.	296
KFBI	Ablene, Kans.	1050	5000	254
KFBK	Sacramento, Calif.	1190	10000	201
KFDA	Amarillo, Tex.	C.P. 1500	100	378
KFDM	Beaumont, Tex.	560	1000 d., 500 n.	379
KFDY	Brookings, S. Dak.	780	1000	371
KFEL	Denver, Colo.	920	500	209
KFEQ	St. Joseph, Mo.	680	2500	293
KFGQ	Boone, Ia.	1370	100	218
KFII	Wichita, Kansas	1500	5000 d., 1000 n.	257
KFI	Los Angeles, Calif.	610	50000	197
KFIO	Spokane, Wash.	1120	100	101
KFIZ	Fond Du Lac, Wis.	1120	100	109
KFJB	Marshalltown, Ia.	1200	250 d., 100 n.	254
KFJI	Klamath Falls, Ore.	1210	100	352
KFJM	Grand Forks, N. Dak.	1410	1000 d., 500 n.	330
KFJZ	Fort Worth, Tex.	1370	250 d., 100 n.	383
KFKA	Greeley, Colo.	880	1000 d., 500 n.	211
KFKU	Lawrence, Kansas	1220	5000 d., 1000 n.	256
KFNF	Shenandoah, Ia.	890	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	251
KFOR	Lincoln, Nebr.	1210	250 d., 100 n.	299
KFOX	Long Beach, Calif.	1250	1000	
			C.P. 5000 d.	195
KFPL	Dublin, Tex.	1310	250 d., 100 n.	382
KFPW	Fort Smith, Ark.	1210	100	190
KFPY	Spokane, Wash.	890	5000 d., 1000 n.	101
KFQD	Anchorage, Alaska	780	250	114
KFRC	San Francisco, Calif.	610	5000 d., 1000 n.	202
KFRO	Longview, Tex.	1370	250	386
KFRU	Columbia, Mo.	630	1000 d., 500 n.	289
KFSD	San Diego, Calif.	600	1000	202
KFSG	Los Angeles, Calif.	1120	2500 d., 500 n.	198
KFTO	Clayton, (St. Louis) Mo.	550	1000 d., 500 n.	293
KFVD	Los Angeles, Calif.	1000	1000	198
KFVS	Cape Girardeau, Mo.	1210	250 d., 100 n.	289
KFWB	Los Angeles, Calif.	950	5000 d., 1000 n.	198
KFXD	Nampa, Idaho	1200	250 d., 100 n.	230
KFXJ	Grand Junction, Colo.	1200	250 d., 100 n.	210
KFXM	San Bernardino, Calif.	1210	100	202
KFYO	Lubbock, Texas	1310	250 d., 100 n.	387
KFYR	Bismarek, N. Dak.	550	5000 d., 1000 n.	329
KGA	Spokane, Wash.	1170	5000	105
KGAR	Tucson, Ariz.	1370	250 d., 100 n.	188
KGB	San Diego, Calif.	1330	1000	203
KGBU	Ketchikan, Alaska	900	500	115
KGBX	Springfield, Mo.	1230	500	295
KGCA	Decorah, Ia.	1270	100	219
KGCI	Coeur D'Alene, Idaho	C.P. 1200	100	229
KGCU	Maudan, N. Dak.	1210	250	330
KGCX	Wolf Point, Mont.	1150	1000	298
KGDE	Fergus Falls, Minn.	1200	250 d., 100 n.	283
KGDM	Stockton, Calif.	1100	1000	206

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGEK	Sterling, Colo.	1200	100	211
KGER	Long Beach, Calif.	1360	1000	196
KGEZ	Kalispell, Mont.	1310	100	297
KGFF	Shawnee, Okla.	1420	250 d., 100 n.	349
KGFI	Brownsville, Tex.	1500	250 d., 100 n.	380
KGfJ	Los Angeles, Calif.	1200	100	198
KGfL	Roswell, New Mex.	1370	100	307
KGfW	Kearney, Nebr.	1310	250 d., 100 n.	298
KGfX	Pierre, S. Dak.	630	200	371
KGfF	Coffeyville, Kans.	1010	1000	254
KGGM	Albuquerque, N. Mex.	1230	1000	306
KGHF	Pueblo, Colo.	1320	500	211
KGHI	Little Rock, Ark.	1200	250 d., 100 n.	191
KGHL	Billings, Mont.	780	5000 d., 1000 n.	296
KGIR	Butte, Mont.	1340	5000 d., 1000 n.	296
KGIW	Alamosa, Colo.	1420	100	208
KGKB	Tyler, Tex.	1500	250 d., 100 n.	391
KGKL	San Angelo, Tex.	1370	250 d., 100 n.	388
KGKO	Fort Worth, Tex.	570	5000 d., 1000 n.	383
KGKY	Scottsbluff, Nebr.	1500	250 d., 100 n.	301
KGLO	Mason City, Ia.	1210	250 d., 100 n.	251
KGLU	Safford, Ariz.	1420	250 d., 100 n.	188
KGMB	Honolulu, Hawaii	1320	1000	415
KGNC	Amarillo, Tex.	1410	2500 d., 1000 n.	378
KGNF	North Platte, Nebr.	1430	1000	300
KGNO	Dodge City, Kans.	1340	250	254
KGO	San Francisco, Calif.	790	7500	203
KGU	Honolulu, Hawaii	750	2500	416
KGVL	Greenville, Tex.	C.P. 1200	100	385
KGVO	Missoula, Mont.	1260	5000 d., 1000 n.	297
KGW	Portland, Ore.	620	5000 d., 1000 n.	353
KGY	Olympia, Wash.	1210	100	402
KHBC	Hilo, Hawaii	1400	250	415
KHBG	Oklmulgee, Okla.	1210	100	349
KHJ	Los Angeles, Calif.	900	5000 d., 1000 n.	198
KHQ	Spokane, Wash.	590	5000 d., 1000 n.	405
KHSL	Chico, Calif.	1260	250	194
KHUB	Watsonville, Calif.	1310	250	207
KICA	Clovis, New Mex.	1370	100	307
KID	Idaho Falls, Idaho	1320	5000 d., 500 n.	229
KIDO	Boise, Idaho	1350	2500 d., 1000 n.	229
KIDW	Lamar, Colo.	1420	100	211
KIEM	Eureka, Calif.	1450	1000 d., 500 n.	195
KIEV	Glendale, Calif.	850	250	195
KINY	Juneau, Alaska	1430	250	415
KIRO	Seattle, Wash.	650	250	
		S.A. 710	1000	402
KIT	Yakima, Wash.	1250	1000 d., 500 n.	406
KITE	Kansas City, Mo.	1539	1000	290
KIUL	Garden City, Kans.	1210	100	255
KIUN	Pecos, Tex.	1370	100	388
KIUP	Durango, Colo.	1370	100	210
KJBS	San Francisco, Calif.	1070	500	203
KJR	Seattle, Wash.	970	5000	403
KLAH	Carlsbad, New Mex.	1210	250 d., 100 n.	306
KLBM	La Grande, Ore.	1420	250 d., 100 n.	352
KLCN	Blytheville, Ark.	1290	100	189

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KLO . . . . .	Ogden, Utah . . . . .	1400	500	
			C.P. 5000 d., 1000 n.	393
KLPM . . . . .	Minot, N. Dak. . . . .	1360	1000 d., 500 n.	331
KLRA . . . . .	Little Rock, Ark. . . . .	1390	5000 d., 1000 n.	191
KLS . . . . .	Oakland, Calif. . . . .	1280	250	201
KLUF . . . . .	Galveston, Tex. . . . .	1370	250 d., 100 n.	385
KLX . . . . .	Oakland, Calif. . . . .	880	1000	201
KLZ . . . . .	Denver, Colo. . . . .	560	5000 d., 1000 n.	209
KMA . . . . .	Shenandoah, Iowa . . . . .	930	5000 d., 1000 n.	253
KMAC . . . . .	San Antonio, Tex. . . . .	1370	250 d., 100 n.	389
KMBC . . . . .	Kansas City, Mo. . . . .	950	5000 d., 1000 n.	291
KMED . . . . .	Medford, Ore. . . . .	1410	250	352
KMJ . . . . .	Fresno, Calif. . . . .	580	1000	195
KMLB . . . . .	Monroe, La. . . . .	1200	250 d., 100 n.	262
KMMJ . . . . .	Clay Center, Nebr. . . . .	740	1000	298
KMO . . . . .	Tacoma, Wash. . . . .	1330	1000	105
KMOX . . . . .	St. Louis, Mo. . . . .	1090	50000	293
KMPC . . . . .	Beverly Hills, Calif. . . . .	710	500	191
KMTR . . . . .	Los Angeles, Calif. . . . .	570	1000	199
KNEL . . . . .	Brady, Tex. . . . .	1500	250	379
KNET . . . . .	Palestine, Tex. . . . .	1420	100	387
KNOW . . . . .	Austin, Tex. . . . .	1500	100	
			C.P. 250 d.	378
KNX . . . . .	Los Angeles, Calif. . . . .	1050	50000	199
KOA . . . . .	Denver, Colo. . . . .	830	50000	209
KOAC . . . . .	Corvallis, Ore. . . . .	550	1000	351
KOAM . . . . .	Pittsburg, Kans. . . . .	790	1000	256
KOB . . . . .	Albuquerque, New Mex. . . . .	1180	10000	306
KOBH . . . . .	Rapid City, S. Dak. . . . .	1370	250 d., 100 n.	371
KOCA . . . . .	Kilgore, Tex. . . . .	1210	250 d., 100 n.	386
KOCY . . . . .	Oklahoma City, Okla. . . . .	1310	250 d., 100 n.	347
KOH . . . . .	Reno, Nev. . . . .	1380	500	301
KOIL . . . . .	Omaha, Nebr. . . . .	1260	5000 d., 1000 n.	300
KOIN . . . . .	Portland, Ore. . . . .	940	5000 d., 1000 n.	353
KOKO . . . . .	La Junta, Colo. . . . .	1370	100	211
KOL . . . . .	Seattle, Wash. . . . .	1270	5000 d., 1000 n.	403
KOMA . . . . .	Oklahoma City, Okla. . . . .	1480	5000	347
KOME . . . . .	Tulsa, Okla. . . . .	C.P. 1310	250	349
KOMO . . . . .	Seattle, Wash. . . . .	920	5000 d., 1000 n.	403
KONO . . . . .	San Antonio, Tex. . . . .	1370	250 d., 100 n.	389
KOOS . . . . .	Marshfield, Ore. . . . .	1200	250 d., 100 n.	352
KORE . . . . .	Eugene, Ore. . . . .	1420	100	351
KOTN . . . . .	Pine Bluff, Ark. . . . .	1500	100	191
KOVC . . . . .	Valley City, N. Dak. . . . .	1500	250 d., 100 n.	331
KOY . . . . .	Phoenix, Ariz. . . . .	1390	1000	187
KPAB . . . . .	Laredo, Tex. . . . .	1500	250 d., 100 n.	386
KPAC . . . . .	Port Arthur, Tex. . . . .	1260	500	388
KPDN . . . . .	Pampa, Tex. . . . .	1310	100	387
KPFA . . . . .	Helena, Mont. . . . .	1210	250 d., 100 n.	297
KPLC . . . . .	Lake Charles, La. . . . .	1500	250 d., 100 n.	262
KPLT . . . . .	Paris, Tex. . . . .	1500	250	388
KPMC . . . . .	Bakersfield, Calif. . . . .	1550	1000	193
KPO . . . . .	San Francisco, Calif. . . . .	680	50000	201
KPOF . . . . .	Denver, Colo. . . . .	880	1000	209
KPPC . . . . .	Pasadena, Calif. . . . .	1210	100	201
KPQ . . . . .	Wenatchee, Wash. . . . .	1500	250 d., 100 n.	406
KPRC . . . . .	Houston, Tex. . . . .	920	5000 d., 1000 n.	385

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KQV	Pittsburgh, Pa.	1380	1000 d., 500 n.	363
KQW	San Jose, Calif.	1010	1000	
			C.P. 5000 d.	205
KRBA	Lufkin, Tex.	1310	100	387
KRBC	Abilene, Tex.	1420	250 d., 100 n.	378
KRBM	Bozeman, Mont.	C.P. 1420	250 d., 100 n.	296
KRE	Berkeley, Calif.	1370	250 d., 100 n.	194
KRGV	Weslaco, Tex.	1260	1000	392
KRIC	Beaumont, Tex.	1420	250 d., 100 n.	379
KRIS	Corpus Christi, Tex.	1330	500	381
KRKD	Los Angeles, Calif.	1120	2500 d., 500 n.	199
KRKO	Everett, Wash.	1370	50	401
KRLC	Lewiston, Idaho	1390	250	229
KRLD	Dallas, Tex.	1040	10000	
			C.P. 50000	381
KRLH	Midland, Tex.	1420	100	387
KRMC	Jamestown, N. Dak.	1370	250 d., 100 n.	330
KRMD	Shreveport, La.	1310	250 d., 100 n.	264
KRNR	Roseburg, Ore.	1500	250 d., 100 n.	354
KRNT	Des Moines, Iowa	1320	5000 d., 1000 n.	249
KROC	Rochester, Minn.	1310	250 d., 100 n.	285
KROD	El Paso, Tex.	C.P. 1500	100	382
KROW	Oakland, Calif.	930	1000	201
KROY	Sacramento, Calif.	1210	100	202
KRQA	Sante Fe, New Mexico	1310	100	307
KRRV	Sherman, Tex.	1310	250	390
KRSC	Seattle, Wash.	1120	250	403
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	256
KSAL	Salina, Kans.	1500	250 d., 100 n.	257
KSAM	Huntsville, Tex.	1500	100	386
KSAN	San Francisco, Calif.	1420	100	204
KSCJ	Sioux City, Ia.	1330	5000 d., 1000 n.	253
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	294
KSEI	Pocatello, Idaho	900	1000 d., 250 n.	230
KSFO	San Francisco, Calif.	500	5000 d., 1000 n.	204
KSL	Salt Lake City, Utah	1130	50000	394
KSLM	Salem, Ore.	1370	100	
		C.P. 1360	500	354
KSO	Des Moines, Iowa	1430	5000 d., 1000 n.	250
KSOO	Sioux Falls, S. Dak.	1110	5000	372
KSRO	Santa Rosa, Calif.	1310	25000 d., 10000 n.	206
KSTP	St. Paul, Minn.	1460	250 d., 100 n.	
			C.P. 50000	285
KSUB	Cedar City, Utah	1310	100	392
KSUN	Lowell, Ariz.	1200	250 d., 100 n.	187
KTAR	Phoenix, Ariz.	620	1000	188
KTAT	Fort Worth, Tex.	1240	1000	383
KTBC	Austin, Tex.	1120	1000	379
KTBS	Shreveport, La.	1450	1000	264
KTEM	Temple, Tex.	1370	250	390
KTFI	Twin Falls, Idaho	1240	1000	230
KTHS	Hot Springs National Park, Ark.	1040	10000	190
KTKC	Visalia, Calif.	1190	250	207
KTMS	Santa Barbara, Calif.	1220	500	206
KTOH	Lihue, Hawaii	C.P. 1500	250 d., 100 n.	416
KTOK	Oklahoma City, Okla.	1370	100	347
KTEB	Modesto, Calif.	740	250	200
KTRH	Houston, Tex.	1290	5000 d., 1000 n.	385
KTRI	Sioux City, Ia.	1420	250 d., 100 n.	253
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	389
KTSM	El Paso, Tex.	1310	250 d., 100 n.	382
KTSW	Emporia, Kans.	C.P. 1370	250 d., 100 n.	255
KTUL	Tulsa, Okla.	1400	5000 d., 1000 n.	350
KTW	Seattle, Wash.	1220	1000	404
KUJ	Walla Walla, Wash.	1370	100	406
KUMA	Yuma, Ariz.	1420	100	189
KUOA	Siloam Springs, Ark.	1260	5000	193
KUSD	Vermillion, S. Dak.	890	500	372
KUTA	Salt Lake City, Utah	1500	100	394
KVAK	Athens, Kans.	C.P. 1420	100	254
KVAN	Vancouver, Wash.	C.P. 880	250	406
KVCV	Redding, Calif.	1200	100	201
KVEC	San Luis Obispo, Calif.	1200	250 d., 100 n.	205

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KVOB	Great Bend, Kans.	1370	100	255
KVI	Tacoma, Wash.	570	5000 d., 1000 n.	405
KVNU	Logan, Utah	C.P. 1200	100	392
KVOA	Tucson, Ariz.	1260	1000	189
KVOD	Denver, Colo.	920	500	210
KVOE	Santa Ana, Calif.	1500	100	205
KVOL	Lafayette, La.	1310	250 d., 100 n.	262
KVOO	Tulsa, Okla.	1140	25000	350
KVOR	Colorado Springs, Colo.	1270	1000	208
KVOS	Bellingham, Wash.	1200	100	401
KVOX	Moorhead, Minn.	1310	250 d., 100 n.	284
KVRS	Rock Springs, Wyoming	1370	250 d., 100 n.	414
KVSO	Ardmore, Okla.	1210	250 d., 100 n.	345
KVWC	Vernon, Tex.	C.P. 1500	100	391
KWAL	Wallace, Ida.	C.P. 1420	250 d., 100 n.	230
KWBG	Hutchinson, Kans.	1420	100	255
KWEM	Hobbs, New Mexico	1500	100	307
KWET	Wichita Falls, Tex.	C.P. 620	1000 d., 250 n.	392
KWG	Stockton, Calif.	1200	100	207
KWJB	Globe, Ariz.	C.P. 1210	250 d., 100 n.	187
KWJJ	Portland, Ore.	1060	500	
		S.A. 1010		351
KWK	St. Louis, Mo.	1350	5000 d., 1000 n.	294
KWKII	Shreveport, La.	850	10000	
		S.A. 1100		265
KWLC	Decorah, Iowa	1270	100	249
KWLK	Longview, Wash.	780	250	402
KWNO	Winona, Minn.	1200	250	286
KWOC	Poplar Bluff, Mo.	1310	100	293
KWOS	Jefferson City, Mo.	1310	250 d., 100 n.	289
KWSC	Pullman, Wash.	1220	900 d., 1000 n.	402
KWTN	Watertown, S. Dak.	1210	100	372
KWTO	Springfield, Mo.	560	5000	295
KWYO	Sheridan, Wyoming	1370	250 d., 100 n.	414
KXA	Seattle, Wash.	760	500 d., 250 n.	
			C.P. 1000	401
KXL	Portland, Ore.	1420	250 d., 100 n.	354
KXO	El Centro, Calif.	1500	100	194
KXOK	St. Louis, Mo.	1250	1000	294
KXRO	Aberdeen, Wash.	1310	250 d., 100 n.	401
KXYZ	Houston, Tex.	1440	1000	386
KYA	San Francisco, Calif.	1230	5000 d., 1000 n.	205
KYCA	Prescott, Ariz.	C.P. 1500	250 d., 100 n.	188
KYOS	Mered, Calif.	1010	250	200
KYSM	Mankato, Minn.	1500	250 d., 100 n.	283
KYW	Philadelphia, Pa.	1020	10000	358
WAAB	Boston, Mass.	1410	1000 d., 500 n.	271
WAAT	Chicago, Ill.	920	1000	233
WAAT	Jersey City, N. J.	940	500	304
WAAW	Omaha, Nebr.	660	500	300
WABC	New York, N. Y.	860	50000	313
WADI	Bangor, Me.	1200	250 d., 100 n.	265
WABY	Albany, N. Y.	1370	250 d., 100 n.	308
WACO	Waco, Tex.	1420	100	391
WADC	Tallmadge, (Akron) Ohio	1320	5000 d., 1000 n.	331
WAGA	Atlanta, Ga.	1450	1000 d., 500 n.	225
WAGF	Dothan, Ala.	1370	250	185
WAGM	Presque Isle, Maine	1420	100	267
WAIM	Anderson, S. C.	1200	100	368
WAIR	Winston-Salem, N. C.	1250	250	328
WALA	Mobile, Ala.	1380	1000 d., 500 n.	185
WALR	Zanesville, Ohio	1210	100	345
WAML	Laurel, Miss.	1310	250 d., 100 n.	288
WAPI	Birmingham, Ala.	1140	5000	183
WAPO	Chattanooga, Tenn.	1420	250 d., 100 n.	373
WARD	Brooklyn, N. Y.	1400	500	309
WASH	Grand Rapids, Mich.	1270	500	279
WATL	Atlanta, Ga.	1370	250 d., 100 n.	225
WATR	Waterbury, Conn.	1190	100	
		C.P. 1290	250	215
WAVE	Louisville, Ky.	940	1000	259
WAWZ	Zarephath, N. J.	1350	1000 d., 500 n.	305
WAYX	Waycross, Ga.	1200	250 d., 100 n.	228

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WAZL	Hazleton, Pa.	1420	100	357
WBAA	West Lafayette, Ind.	890	1000 d., 500 n.	248
WBAL	Baltimore, Md.	1060	10000	267
WBAP	Fort Worth, Tex.	800	50000	385
WBAX	Wilkes-Barre, Pa.	1210	100	366
WBBC	Brooklyn, N. Y.	1400	500	309
WBBL	Richmond, Va.	1210	100	399
WBBM	Chicago, Ill.	770	50000	233
WBBR	Brooklyn, N. Y.	1300	1000	309
WBBZ	Ponca City, Okla.	1200	250 d., 100 n.	349
WBCM	Bay City, Mich.	1410	1000 d., 500 n.	277
WBEN	Buffalo, N. Y.	900	5000 d., 1000 n.	310
WBEO	Marquette, Mich.	1310	250 d., 100 n.	281
WBHP	Huntsville, Ala.	1200	100	185
WBIG	Greensboro, N. C.	1440	1000	326
WBIL	New York, N. Y.	1100	5000	314
WBLK	Clarksburg, W. Va.	1370	100	408
WBLY	Lima, Ohio	1210	100	343
WBNO	New Orleans, La.	1420	250 d., 100 n.	262
WBNS	Columbus, Ohio	1430	5000 d., 1000 n.	341
WBNX	New York, N. Y.	1350	1000	314
WBNY	Buffalo, N. Y.	1370	250 d., 100 n.	311
WBOW	Terre Haute, Ind.	1310	250 d., 100 n.	247
WBRB	Red Bank, N. J.	1210	100	305
WBRC	Birmingham, Ala.	930	5000 d., 1000 n.	184
WBRE	Wilkes-Barre, Pa.	1310	250 d., 100 n.	366
WBRK	Pittsfield, Mass.	1310	250 d., 100 n.	275
WBRY	Waterbury, Conn.	1530	1000	215
WBT	Charlotte, N. C.	1080	50000	324
WBTH	Williamson, W. Va.	C.P. 1370	100	409
WBTM	Danville, Va.	1370	250 d., 100 n.	397
WBZ	Boston, Mass.	990	50000	271
WBZA	Boston, Mass.	990	1000	271
WCAD	Canton, N. Y.	1220	500	312
WCAE	Pittsburgh, Pa.	1220	5000 d., 1000 n.	263
WCAL	Northfield, Minn.	760	5000	284
WCAM	Camden, N. J.	1280	500	303
WCAO	Baltimore, Md.	600	1000 d., 500 n.	268
WCAP	Asbury Park, N. J.	1280	500	303
WCAT	Rapid City, S. Dak.	1200	100	372
WCAU	Philadelphia, Pa.	1170	50000	358
WCAX	Burlington, Vt.	1200	250 d., 100 n.	394
WCAZ	Carthage, Ill.	1070	100	231
WCBA	Allentown, Pa.	1440	500	355
WCBD	Chicago, Ill.	1080	5000	233
WCBM	Baltimore, Md.	1370	250 d., 100 n.	268
WCBS	Springfield, Ill.	1420	250 d., 100 n.	242
WCCO	Minneapolis, Minn.	810	50000	283
WCFL	Chicago, Ill.	970	5000	233
WCHS	Charleston, W. Va.	580	1000 d., 500 n.	407
WCHV	Charlottesville, Va.	1420	250 d., 100 n.	397
WCKY	Covington, Ky.	1490	10000	
			C.P. 50000	333
WCLE	Cleveland, Ohio	610	500	339
WCLO	Janesville, Wisc.	1200	250 d., 100 n.	410
WCLS	Joliet, Ill.	1310	100	240
WCMI	Ashland, Ky.	1310	250 d., 100 n.	259
WCNW	Brooklyn, N. Y.	1500	250 d., 100 n.	310
WCOA	Pensacola, Florida	1340	1000 d., 500 n.	221
WCOC	Meridian, Miss.	880	1000	288
WCOL	Columbus, Ohio	1210	100	341
WCOP	Boston, Mass.	1120	500	272
WCOS	Columbia, S. C.	C.P. 1370	250 d., 100 n.	369
WCOU	Lewiston, Me.	1210	100	266
WCOV	Montgomery, Ala.	C.P. 1210	100	185
WCPO	Cincinnati, Ohio	1200	250 d., 100 n.	337
WCRW	Chicago, Ill.	1210	100	235
WCSC	Charleston, S. C.	1360	1000 d., 500 n.	368
WCSH	Portland, Maine	940	2500 d., 1000 n.	266
WDAE	Tampa, Florida	1220	5000 d., 1000 n.	223
WDAF	Kansas City, Mo.	610	5000 d., 1000 n.	291
WDAH	El Paso, Texas	1310	250 d., 100 n.	382
WDAN	Danville, Ill.	1500	250	239

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAS	Philadelphia, Pa.	1370	250 d., 100 n.	350
WDAY	Fargo, N. Dak.	940	5000 d., 1000 n.	330
WDBJ	Roanoke, Va.	930	5000 d., 1000 n.	400
WDBO	Orlando, Fla.	580	5000 d., 1000 n.	221
WDEL	Wilmington, Delaware	1120	500 d., 250 n.	216
WDEF	Waterbury, Vt.	550	500	395
WDGY	Minneapolis, Minn.	1180	5000 d., 1000 n.	281
WDNC	Durham, N. C.	1500	100	
			C.P. 250 d.	325
WDOD	Chattanooga, Tenn.	1280	5000 d., 1000 n.	373
WDRC	Hartford, Conn.	1330	5000 d., 1000 n.	213
WDSM	Superior, Wisc.	C.P. 1200	100	413
WDSU	New Orleans, La.	1250	1000	263
WDWS	Champaign, Ill.	1370	250 d., 100 n.	231
WDZ	Tuscola, Ill.	1020	250	
			C.P. 1000	212
WEAF	New York, N. Y.	660	50000	315
WEAN	Providence, R. I.	780	5000 d., 1000 n.	367
WEAU	Eau Claire, Wisc.	1050	1000	109
WEBC	Duluth, Minn.	1200	5000 d., 1000 n.	282
WEBQ	Harrisburg, Ill.	1210	250 d., 100 n.	240
WEBR	Buffalo, N. Y.	1310	250 d., 100 n.	311
WEDC	Chicago, Ill.	1210	100	235
WEED	Rocky Mount, N. C.	1420	250 d., 100 n.	328
WEEL	Boston, Mass.	590	5000 d., 1000 n.	272
WEEU	Reading, Pa.	830	1000	364
WELI	New Haven, Conn.	930	500 d., 250 n.	214
WELL	Battle Creek, Mich.	1420	100	277
WEMP	Millwaukee, Wisc.	1310	100	411
WENR	Chicago, Ill.	870	50000	235
WENY	Elmira, N. Y.	C.P. 1200	250	312
WEOA	Evansville, Ind.	1370	250 d., 100 n.	243
WESG	Elmira, N. Y.	1010	1000	
		S.A. 850		313
WEST	Easton, Pa.	1200	250 d., 100 n.	355
WEVD	New York, N. Y.	1300	1000	315
WEW	St. Louis, Mo.	760	1000	204
WEXL	Royal Oak, Mich.	1310	50	281
WFAA	Dallas, Tex.	800	50000	381
WFAM	South Bend, Ind.	1200	100	217
WFAS	White Plains, N. Y.	1210	100	323
WFBC	Greenville, S. C.	1300	5000 d., 1000 n.	370
WFBC	Altoona, Pa.	1310	100	355
WFBL	Syracuse, N. Y.	1360	5000 d., 1000 n.	321
WFBM	Indianapolis, Ind.	1230	5000 d., 1000 n.	245
WFBR	Baltimore, Md.	1270	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	268
WFDF	Flint, Mich.	1310	100	279
WFEA	Manchester, N. H.	1340	1000 d., 500 n.	302
WFIL	Philadelphia, Pa.	560	1000	359
WFLA	Tampa, Fla.	620	5000 d., 1000 n.	223
WFMD	Frederick, Md.	900	500	269
WFMI	Youngstown, Ohio	C.P. 1420	100	344
WFNC	Fayetteville, N. C.	C.P. 1340	250	325
WFOR	Hattiesburg, Miss.	1370	100	287
WFOY	St. Augustine, Fla.	1210	250 d., 100 n.	222
WFTC	Kinston, N. C.	1200	250 d., 100 n.	327
WGAI	Lancaster, Pa.	1500	250 d., 100 n.	357
WGAN	Portland, Me.	640	500	267
WGAR	Cleveland, Ohio	1450	5000 d., 1000 n.	339
WGAU	Athens, Ga.	1310	250 d., 100	225
WGBB	Freeport, N. Y.	1210	100	313
WGBF	Evansville, Ind.	630	1000 d., 500 n.	244
WGBI	Scranton, Pa.	880	1000 d., 500 n.	361
WGCM	Mississippi City, Miss.	1210	250 d., 100 n.	288
WGES	Chicago, Ill.	1300	1000 d., Sun. 500 n.	235
WGH	Newport News, Va.	1310	250 d., 100 n.	308
WGIL	Galesburg, Ill.	1500	250	210
WGKV	Charleston, W. Va.	C.P. 1500	100	407
WGL	Fort Wayne, Ind.	1370	250 d., 100 n.	244
WGN	Chicago, Ill.	720	50000	235
WGNB	Gastonia, N. C.	C.P. 1120	250 d., 100 n.	326
WGNV	Newburgh, N. Y.	1210	100	313



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WGPC	Albany, Ga.	1420	100	225
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	312
WGRG	New Albany, Ind.	1370	250	246
WGRM	Grenada, Miss.	1210	100	
			C.P. 250 d.	287
WGST	Atlanta, Ga.	890	5000 d., 1000 n.	226
WGTM	Wilson, N. C.	1310	100	328
WGY	Schenectady, N. Y.	790	50000	321
WHA	Madison, Wisc.	940	5000	411
WHA1	Greenfield, Mass.	1210	250	274
WHAM	Rochester, N. Y.	1150	50000	320
WHAS	Louisville, Ky.	820	50000	260
WHAT	Philadelphia, Pa.	1310	100	359
WHAZ	Troy, N. Y.	1300	1000	322
WHB	Kansas City, Mo.	860	1000	291
WHBB	Selma, Ala.	1500	100	186
WHBC	Canton, Ohio	1200	100	
			C.P. 250 d.	333
WHBF	Rock Island, Ill.	1210	250 d., 100 n.	
		C.P. 1240	1000	241
WHBI	Newark, N. J.	1250	2500 d., 1000 n.	304
WHBL	Sheboygan, Wisc.	1300	250	
			C.P. 1000 d.	413
WHBQ	Memphis, Tenn.	1370	100	375
WHBU	Anderson, Ind.	1210	250 d., 100 n.	243
WHBY	Green Bay, Wisc.	1200	250 d., 100 n.	409
WHDF	Calumet, Mich.	1370	250 d., 100 n.	277
WHDH	Boston, Mass.	850	1000	273
WHDL	Olean, N. Y.	1400	250	318
WHEB	Portsmouth, N. H.	740	250	302
WHEC	Rochester, N. Y.	1430	1000 d., 500 n.	320
WHFC	Cicero, Ill.	1420	250 d., 100 n.	239
WHIO	Dayton, Ohio	1260	5000 d., 1000 n.	343
WHIP	Hammond, Ind.	1480	5000	245
WHIS	Bluefield, W. Va.	1410	1000 d., 500 n.	407
WHJB	Greensburg, Pa.	620	250	356
WHK	Cleveland, Ohio	1390	2500 d., 1000 n.	340
WHKC	Columbus, Ohio	640	500	342
WHLB	Virginia, Minn.	1370	250 d., 100 n.	286
WILLS	Port Huron, Mich.	1370	250	281
WHMA	Anniston, Ala.	1420	100	183
WHN	New York, N. Y.	1010	5000 d., 1000 n.	315
WHO	Des Moines, Ia.	1000	50000	250
WHOM	Jersey City, N. J.	1450	250	304
WHP	Harrisburg, Pa.	1430	1600 d., 500 n.	
			C.P. 5000 d., 1000 n.	357
WIBA	Madison, Wisc.	1280	5000 d., 1000 n.	411
WIBC	Indianapolis, Ind.	1050	1000	246
WIBG	Glenside, Pa.	970	100	356
WIBM	Jackson, Mich.	1370	250 d., 100 n.	280
WIBU	Poynette, Wisc.	1210	250 d., 100 n.	412
WIBW	Topoka, Kans.	580	5000 d., 1000 n.	257
WIBX	Utica, N. Y.	1200	250 d., 100 n.	323
WICA	Ashtabula, Ohio	940	250	333
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	213
WIL	St. Louis, Mo.	1200	250 d., 100 n.	295
WILL	Urbana, Ill.	580	1000	
			C.P. 5000	242
WILM	Wilmington, Del.	1420	100	216
WIND	Gary, Ind.	560	5000 d., 1000 n.	245
WINS	New York, N. Y.	1180	1000	315
WIOD-WMBF	Miami, Fla.	610	1000	219
WIP	Philadelphia, Pa.	610	1000	361
WIRE	Indianapolis, Ind.	1400	5000 d., 1000 n.	246
WIS	Columbia, S. C.	560	5000 d., 1000 n.	369
WISN	Milwaukee, Wisc.	1120	1000 d., 250 n.	412
WJAC	Johnstown, Pa.	1310	250 d., 100 n.	357
WJAG	Norfolk, Nebr.	1060	1000	299
WJAR	Providence, R. I.	890	5000 d., 1000 n.	367
WJAS	Pittsburgh, Pa.	1200	5000 d., 1000 n.	363
WJAX	Jacksonville, Fla.	900	5000 d., 1000 n.	218
WJBC	Bloomington, Ill.	1200	250 d., 100 n.	231
WJBK	Detroit, Mich.	1500	250 d., 100 n.	277

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WJBL	Decatur, Ill.	1200	100	239
WJBO	Baton Rouge, La.	1120	500	261
WJBW	New Orleans, La.	1200	100	263
WJBY	Gadsden, Ala.	1210	250 d., 100 n.	185
WJDX	Jackson, Miss.	1270	5000 d., 1000 n.	287
WJEF	Hagerstown, Md.	1210	100 d.	269
WJHL	Johnson City, Tenn.	C.P. 1200	250 d., 100 n.	374
WJHP	Jacksonville, Fla.	C.P. 1290	250	219
WJHM	Lansing, Mich.	1210	250 d., 100 n.	280
WJHD	Chicago, Ill.	1130	20000	237
WJLS	Becifex, W. Va.	C.P. 1210	250 d., 100 n.	407
WJMC	Rice Lake, Wis.	C.P. 1210	250	413
WJMS	Ironwood, Mich.	1420	100	280
WJNO	West Palm Beach, Fla.	1200	250 d., 100 n.	223
WJRK	Detroit, Mich.	750	50000	278
WJRD	Tuscaloosa, Ala.	1200	250	186
WJSV	Washington, D. C.	1360	10000	
			C.P. 50000	216
WJTN	Jamesstown, N. Y.	1210	250 d., 100 n.	313
WJW	Akron, Ohio	1210	250 d., 100 n.	333
WJZ	New York, N. Y.	760	50000	317
WKAQ	San Juan, Puerto Rico	1210	1000	116
WKAR	East Lansing, Mich.	850	1000	
			C.P. 5000	279
WKAT	Miami Beach, Fla.	1500	250 d., 100 n.	221
WKBB	East Dubuque, Ill.			
	C.P. Dubuque, Ill.	1500	250 d., 100 n.	250
WKBH	La Crosse, Wis.	1380	1000	410
WKBN	Youngstown, Ohio	570	500	345
WKBO	Harrisburg, Pa.	1200	250 d., 100 n.	357
WKBY	Richmond, Ind.	1500	100	217
WKBW	Buffalo, N. Y.	1480	5000	312
WKBZ	Muskegon, Mich.	1500	250 d., 100 n.	281
WKET	Griffin, Ga.	1500	100	227
WKOK	Sunbury, Pa.	1210	100	365
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	337
WKST	New Castle, Pa.	1250	250	358
WKY	Oklahoma City, Okla.	900	5000 d., 1000 n.	347
WKZO	Kalamazoo, Mich.	590	1000	
			C.P. 1000 d., 250 n.	280
WLAC	Nashville, Tenn.	1470	5000	377
WLAK	Lakeland, Fla.	1310	250 d., 100 n.	219
WLAP	Lexington, Ky.	1420	250 d., 100 n.	259
WLAW	Lawrence, Mass.	680	1000	275
WLB	Minneapolis, Minn.	760	5000	281
WLBC	Muncie, Ind.	1310	250 d., 100 n.	246
WLBI	Stevens Point, Wis.	900	5000	413
WLBS	Bangor, Me.	620	1000 d., 500 n.	266
WLEU	Erie, Pa.	1420	250 d., 100 n.	356
WLLH	Lowell, Mass.	1370	250 d., 100 n.	275
WLNH	Laconia, N. H.	1310	100	302
WLS	Chicago, Ill.	870	50000	237
WLTH	Brooklyn, N. Y.	1400	500	310
WLVA	Lynchburg, Va.	1200	250 d., 100 n.	398
WLW	Cincinnati, Ohio	700	50000	337
WMAE	Washington, D. C.	630	500 d., 250 n.	217
WMAQ	Chicago, Ill.	670	50000	238
WMAZ	Springfield, Mass.	1420	250 d., 100 n.	276
WMAZ	Macon, Ga.	1180	5000 d., 1000 n.	227
WMBC	Detroit, Mich.	1420	250 d., 100 n.	278
WMBD	Peoria, Ill.	1440	5000 d., 1000 n.	246
WMBF-W10D	Miami, Fla. (See W10D, Page 219)			
WMBG	Richmond, Va.	1350	500	399
WMBH	Joplin, Mo.	1420	250 d., 100 n.	289
WMBI	Chicago, Ill.	1080	5000	238
WMBO	Auburn, N. Y.	1310	100	
			C.P. 250 d.	308
WMBR	Jacksonville, Fla.	1370	250 d., 100 n.	219
WMBS	Uniontown, Pa.	1120	250 d., 100 n.	365
WMC	Memphis, Tenn.	780	5000 d., 1000 n.	375
WMCA	New York, N. Y.	570	1000	317
WMEX	Boston, Mass.	1500	250 d., 100 n.	
		C.P. 1470	5000	273
WMFD	Wilmington, N. C.	1370	100	328
WMFF	Plattsburg, N. Y.	1310	250 d., 100 n.	319

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WMFG	Hibbing, Minn.	1210	250 d., 100 n.	283
WMFJ	Daytona Beach, Fla.	1420	100	218
WMFO	Decatur, Ala.	1370	100	184
WMFR	High Point, N. C.	1200	100	327
WMIN	St. Paul, Minn.	1370	250 d., 100 n.	286
WMMN	Fairmont, W. Va.	890	5000 d., 1000 n.	408
WMPC	Lapeer, Mich.	1200	250 d., 100 n.	280
WMPS	Memphis, Tenn.	1430	1000 d., 500 n.	375
WMRO	Aurora, Ill.	C.P. 1250	250	231
WMSD	Muscle Shoals City, Ala.	1420	100	186
WMT	Cedar Rapids, Ia.	600	5000 d., 1000 n.	248
WNAC	Boston, Mass.	1230	5000 d., 1000 n.	273
WNAD	Norman, Okla.	1010	1000	346
WNAX	Yankton, S. D.	570	5000 d., 1000 n.	372
WNBC	New Britain, Conn.	1380	1000 d., 250 n.	214
WNBF	Binghamton, N. Y.	1500	250 d., 100 n.	309
WNBH	New Bedford, Mass.	1310	250 d., 100 n.	275
WNBX	Springfield, Vt.	1260	1000	395
WNBZ	Saranac Lake, N. Y.	1290	100	321
WNEI	San Juan, Puerto Rico	1290	2500 d., 1000 n.	416
WNEW	New York, N. Y.	1250	5000 d., 1000 n.	317
WNLC	New London, Conn.	1500	100	215
WNOX	Knoxville, Tenn.	1010	5000 d., 1000 n.	374
WNYC	New York, N. Y.	810	1000	317
WOAI	San Antonio, Tex.	1190	50000	389
WOC	Davenport, Ia.	1370	250 d., 100 n.	240
WOCB	Barstable Township, Mass.	C.P. 1210	250 d., 100 n.	271
WOI	Ames, Ia.	640	5000	248
WOKO	Albany, N. Y.	1430	1000 d., 500 n.	308
WOL	Washington, D. C.	1230	1000	217
WOLS	Florence, S. C.	1200	100	370
WOMI	Owensboro, Ky.	1500	250 d., 100 n.	260
WOMT	Manitowoc, Wis.	1210	100	411
WOOD	Grand Rapids, Mich.	1270	500	279
WOPI	Bristol, Tenn.	1500	100	373
WOR	Newark, N. J.	710	50000	305
WORC	Worcester, Mass.	1280	500	276
WORK	York, Pa.	1320	1000	367
WORL	Boston, Mass.	920	500	274
WOSU	Columbus, Ohio	570	1000 d., 750 n.	342
WOV	New York, N. Y.	1130	1000	318
WOW	Omaha, Nebr.	590	5000 d., 1000 n.	301
WOWO	Fort Wayne, Ind.	1160	10000	244
WPAD	Paducah, Ky.	1420	250 d., 100 n.	261
WPAB	Parkersburg, W. Va.	1420	100	408
WPAX	Thomasville, Ga.	1210	100	228
WPAY	Portsmouth, Ohio	1370	100	343
WPEN	Philadelphia, Pa.	920	1000	361
WPG	Atlantic City, N. J.	1100	5000	303
WPIC	Sharon, Pa.	780	250	365
WPIV	Petersburg, Va.	1210	250 d., 100 n.	399
WPRA	Mayaguez, Puerto Rico	1370	250 d., 100 n.	416
WPRO	Providence, R. I.	630	1000 d., 500 n.	368
WPRP	Ponce, Puerto Rico	1420	250 d., 100 n.	416
WPTF	Raleigh, N. C.	680	5000	327
WQAM	Miami, Fla.	560	1000	221
WQAN	Scranton, Pa.	880	1000 d., 500 n.	364
WQBC	Viicksburg, Miss.	1360	1000	288
WQDM	St. Albans, Vt.	1390	1000	395
WQXR	New York, N. Y.	1550	1000	318
WRAK	Williamsport, Pa.	1370	250 d., 100 n.	366
WRAL	Raleigh, N. C.	C.P. 1210	250 d., 100 n.	328
WRAW	Reading, Pa.	1310	100	364
WRBL	Columbus, Ga.	1200	250 d., 100 n.	227
WEC	Washington, D. C.	950	5000 d., 1000 n.	217
WRDO	Augusta, Me.	1370	100	265
WRDW	Augusta, Ga.	1500	250 d., 100 n.	226
WREC	Memphis, Tenn.	600	5000 d., 1000 n.	375
WBEN	Lawrence, Kans.	1220	5000 d., 1000 n.	256
WRGA	Rome, Ga.	1500	250 d., 100 n.	227
WBJN	Racine, Wis.	1370	250 d., 100 n.	412
WRKL	Rock Hill, S. C.	C.P. 1500	100	370
WRNL	Richmond, Va.	880	500	399
WROK	Rockford, Ill.	1410	1000 d., 500 n.	241

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WROL	Knoxville, Tenn.	1310	250 d., 100 n.	374
WRR	Dallas, Tex.	1280	500	381
WRTD	Richmond, Va.	1500	100	400
WRUF	Gainesville, Fla.	830	5000	218
WRVA	Richmond, Va.	1110	5000	
			C.P. 50000	400
WSAI	Cincinnati, Ohio	1330	5000 d., 1000 n.	339
WSAJ	Grove City, Pa.	1310	100	356
WSAL	Salisbury, Md.	1200	250	269
WSAN	Allentown, Pa.	1440	500	355
WSAR	Fall River, Mass.	1450	1000	274
WSAU	Wausau, Wis.	1370	250 d., 100 n.	413
WSAV	Savannah, Ga.	C.P. 1310	100	227
WSAY	Rochester, N. Y.	1210	250 d., 100 n.	321
WSAZ	Huntington, W. Va.	1190	1000	408
WSB	Atlanta, Ga.	740	50000	226
WSBC	Chicago, Ill.	1210	250 d., 100 n.	238
WSBT	South Bend, Ind.	1300	500	247
WSFA	Montgomery, Ala.	1410	1000 d., 500 n.	186
WSGN	Birmingham, Ala.	1310	250 d., 100 n.	184
WSIX	Nashville, Tenn.	1210	250 d., 100 n.	377
WSJS	Winston-Salem, N. C.	1310	100	329
WSLI	Jackson, Miss.	1420	250 d., 100 n.	288
WSM	Nashville, Tenn.	650	50000	377
WSMB	New Orleans, La.	1320	5000 d., 1000 n.	263
WSMK	Dayton, Ohio	1380	200	
			C.P. 500 d., 250 n.	313
WSNJ	Bridgeton, N. J.	1210	100	303
WSOC	Charlotte, N. C.	1210	250 d., 100 n.	325
WSPA	Spartanburg, S. C.	920	1000	370
WSTD	Toledo, Ohio	1340	5000 d., 1000 n.	314
WSPR	Springfield, Mass.	1140	500	276
WSTP	Salisbury, N. C.	C.P. 1500	250 d., 100 n.	328
WSTL	Iowa City, Ia.	880	1000 d., 500 n.	251
WSTN	St. Petersburg, Fla.	620	5000 d., 1000 n.	222
WSVA	Harrisonburg, Va.	550	500	397
WSVS	Buffalo, N. Y.	1370	50	312
WSVB	Rutland, Vt.	1500	100	394
WSYR-WSYU	Syracuse, N. Y.	570	1000	321 & 322
WTAD	Quincy, Ill.	900	1000	241
WTAG	Worcester, Mass.	580	1000	276
WTAL	Tallahassee, Fla.	1310	250 d., 100 n.	223
WTAM	Cleveland, Ohio	1070	50000	341
WTAQ	Green Bay, Wisc.	1330	1000	
			C.P. 5000 d.	410
WTAR	Norfolk, Va.	780	1000	
			C.P. 5000 d.	398
WTAW	College Station, Tex.	1120	500	380
WTAX	Springfield, Ill.	1210	100	212
WTBO	Cumberland, Md.	800	250	260
WTCN	Minneapolis, Minn.	1250	5000 d., 1000 n.	286
WTEL	Philadelphia, Pa.	1310	100	361
WTHH	Hartford, Conn.	1200	100	213
WTIC	Hartford, Conn.	1060	50000	
		S.A. 1040		214
WTJS	Jackson, Tenn.	1310	250 d., 100 n.	374
WTMA	Charleston, S. C.	C.P. 1210	250 d., 100 n.	369
WTMJ	Milwaukee, Wis.	620	5000 d., 1000 n.	412
WTMV	East St. Louis, Ill.	1500	250 d., 100 n.	239
WTNJ	Trenton, N. J.	1280	500	305
WTOC	Savannah, Ga.	1200	1000	
			C.P. 5000 d.	228
WTOL	Toledo, Ohio	1200	100	344
WTRC	Elkhart, Ind.	1310	250 d., 100 n.	213
WTRY	Troy, N. Y.	C.P. 950	1000	323
WVFW	Brooklyn, N. Y.	1400	500	310
WWAE	Hammond, Ind.	1200	100	245
WWJ	Detroit, Mich.	920	5000 d., 1000 n.	278
WWL	New Orleans, La.	850	50000	263
WWNC	Asheville, N. C.	570	1000	324
WWRL	Woodside, N. Y.	1500	250 d., 100 n.	324
WWSW	Pittsburgh, Pa.	1500	250 d., 100 n.	363
WWYA	Wheeling, W. Va.	1100	5000	409
WXYZ	Detroit, Mich.	1240	1000	278

# STATIONS BY CITIES

## WITH MAJOR NETWORK AFFILIATIONS

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; NB—National Broadcasting Co. Blue Network; NR—National Broadcasting Co. Red Network.

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR			WCAO	C
Aberdeen, Wash.	KXRO	M		WCBM	
Abilene, Kansas	KFBI			WFBR	NR
Abilene, Texas	KRBC	M	Bangor, Me.	WABI	C
Ada, Okla.	KADA	M		WLBZ	NB-NR-M
Akron, Ohio (Tallmadge)	WADC	C	Barnstable Township, Mass.	WOCB	
	WJW		Baton Rouge, La.	WJBO	NB
Alamosa, Colo.	KGIW		Battle Creek, Mich.	WELL	NB
Albany, Ga.	WGPC		Bay City, Mich.	WBGM	NB
Albany, N. Y.	WABY	NB	Beaumont, Tex.	KFDM	NB-NR
	WOKO	C		KRIC	M
Albert Lea, Minn.	KATE		Beckley, W. Va.	WJLS	
Albuquerque, N. M.	KGGM	C	Bellingham, Wash.	KVOS	M
	KOB	NB-NR	Bend, Ore.	KBND	
Alexandria, La.	KALB		Berkeley, Calif.	KRE	
Allentown, Pa.	WCBA		Beverly Hills, Calif.	KMPC	
	WSAN	NB-NR	Big Spring, Tex.	KBST	M
Altoona, Pa.	WFBG		Billings, Mont.	KGHL	NB-NR
Amarillo, Texas	KFDA		Binghamton, N. Y.	WBNF	C
	KGNC	NB-NR-M	Birmingham, Ala.	WAPI	C
Ames, Iowa	WOI			WBRC	NR
Anchorage, Alaska	KFQD			WSGN	NB
Anderson, Ind.	WHBU		Bismarck, N. D.	KFYR	NB-NR
Anderson, S. C.	WAIM	C	Bloomington, Ill.	WJBC	
Anniston, Ala.	WHMA		Bluefield, W. Va.	WHIS	
Ardmore, Okla.	KVSO	M	Blytheville, Ark.	KLCN	
Asbury Park, N. J.	WCAP		Boise, Ida.	KIDO	NB-NR
Asheville, N. C.	WWNC	NB-NR	Boone, Iowa	KFGQ	
Ashland, Ky.	WCMI		Boston, Mass.	WAAB	M
Ashtabula, Ohio	WICA			WBZ	NB
Astoria, Ore.	KAST			WCOP	
Atchison, Kans.	KVAK			WEEI	C
Athens, Ga.	WGAU			WHDH	
Atlanta, Ga.	WAGA	NB		WMEX	
	WATL			WNAC	NR
	WGST	C		WORL	
	WSB	NR	Bozeman, Mont.	KRBM	
Atlantic City, N. J.	WPG	C	Brady, Texas	KNEL	
Auburn, N. Y.	WMBO		Bridgeport, Conn.	WICC	NB-M
Augusta, Ga.	WRDW	C	Bridgeton, N. J.	WSNJ	
Augusta, Me.	WRDO	NB-NR-M	Bristol, Tenn.	WOPI	
Aurora, Ill.	WMRO		Brookings, S. D.	KFDY	
Austin, Texas	KNOW	M	Brooklyn, N. Y.	WARD	
	KTBC			WBBC	
Baker, Ore.	KBKR			WBBR	
Bakersfield, Calif.	KERN	NB-NR		WCNW	
	KPMC	M		WVFW	
Baltimore, Md.	WBAL	NB-M	Brownsville, Texas	KGFI	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Buffalo, N. Y.	WBEN	NR	Columbus, Ga.	WRBL	
	WBNY		Columbus, Ohio	WBNS	C
	WEBR	NB		WCOL	NB-NR
	WGR	C		WHKC	M
	WKBW	C		WOSU	
	WSVS		Corpus Christi, Tex.	KRIS	NB-NR-M
Burlington, Vt.	WCAX		Corsicana, Texas	KAND	M
Butte, Mont.	KGIR	NB-NR	Corvallis, Ore.	KOAC	
Calumet, Mich.	WHDF		Cumberland, Md.	WTBO	
Camden, N. J.	WCAM		Dallas, Tex.	KRLD	C
Canton, N. Y.	WCAD			WFAA	NB-NR
Canton, Ohio	WHBC			WRR	M
Cape Girardeau, Mo.	KFVS		Danville, Ill.	WDAN	
Carlsbad, N. M.	KLAH		Danville, Va.	WBTM	
Carthage, Ill.	WCAZ		Davenport, Iowa	WOC	C
Casper, Wyoming	KDFN		Dayton, Ohio	WHIO	C
Cedar City, Utah	KSUB			WSMK	
Cedar Rapids, Iowa	WMT	NB-M	Daytona Beach, Fla.	WMFJ	
Centralia-Chehalis, Wash.	KELA	M	Decatur, Ala.	WMFO	
Champaign, Ill.	WDWS		Decatur, Ill.	WJBL	
Charleston, S. C.	WCSC	NB-NR	Decorah, Iowa	KGCA	
	WTMA			KWLC	
Charleston, W. Va.	WCHS	C	Denton, Tex.	KDNT	
	WGKV		Denver, Colo.	KFEL	M
Charlotte, N. C.	WBT	C		KLZ	C
	WSOC	NB-NR		KOA	NR
Charlottesville, Va.	WCHV			KPOF	
Chattanooga, Tenn.	WAPQ	NB-NR		KVOD	NB
	WDOD	C	Des Moines, Iowa	KRNT	C
Chicago, Ill.	WAAF			KSO	NB-M
	WBBM	C		WHO	NR
	WCBD		Detroit, Mich.	WJBK	
	WCFL	NB-NR		WJR	C
	WCRW			WMBC	
	WEDC			WWJ	NR
	WENR	NB		WXYZ	NB
	WGES		Devils Lake, N. D.	KDLR	
	WGN	M	Dodge City, Kans.	KGNO	
	WJJD		Dothan, Ala.	WAGF	
	WLS	NB	Dublin, Texas	KFPL	
	WMAQ	NR	Dubuque, Ia.	KDTH	
	WMBI			WKBB	C
	WSBC		Duluth, Minn.	KDAL	C
Chico, Calif.	KHSL			WEBC	NB-NR
Cicero, Ill.	WHFC		Durango, Colo.	KIUP	
Cincinnati, Ohio	WCKY	NB-NR	Durham, N. C.	WDNC	C
	WCPO		East Lansing, Mich.	WKAR	
	WKRC	C	East St. Louis, Ill.	WTMV	
	WLW	NB-NR-M	Easton, Pa.	WEST	
	WSAI	NB-NR-M	Eau Claire, Wis.	WEAU	
Clarksburg, W. Va.	WBLI		El Centro, Calif.	KXO	M
Clay Center, Neb.	KMMJ		El Dorado, Ark.	KELD	
Clayton, Mo.	KFUO		Elk City, Okla.	KASA	
Cleveland, Ohio	WCLE		Elihu, Ind.	WTRC	
	WGAR	C	Elmira, N. Y.	WENY	
	WHK	NB-M		WESG	C
	WTAM	NR	El Paso, Tex.	KROD	
				KTSM	NB-NR
Clovis, N. M.	KICA			WDAH	
Coeur d'Alene, Ida.	KGCI		Emporia, Kans.	KTSW	
Coffeyville, Kans.	KGGF	M	Enid, Okla.	KCRC	M
College Station, Tex.	WTAW		Eric, Pa.	WLEU	NB
Colorado Springs, Colo.	KVOR	C	Eugene, O.	KORE	M
Columbia, Mo.	KFRU		Eureka, Calif.	KIEM	M
Columbia, S. C.	WCOS		Evansville Ind.	WEOA	C
	WIS	NB-NR		WGBF	NB-NR

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Everett, Wash.	KRKO	M	Hilo, Hawaii	KHBC	C
Fairbanks, Alaska	KFAR		Hobbs, N. M.	KWEW	
Fairmont, W. Va.	WMMN	C	Honolulu, Hawaii	KGMB	C-M
Fall River, Mass.	WSAR	M		KGU	NB-NR
Fargo, N. D.	WDAY	NB-NR	Hot Springs, Ark.	KTHS	NB-NR
Fayetteville, N. C.	WFNC		Houston, Texas	KPRC	NR
Fergus Falls, Minn.	KGDE			KTRH	C
Flint, Mich.	WFDF	NB		KXYZ	NB-M
Florence, S. C.	WOLS		Huntington, W. Va.	WSAZ	
Fond du Lac, Wis.	KFIZ		Huntsville, Ala.	WBHP	
Fort Smith, Ark.	KFPW		Huntsville, Tex.	KSAM	
Fort Wayne, Ind.	WGL	NB-NR	Hutchinson, Kans.	KWBG	
	WOWO	NB	Idaho Falls, Ida.	KID	
Fort Worth, Tex.	KFJZ	M		WFBM	C
	KGKO	NB-NR		WIBC	
	KTAT	M		WIRE	NR
	WBAP	NB-NR	Iowa City, Iowa	WSUI	
Frederick, Md.	WFMD		Ironwood, Mich.	WJMS	
Freeport, N. Y.	WGBB		Jackson, Mich.	WIBM	NB
Fresno, Calif.	KARM	C	Jackson, Miss.	WJDX	NR
	KMJ	NB-NR		WSLI	
Gadsden, Ala.	WJBY		Jackson, Tenn.	WTJS	
Gainesville, Fla.	WRUF		Jacksonville, Fla.	WJAX	NB-NR
Galesburg, Ill.	WGIL			WJHP	
Gallup, N. M.	KAWM			WMBR	C
Galveston, Texas	KLUF	M	Jamestown, N. Y.	WJTN	NB
Garden City, Kans.	KIUL		Jamestown, N. D.	KRMC	
Gary, Ind.	WIND		Janesville, Wisc.	WCLO	
Gastonia, N. C.	WGNC		Jefferson City, Mo.	KWOS	
Glendale, Calif.	KIEV		Jerome, Ariz.	KCRJ	
Glenside, Pa.	WIBG		Jersey City, N. J.	WAAT	
Globe, Ariz.	KWJB			WHOM	
Grand Forks, N. D.	KFJM		Johnson City, Tenn.	WJHL	
Grand Junction, Colo.	KFXJ		Johnstown, Pa.	WJAC	
Grand Rapids, Mich.	WASH	NB-NR	Joliet, Ill.	WCLS	
	WOOD		Jonesboro, Ark.	KBTM	
Great Bend, Kans.	KVGB	C	Joplin, Mo.	WMBH	
Great Falls, Mont.	KFBB	M	Juneau, Alaska	KINY	
Greeley, Colo.	KFKA	C	Kalamazoo, Mich.	WKZO	
Green Bay, Wisc.	WHBY	M	Kalispell, Mont.	KGEZ	
	WTAQ	C	Kansas City, Kans.	KCKN	
Greenfield, Mass.	WHAI	M	Kansas City, Mo.	KCMO	
Greenville, S. C.	WFBC	NB-NR		KITE	
Greenville, Tex.	KGVL			KMBC	C
Greensboro, N. C.	WBIG	C		WDAF	NR
Greensburg, Pa.	WHJB			WHB	M
Grenada, Miss.	WGRM		Kearney, Nebr.	KGFW	
Griffin, Ga.	WKEU		Ketchikan, Alaska	KGBU	
Grove City, Pa.	WSAJ		Kilgore, Texas	KOCA	
Hagerstown, Md.	WJEJ		Kinston, N. C.	WFTC	
Hammond, Ind.	WHIP		Klamath Falls, Ore.	KFJI	
	WWAE		Knoxville, Tenn.	WNOX	C
Harrisburg, Ill.	WEBQ			WROL	NB-NR
Harrisburg, Pa.	WHP	C	Laconia, N. H.	WLNH	M
	WKBO		LaCrosse, Wisc.	WKBH	C
Harrisonburg, Va.	WSVA		Lafayette, La.	KVOL	
Hartford, Conn.	WDRC	C	La Grande, Ore.	KLBM	
	WTHT	M	La Junta, Colo.	KOKO	
	WTIC	NR	Lake Charles, La.	KPLC	
Hattiesburg, Miss.	WFOR		Lakeland, Fla.	WLAK	NB-NR
Hazleton, Pa.	WAZL		Lamar, Colo.	KIDW	
Helena, Mont.	KPFA	NB-NR	Lancaster, Pa.	WGAL	NB-NR
Hibbing, Minn.	WMFG	C	Lansing, Mich.	WJIM	NB
High Point, N. C.	WMFR		Lapeer, Mich.	WMPC	
			Laredo, Tex.	KPAB	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Laurel, Miss.	WAML		Minneapolis, Minn.	WCCO	C
Lawrence, Kans.	KFKU			WDGY	M
	WREN	NB		WLB	
Lawrence, Mass.	WLAW			WTCN	NB
Lewiston, Ida.	KRLC		Minot, N. D.	KLPM	
Lewiston, Me.	WCOU	M	Mississippi City, Miss.	WGCM	
Lexington, Ky.	WLAP		Missoula, Mont.	KGVO	C
Lihue, Hawaii	KTOH		Mobile, Ala.	WALA	NB-NR
Lima, Ohio.	WBLY		Modesto, Calif.	KTRB	
Lincoln, Nebr.	KFAB	C	Monroe, La.	KMLB	
	KFOR	M	Monterey, Calif.	KDON	M
Little Rock, Ark.	KARK	NB-NR	Montgomery, Ala.	WCOV	
	KGHI			WSFA	C
	KLRA	C	Moorhead, Minn.	KVOX	
Logan, Utah	KVNU		Muncie, Ind.	WLBC	
Long Beach, Calif.	KFOX		Muscle Shoals City, Ala.	WHSD	
	KGER		Muskegon, Mich.	WKBZ	
Longview, Texas	KPRO	M	Muskogee, Okla.	KBIX	M
Longview, Wash.	KWLK		Nampa, Ida.	KFXD	
Los Angeles, Calif.	KECA	NB	Nashville, Tenn.	WLAC	C
	KEHE			WSIX	
	KFAC			WSM	NB-NR M
	KFI	NR	New Albany, Ind.	WGRC	
	KFSG		Newark, N. J.	WHBI	
	KFVD			WOR	M
	KFWB		New Bedford, Mass.	WNBH	M
	KGfJ		New Britain, Conn.	WNBC	NB-NR
	KHJ	M	Newburgh, N. Y.	WGNY	
	KMTR		New Castle, Pa.	WKST	
	KNX	C	New Haven, Conn.	WELI	
	KRKD		New London, Conn.	WNLC	M
Louisville, Ky.	WAVE	NB-NR	New Orleans, La.	WBNO	
	WHAS	C		WDSU	NB
Lowell, Ariz.	KSUN			WJBW	
Lowell, Mass.	WLLH	M		WSMB	NR
Lubbock, Texas	KFYO	M		WWL	C
Lufkin, Texas	KRBA		Newport News, Va.	WGH	
Lynchburg, Va.	WLVA		New York	WABC	C
Macon, Ga.	WMAZ	C		WBIL	
Madison, Wis.	WHA			WBNX	
	WIBA	NB-NR		WEAF	NR
Manchester, N. H.	WFEA	NB-NR-M		WEVD	
Mandan, N. D.	KGCU			WHN	
Manhattan, Kans.	KSAC			WINS	
Manitowoc, Wis.	WOMT			WJZ	NB
Mankato, Minn.	KYSM			WLTH	
Marquette, Mich.	WBEO			WMCA	
Marshalltown, Ia.	KFJB			WNEW	
Marshfield, Ore.	KOOS	M		WNYC	
Mason City, Iowa	KGLO	C		WOV	
Mayaguez, P. R.	WPRA			WOXR	
Medford, Ore.	KMED	NB-NR	Norfolk, Nebr.	WJAG	
Memphis, Tenn.	WHBQ		Norfolk, Va.	WTAR	NB-NR
	WMC	NR	Norman, Okla.	WNAD	
	WMPS	NB	Northfield, Minn.	WCAL	
	WREC	C	North Platte, Neb.	KGfN	
Merced, Calif.	KYOS		Oakland, Calif.	KLX	
Meridian, Miss.	WCOC	C		KLS	
Miami, Fla.	WIOD-WMBF	NB-NR		KROW	
	WQAM	C	Ogden, Utah.	KLO	NB
Miami Beach, Fla.	WKAT		Oklahoma City, Okla.	KOCY	
Midland, Texas	KRLH			KOMA	C
Milwaukee, Wis.	WEMP			KTOK	NB-NR-M
	WISN	C		WKY	NB-NR
	WTMJ	NB-NR	Okmulgee, Okla.	KHGB	



City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Olean, N. Y.	WHDL		Rapid City, S. D.	KOBH	
Olympia, Wash.	KGY	M		WCAT	
Omaha, Nebr.	KOIL	NB-M	Reading, Pa.	WEEU	NB-NR
	WAAW			WRAW	NB-NR
	WOW	NR	Red Bank, N. J.	WBRB	
Orlando, Fla.	WDBO	C	Redding, Calif.	KVCV	
Owensboro, Ky.	WOMI		Reno, Nev.	KOH	C
Paducah, Ky.	WPAD		Rice Lake, Wisc.	WJMC	
Palestine, Tex.	KNET		Richmond, Ind.	WKBV	
Pampa, Texas	KPDN		Richmond, Va.	WBBL	
Paris, Texas	KPLT	M		WMBG	NR
Parkersburg, W. Va.	WPAR	C		WRNL	
Pasadena, Calif.	KPPC			WRTD	NB
Pecos, Texas	KIUN			WRVA	C-M
Pensacola, Fla.	WCOA	C	Roanoke, Va.	WDBJ	C
Peoria, Ill.	WMBD	C	Rochester, Minn.	KROC	
Petersburg, Va.	WPIV		Rochester, N. Y.	WHAM	NB
Philadelphia, Pa.	KYW	NR		WHEC	C
	WCAU	C		WSAY	
	WDAS		Rockford, Ill.	WROK	
	WFIL	NB-M	Rock Hill, S. C.	WRKL	
	WHAT		Rock Island, Ill.	WHBF	M
	WIP		Rock Springs, Wyo.	KVRS	
	WPEN		Rocky Mount, N. C.	WEED	
	WTEL		Rome, Ga.	WRGA	
Phoenix, Ariz.	KOY	C	Roseburg, Ore.	KRNR	M
	KTAR	NB-NR	Roswell, N. M.	KGFL	
Pierre, S. D.	KGFX		Royal Oak, Mich.	WEXL	
Pine Bluff, Ark.	KOTN		Rutland, Vt.	WSYB	
Pittsfield, Mass.	WBRK	C	Sacramento, Calif.	KFBK	NB-NR
Pittsburg, Kans.	KOAM	NB-NR		KROY	C
Pittsburgh, Pa.	KDKA	NB	Safford, Ariz.	KGLU	
	KQV		St. Albans, Vt.	WQDM	
	WCAE	NR-M	St. Augustine, Fla.	WFOY	
	WJAS	C	St. Cloud, Minn.	KFAM	
	WWSW		St. Joseph, Mo.	KFEQ	
Plattsburg, N. Y.	WMFF	NB	St. Louis, Mo.	KMOX	C
Pocatello, Ida.	KSEI	NB-NR		KSD	NR
Ponca City, Okla.	WBBZ			KWK	NB-M
Ponce, Puerto Rico	WPRP			KXOK	
Poplar Bluff, Mo.	KWOC			WEW	
Port Arthur, Tex.	KPAC			WIL	
Port Huron, Mich.	WHLS		St. Paul, Minn.	KSTP	NR
Portland, Me.	WCSH	NR		WMIN	
	WGAN	C	St. Petersburg, Fla.	WSUN	NB-NR
Portland, Ore.	KALE	M	Salem, Ore.	KSLM	M
	KBPS		Salina, Kans.	KSAL	
	KEX	NB	Salisbury, Md.	WSAL	
	KGW	NR	Salisbury, N. C.	WSTP	
	KOIN	C	Salt Lake City, Utah	KDYL	NR
	KWJJ			KSL	C
	KXL			KUTA	NB
Portsmouth, N. H.	WHEB		San Angelo, Tex.	KGKL	M
Portsmouth, Ohio	WPAY		San Antonio, Tex.	KABC	M
Poynette, Wis.	WIBU			KMAC	
Prescott, Ariz.	KYCA			KONO	
Presque Isle, Me.	WAGM			KTSA	C
Price, Utah	KEUB			WOAI	NB-NR
Providence, R. I.	WEAN	NB-M	San Bernardino, Calif.	KFXM	M
	WJAR	NR	San Diego, Calif.	KFSD	NB
	WPRO	C		KGB	M
Pueblo, Colo.	KGHF	NB-NR	San Francisco, Calif.	KFRC	M
Pullman, Wash.	KWSC			KGO	NB
Quincy, Ill.	WTAD			KJBS	
Racine, Wisc.	WRJN			KPO	NR
Raleigh, N. C.	WPTF	NB-NR		KSAN	
	WRAL			KSFO	C
				KYA	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
San Jose, Calif.	KQW	M	Thomasville, Ga.	WPAX	
San Juan, P. R.	WKAQ		Toledo, Ohio	WSPD	NB-NR
	WNEU			WTOL	
San Luis Obispo, Calif.	KVEC	M	Topeka, Kans.	WJBW	C
Santa Ana, Calif.	KVOE	M	Trenton, N. J.	WTNJ	
Santa Barbara, Calif.	KDB	M	Troy, N. Y.	WHAZ	
	KTMS	NB		WTRY	
Santa Fe, N. M.	KRQA		Tucson, Ariz.	KGAR	C
Santa Rosa, Calif.	KSRQ			KVOA	NB-NR
Saranac Lake, N. Y.	WNBZ		Tulsa, Okla.	KOME	M
Savannah, Ga.	WSAV		Tulsa, Okla.	KTUL	C
	WTOC	C		KVOO	NB-NR
Schenectady, N. Y.	WGY	NR	Tuscaloosa, Ala.	WJRD	
Scottsbluff, Nebr.	KGKY		Tuscola, Ill.	WDZ	
Scranton, Pa.	WGBI	C	Twin Falls, Ida.	KTPI	NB-NR
	WQAN		Tyler, Texas	KGKB	M
Seattle, Wash.	KEEN		Uniontown, Pa.	WMBS	
	KIRO	C	Urbana, Ill.	WILL	
	KJR	NB	Utica, N. Y.	WIBX	C
	KOL	M	Valley City, N. D.	KOVC	
	KOMO	NR	Vancouver, Wash.	KVAN	
	KRSC		Vermilion, S. D.	KUSD	
	KTW		Vernon, Texas	KVWC	M
	KXA		Vicksburg, Miss.	WQBC	
Selma, Ala.	WHBB		Virginia, Minn.	WHIB	C
Sharon, Pa.	WPIC		Visalia, Calif.	KTKC	M
Shawnee, Okla.	KGFF	M	Waco, Texas	WACO	M
Sheboygan, Wisc.	WHBJ		Wallace, Ida.	KWAL	
Shenandoah, Ia.	KFNF		Walla Walla, Wash.	KUJ	
	KMA	NB	Washington, D. C.	WJSV	C
Sheridan, Wyo.	KWYO			WMAI	NB
Sherman, Texas	KRRV	M		WOL	M
Shreveport, La.	KRMD			WRC	NR
	KTBS	NB-NR	Waterbury, Conn.	WATR	M
	KWKH	C		WBRY	C
Siloam Springs, Ark.	KUOA		Waterbury, Vt.	WDEV	
Sioux City, Ia.	KSCJ	C	Watertown, S. D.	KWTN	
	KTRI		Watsonville, Calif.	KHIUB	
Sioux Falls, S. D.	KELO	NB-NR	Wausau, Wisc.	WSAU	
	KSOO	NB-NR	Waycross, Ga.	WAYX	
South Bend, Ind.	WFAM		Wenatchee, Wash.	KPQ	M
	WSBT	C	Weslaco, Texas	KRGV	NB-NR-M
Spartanburg, S. C.	WSPA		West Palm Beach, Fla.	WJNO	C
Spokane, Wash.	KFIO		West Lafayette, Ind.	WBAA	
	KFPY	C	Wheeling, W. Va.	WWVA	C
	KGA	NB	White Plains, N. Y.	WPAS	
	KHQ	NR	Wichita, Kans.	KANS	NB-NR
Springfield, Ill.	WCBS			KFIJ	C
	WTAX		Wichita Falls, Tex.	KWFT	
Springfield, Mass.	WMZA	NB	Wilkes-Barre, Pa.	WBAX	M
	WMAS	C		WBRE	NB-NR
	WSPR	M	Williamson, W. Va.	WBTH	
Springfield, Mo.	KGEX	NB-NR	Williamsport, Pa.	WRAC	
	KWTO		Wilmington, Del.	WDEL	NR
Springfield, Vt.	WNBX	C		WILM	
Sterling, Colo.	KGEK		Wilmington, N. C.	WMFD	
Stevens Pt., Wisc.	WLBL		Wilson, N. C.	WGTM	
Stockton, Calif.	KGDM		Winona, Minn.	KWNO	
	KWG	NB-NR	Winston Salem, N. C.	WAIK	
Sunbury, Pa.	WKOK			WSJS	C
Superior, Wisc.	WDSM		Wolf Point, Mont.	KGCX	
Syracuse, N. Y.	WFBL	C	Woodside, N. Y.	WWRL	
	WSYR-WSYU	NB	Worcester, Mass.	WORC	C
Tacoma, Wash.	KMO	M		WTAG	NR
	KVI	C	Yakima, Wash.	KIT	M
Tallahassee, Fla.	WTAL		Yankton, S. Dak.	WNAX	C
Tallmadge, Ohio (Akron)	WADC	C	York, Pa.	WORK	NB-NR
Tampa, Fla.	WDAE	C	Youngstown, Ohio	WKBN	C
	WFLA	NB-NR		WRFJ	
Temple, Texas	KTEM	M	Yuma, Arizona	KUMA	
Terre Haute, Ind.	WBOW	NB-NR	Zanesville, Ohio	WALR	
Texarkana, Ark.-Tex.	KCMC	NB-NR	Zarephath, N. J.	WAWZ	

# STANDARD BROADCASTING STATIONS OF THE UNITED STATES

The following list of stations is arranged in alphabetical order as to states and territories and cities therein.

Every effort has been made to present accurate and complete information in a self explanatory method. In order to obtain this information, more than 800 questionnaires were sent to the stations early in December. After some second requests, less than 50 questionnaires remained unanswered or went astray. Data in these cases was compiled from sources considered reliable. In every case, however, corrections were made up to the time of going to press, to insure keeping pace with late developments.

RADIO ANNUAL has purposely refrained from including such fluctuating data as belong to the rate card. For such information, the reader is referred to the station itself, its representative or the current issue of STANDARD RATE and DATA.

## ALABAMA

Population 2,895,000

Number of Families 670,000

Number of Radio Homes 375,200

Retail Sales \$337,217,000

Auto Registrations 239,178

### W H M A

"THE SHOWMANSHIP STATION"

ANNISTON—EST. 1938

ALABAMA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts.  
OWNED BY: Harry M. Ayres. OPERATED BY:  
John S. Pitts. BUSINESS ADDRESS: WHMA  
Bldg., 14th & Noble Sts. PHONE: 2380-2381.  
STUDIO ADDRESS: Same. TRANSMITTER LO-  
CATION: Same. TIME ON THE AIR: Daytime  
Schedule. NEWSPAPER AFFILIATION: Annis-  
ton Star. NEWS SERVICE: United Press. TRAN-  
SCRIPTION SERVICE: World Broadcasting Sys-  
tem, C. P. MacGregor.

#### Personnel

General Manager.....John S. Pitts  
Commercial Manager.....J. Allen Brown  
Program Director.....Harold Russey  
Chief Engineer.....J. G. Cobble

### POLICIES

Station does not accept liquor or Foreign language programs. Merchandising includes publicity and program listing in the Anniston Star; also advance "plugs" on the air.

### W A P I

"THE VOICE OF ALABAMA"

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1140 Kc. POWER: 5000 Watts.  
OWNED BY: Alabama Polytechnic Institute,  
University of Alabama and Alabama College.  
OPERATED BY: Voice of Alabama, Inc. BUSI-  
NESS ADDRESS: Protective Life Bldg. STUDIO  
ADDRESS 14th floor, same building. TRAN-  
SMITTER LOCATION: Sandusky. TIME ON THE  
AIR: 6:00 A.M. to 12:00 Midnight; Sundays,

8:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Pub.

### Persomnel

Chairman of Board.....Ed Norton  
President & Genl. Mgr.....Thad Holt  
Treasurer-Radio Sales Director

H. A. Holtshouser  
Program Director..... Dick Faulkner  
Agricultural-Publicity Director.....Harwood Hull

### POLICIES

Same policies as Columbia Broadcasting System.

## W B R C

"ALABAMA'S DOMINANT STATION"

BIRMINGHAM—EST. 1925

NBC—(RED)

FREQUENCY: 930 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Birmingham Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Bankhead Hotel. PHONE: 3-9293. STUDIO ADDRESS: Bankhead Hotel. TRANSMITTER LOCATION: Coalburg. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS-PAPER AFFILIATIONS: Birmingham Post, Southern Radio News. NEWS SERVICE: International News Service.

### Persomnel

President.....K. G. Marshall  
Commercial Manager.....K. G. Marshall  
Vice President and General Manager.....J. C. Bell  
Sales Manager.....J. C. Bell  
Ass't Manager.....John M. Connolly  
Musical Director.....W. D. Rushing  
Chief Engineer.....J. C. Bell

### POLICIES

Station bans the broadcasting of hard liquor but does permit announcements for beer and wines. Policy in regard to patent medicines is that their announcement copy must be submitted to station for approval before acceptance.

Merchandising: Merchandising and exploitation features in connection with commercial programs at cost.

### REPRESENTATIVE

Paul H. Raymer Co.

## W S G N

"THE NEWS-AGE-HERALD STATION"

BIRMINGHAM—EST. 1927

NBC (BLUE) DIXIE

ALABAMA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: R. B. Broyles Co. OPERATED BY: The Birmingham News Co. BUSINESS ADDRESS: Tutwiler Hotel. PHONE: 4-3434. STUDIO ADDRESS: Tutwiler Hotel. TRANSMITTER LOCATION: Druid Hills.

TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. CST. NEWSPAPER AFFILIATIONS: The Birmingham News, The Birmingham Age-Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Persomnel

V.P. and Gen. Mgr.....Henry P. Johnston  
Station Manager.....  
Chief Engineer.....P. B. Cram  
Program Director.....Bob McRaney  
Promotion Manager.....H. A. Gilleland  
Production Manager.....Bill Terry

### POLICIES

Accept beer, but not whiskey—foreign language when English version is furnished.

Complete department maintained for merchandising with assistance of papers. Merchandise via mail letters to trade, contact accounts, at cost to sponsor—have access to newspaper publicity so long as sponsor's name does not appear in the columns of paper.

### REPRESENTATIVE

Kelly Smith Company

## W M F O

"THE FRIENDLY STATION"

DECATUR—EST. 1935

ALABAMA NETWORK  
SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: 418½ Second Ave. PHONE: Decatur 802, 803, 804. STUDIO ADDRESS: 418½ Second Ave. TRANSMITTER LOCATION: 418½ Second Ave. MAINTAINS ARTISTS' BUREAU. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS-PAPER AFFILIATIONS: Birmingham Post, Southern Radio News (Cooperative only). NEWS SERVICE: United Press.

### Persomnel

President.....James R. Doss, Jr.  
Commercial Manager.....R. H. Albright  
Advertising Manager.....Ted R. Woodard  
Artists' Bureau Head.....Edwin Mullinax  
Chief Announcer.....Edwin Mullinax  
Station Manager.....Ted R. Woodard  
Sales Manager.....R. H. Albright  
Publicity Director.....Ted R. Woodard  
Musical Director.....Cois Lowery  
Chief Engineer.....Fred L. James

### POLICIES

Local County option laws (Morgan County is Dry) according to state statutes prohibits liquor advertising in dry counties.

Merchandising through Window Cards, Posters, Direct Mail to retail merchants and Newspaper listings and publicity in Birmingham Post and Southern Radio News. Also advance "Plugs" from Station.

### REPRESENTATIVE

Burn-Smith Co.

# WAGF

"THE TRI-STATES STATION"  
DOTHAN—EST. 1932

FREQUENCY: 1370 Kc. POWER: 250 watts.  
OWNED BY: Dothan Broadcasting Co. OPERATED BY: Dothan Broadcasting Co. BUSINESS ADDRESS: 204½ E. Main St. PHONE: 1430. STUDIO ADDRESS: 204½ E. Main St. TRANSMITTER LOCATION: S. E. Ala. Fairgrounds. TIME ON THE AIR: 8:00 A.M. to local sunset. NEWS SERVICE: Transradio Press.

## Personnel

Station Manager.....Julian C. Smith  
Commercial Manager.....Fred Moseley  
Chief Announcer.....Samuel Hall  
Chief Engineer.....John T. Hubbard

## POLICIES

Does not accept liquor announcements.  
Wines and beer accepted. No foreign language element in this territory.  
No special merchandising policies.

## REPRESENTATIVE

Burn-Smith Co.

# WJBY

GADSDEN—EST. 1928

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Gadsden Broadcasting Co., Inc. OPERATED BY: Gadsden Broadcasting Co., Inc. BUSINESS ADDRESS: 108 Broad St. PHONE: 88. STUDIO ADDRESS: 108 Broad St. TRANSMITTER LOCATION: 108 Broad St. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....B. H. Hopson  
Commercial Manager.....J. W. Buttram  
Advertising Manager.....J. W. Buttram  
Station Manager.....J. W. Buttram  
Sales Manager.....J. W. Buttram  
Chief Engineer.....Vernon Story

## POLICIES

No liquor advertising accepted.  
Merchandising includes Radio NewsGrams. Letters to the trade. Publicity and program listings in the Southern Radio News and the Gadsden Free Press.

## REPRESENTATIVE

Sears & Ayer.

# WBHP

"SERVING THOUSANDS THROUGHOUT THE TENNESSEE VALLEY"  
HUNTSVILLE—EST. 1937

ALABAMA MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: W. H. Pollard. OPERATED BY: W. H. Pollard. BUSINESS ADDRESS: Time's Bldg. PHONE: 313. STUDIO ADDRESS: Time's Bldg. TRANSMITTER LOCATION: 1½ miles west of Huntsville. MAINTAINS ARTISTS' BUREAU. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

## Personnel

President.....W. H. Pollard  
Commercial Manager.....John C. Hughes  
Advertising Manager.....John S. Allen  
Artists' Bureau Head.....Weston Britt  
Chief Announcer.....Vance Brooks  
Station Manager.....W. H. Pollard  
Sales Manager.....John S. Allen  
Musical Director.....Weston Britt  
Chief Engineer.....M. C. Davie, Jr.

## POLICIES

Does not accept liquor or foreign language programs.

## REPRESENTATIVE

Burn-Smith Co.

# WALA

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1380 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: W. O. Pape. OPERATED BY: Pape Broadcasting Company. BUSINESS ADDRESS: 106 St. Joseph St. PHONE: Dexter 5893-4. STUDIO ADDRESS: 106 St. Joseph St. TRANSMITTER LOCATION: Mobile. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

General Manager.....W. O. Pape  
Assistant Manager.....J. H. Hunt  
Artists' Bureau Head.....H. J. Grant  
Sales Manager.....H. K. Martin  
Musical Director.....H. J. Grant  
Chief Engineer.....R. M. Cole  
Chief Announcer.....H. J. Grant

## POLICIES

Liquor advertising depends on local option in this state.

Merchandising: Station maintains a merchandising department which works with advertiser in any way possible to obtain satisfactory results.

# WCOV\*

MONTGOMERY—EST. 1938

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Capital Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Exchange Hotel. STUDIO ADDRESS: Same. TIME ON THE AIR: Daytime Schedule. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Manager.....G. W. Covington, Jr.  
 Commercial Manager.....R. B. Raney  
 Program Director.....Weston Britt  
 \* Station was licensed to operate under a  
 C. P. at time of going to press.

# W S F A

"WE SELL FOR ADVERTISERS"

**MONTGOMERY—EST. 1930**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1410 Kc. POWER: 1000 watts,  
 d.: 500 watts, n. OWNED BY: Montgomery  
 Broadcasting Co., Inc. OPERATED BY: Mont-  
 gomery Broadcasting Co., Inc. BUSINESS  
 ADDRESS: Jefferson Davis Hotel. PHONE:  
 Cedar 5880. STUDIO ADDRESS: Jefferson  
 Davis Hotel. TRANSMITTER LOCATION:  
 Narrow Lane Road. TIME ON THE AIR:  
 6:30 A.M. to 11:00 P.M. NEWS SERVICE: In-  
 ternational News Service. TRANSCRIPTION  
 SERVICE: NBC Thesaurus.

## Personnel

President.....S. G. Persons  
 Treasurer and Gen. Mgr. ....Howard E. Pill  
 Local Sales Manager.....John B. DeMotte  
 Publicity Director.....M. E. Price  
 Musical Director.....E. Caldwell Stewart  
 Chief Engineer.....Paul B. Duncan

## POLICIES

No foreign language programs accepted.

Merchandising features: All mailing at  
 clients' expense; Advertising department will  
 detail man for dealer contacts when re-  
 quested; Broadside of announcements preced-  
 ing inaugural of new series of programs, giv-  
 ing time of program, features, etc.

## REPRESENTATIVE

Kelly Smith Co.

# W H B B

"CREATING BUSINESS FOR YOU IS  
OUR BUSINESS"

**SELMA—EST. 1935**

FREQUENCY: 1500 Kc. POWER: 100 watts.  
 OWNED BY: Selma Broadcasting Co. OP-  
 ERATED BY: Same. BUSINESS ADDRESS:  
 Box 26. PHONE: 1233. STUDIO ADDRESS:  
 209 Washington St. TRANSMITTER LOCATION:  
 Highway 80 (2 miles from town). TIME ON  
 THE AIR: 7:00 A. M. to 9:00 P. M. (unlimited).  
 NEWS SERVICE: Transradio Press.

## Personnel

Station Manager.....W. J. Reynolds, Jr.  
 Chief Announcer.....W. A. Coleman  
 Chief Engineer.....William Pigg

## POLICIES

No stated special policies. Advertising of  
alcoholic beverages accepted.

# W M S D

"WITH THE MUSCLE SHOALS DISTRICT"  
**MUSCLE SHOALS CITY—EST. 1933**

ALABAMA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 watts.  
 OWNED BY: Muscle Shoals Broadcasting Corp.  
 OPERATED BY: Muscle Shoals Broadcasting  
 Corp. BUSINESS ADDRESS: Box 688, Sheffield.  
 PHONE: 821. STUDIO ADDRESS: Highland  
 Park. TRANSMITTER LOCATION: Same. TIME  
 ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS  
 SERVICE: Transradio Press. TRANSCRIPTION  
 SERVICE: C. P. MacGregor.

## Personnel

Station Manager.....Joe Van Sandt  
 Chief Announcer.....Horace McGregor  
 Advertising Manager.....Joe Van Sandt  
 Program Director.....James Connolly  
 Publicity Director.....Beulah Sutton  
 Musical Director.....Beulah Sutton  
 Chief Engineer.....J. V. Sanderson

## POLICIES

All advertising for Alcoholic Beverages and  
Medicines must be checked 24 hours in ad-  
vance by the Station or Office Manager.

## REPRESENTATIVE

Burn-Smith Co.

# W J R D

"BRIGHTEST DAY TIME SPOT ON YOUR  
DIAL"

**TUSCALOOSA—EST. 1936**

ALABAMA SPORTS NETWORK

FREQUENCY: 1200 Kc. POWER: 250  
 watts. OWNED BY: James R. Doss, Jr.  
 OPERATED BY: James R. Doss, Jr. BUSINESS  
 ADDRESS: First National Bank Bldg., Box  
 303. PHONE: 1401-1022. STUDIO ADDRESS:  
 First National Bank Bldg. TRANSMITTER  
 LOCATION: Greensboro Road opposite Jug  
 Factory Road. TIME ON THE AIR: 6:00 A.M.  
 to local sunset. NEWS SERVICE: Transradio.  
 MAINTAINS ARTIST BUREAU. TRANSCRIP-  
 TION SERVICE: NBC Thesaurus.

## Personnel

Commercial Manager.....J. Ed Reynolds  
 Chief Announcer...William "Dick" DeFreitas  
 Program and Production  
 Manager.....Alfred Owen  
 Musical Director.....John Dighton  
 Chief Engineer.....E. H. Eudy

## POLICIES

Local law prohibits liquor advertisements.  
 WJRD does not participate in promotional  
 advertising, or schemes of any kind.

## REPRESENTATIVE

Burn-Smith Co.

# ARIZONA

Population 412,000

Number of Families 104,000

Number of Radio Homes 79,600

Retail Sales \$121,083,000

Auto Registrations 106,496

## K W J B

"THE GLOBE-MIAMI STATION"

GLOBE—EST. 1938

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Sims Broadcasting Co. OPERATED BY: Same. BUSINESS OFFICE: South Globe. PHONE: 41. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON AIR: 8:00 A.M. to 10 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

Manager.....Bartley T. Sims  
Commercial Manager.....Vester Sansing  
Publicity Director.....Emma W. Henderson

## K C R J

JEROME—EST. 1930

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Charles C. Robinson. OPERATED BY: Charles C. Robinson. BUSINESS ADDRESS: Robinson's Jewelry Bldg. STUDIO ADDRESS: Robinson's Jewelry Bldg. TRANSMITTER LOCATION: Near Jerome. TIME ON THE AIR: Unlimited (actual, 9:00 A.M. to 9:00 P.M.).

### POLICIES

Spanish staff service available for Spanish programs.

## K S U N

"BISBEE-DOUGLAS STATION"

LOWELL—EST. 1933

ARIZONA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Copper Elec. Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Copper Electric Bldg. PHONE: 9. STUDIO ADDRESS: Lowell. TRANSMITTER LOCATION: Lowell. TIME ON THE AIR: 9:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

### Personnel

President.....James S. Maffeo  
Commercial Manager.....R. B. Thompson  
Station Manager.....Carleton W. Morris

Sales Manager.....R. B. Thompson  
Chief Engineer.....David C. Karbach

### POLICIES

Will take any liquor account provided all copy is edited by station. Foreign language accounts accepted in Spanish only.

Station will cooperate in any way possible to merchandise accounts.

### REPRESENTATIVE

John Blair & Company

## K O Y

PHOENIX—EST. 1921 (as KFCB)

1929 (as KOY)

COLUMBIA BROADCASTING SYSTEM  
THE ARIZONA NETWORK

FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: Salt River Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 838 N. Central. PHONE: 4-4144. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 621-623 N. Central Ave. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Transcription Service.

### Personnel

President.....William A. Baldwin  
Business Manager.....Don Ben Roush  
Artists' Bureau Head.....Roberta Bragdon  
Chief Announcer.....Joe Dana  
Program Director.....Jack Williams  
Station Manager.....Fred A. Palmer  
Publicity Director.....Lucille Braine  
Musical Director.....Alfred Becker  
Chief Engineer.....E. E. Alden

### POLICIES

Broadcasting policy maintained in accordance with FCC requirements. Station does not accept payment for station time from Churches. Time on the air donated to such religious organizations. Schedule rotated to accommodate every church, etc., etc.

Merchandising: Special merchandising letters, cards, etc., sent out by mailing department drawing attention to certain commercial programs.

### REPRESENTATIVE

International Radio Sales

# K T A R

"SERVING ARIZONA WITH THE BEST IN RADIO"

PHOENIX—EST. 1922

NBC (Red and Blue)

FREQUENCY: 620 Kc. POWER: 1000 Watts. OWNED BY: The Arizona Republic and Electrical Equipment Co. OPERATED BY: The Arizona Republic and Electrical Equipment Co. BUSINESS ADDRESS: "Atop the Heard Bldg." PHONE: 4-4161. STUDIO ADDRESS: "Atop the Heard Bldg." TRANSMITTER LOCATION: "Atop the Heard Bldg." TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: The Arizona Republic (morning), Phoenix Gazette (evening), The Arizona Weekly Gazette. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio Library and MacGregor Library.

## Personnel

Station Manager..... Dick Lewis  
Commercial Manager..... J. R. Heath  
Artists' Bureau Head..... Fay Meyerson  
Publicity Director..... Hal Roach  
Program Director..... J. Howard Pyle  
Chief Engineer..... Arthur Anderson

## POLICIES

No wine or hard liquor advertising is accepted.

Maintains a policy of strict censorship in effort to prevent fraudulent, misleading and objectionable advertising. Station does not accept advertising that makes unfair attacks on groups or individuals. In attempting to present clean programs in the public interest Station will endeavor to refuse the following types of advertising: Patent Medicines of dubious character, fraudulent schools, matrimonial agencies, fortune tellers and lotteries, financial firms of questionable character, Mail order advertising which is competitive to local merchants, etc.

Merchandising: Announcements over KTAR a few days prior to start of program series. Also a mention of client and program in a program resume several times before actual presentation in order to call attention and acquaint audience with client's radio program and time it is to be broadcast. Paid newspaper listings, covering sponsor's name and program title, in blackface type in Arizona Republic (morning) and Phoenix Gazette (evening) newspapers. A weekly listing of all programs, one week in advance, in the Arizona Weekly Gazette, a newspaper of general circulation, featuring information and statistical data pertinent to business firms and professional men. A personal contact, telephone call, or letter informing distributors and larger dealers of advertising campaign, suggesting their cooperation by window displays, etc., which makes them alert and appreciative of advertising support tendered by those whose products they sell. Mailing out of advance program schedules to a

select group of advertising agencies, representatives, and clients, as well as a select group of local distributors, dealers and business organizations. Mailing out material pertaining to program and products in letters sent from KTAR to listeners and others where it will prove effective in the interests of radio clients. Mailing material to be furnished by clients. KTAR is prepared to take care of other merchandising services advertisers desire, such as mailing letters to the trade, supervising window displays, etc., on a cost basis. This method has been proved more practical and offers an equal opportunity for clients to secure the merchandising tie-ins needed with their programs to achieve the best results.

## REPRESENTATIVES

The Katz Agency  
Walter Biddick Co.

# K Y C A \*

PRESCOTT

FREQUENCY: 1500 Kc. POWER: 250 watts. d.; 100 watts, n. OWNED BY: Southwest Broadcasting Co. TIME ON THE AIR: Unlimited Schedule.

\*Station was licensed to operate under a C. P. at time of going to press. Issues are being determined by the Court of Appeals of Washington, D. C.

# K G L U

SAFFORD—EST. 1938

ARIZONA NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts. d.; 100 watts, n. OWNED BY: Gila Broadcasting Co. OPERATED BY: Same. STUDIO ADDRESS: Sixth Ave. and Relation St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M.

## Personnel

President..... Louis F. Long  
General Manager..... John Merino  
Chief Technician..... Paul Merrill  
Program Director..... Ralph W. Langley

## POLICIES

Advertising of alcoholic beverages accepted.

# K G A R

"IN THE VALLEY OF THE SANTA CRUZ"

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM

ARIZONA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Tucson Motor Service Co. OPERATED BY: Tucson Motor



Service Co. BUSINESS ADDRESS: S. 6th Ave. & 12th St. PHONE: Tucson 918 & 2929. STUDIO ADDRESS: Sixth Ave. & 12th St. TRANSMITTER LOCATION: Tucson. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sundays, 9 A.M. to 11 P.M. NEWS SERVICE: Trans-Radio Press (via Arizona Network). TRANSCRIPTION SERVICE: Lang-Worth Feature Programs.

**Personnel**

President.....Frank Z. Howe  
 Manager.....F. P. Nelson  
 Studio Director.....R. H. Johnson  
 Traffic Manager.....Gleatha Johnson  
 Chief Engineer.....C. Livingston

**POLICIES**

All programs, talks and announcements are subject to station approval.

**REPRESENTATIVES**

Joseph Hershey McGillvra (N. Y. and Chicago)

**K V O A**

"COVERS SOUTHERN ARIZONA LIKE THE SUNSHINE"

**TUCSON—EST. 1929**

NBC

FREQUENCY: 1260 Kc. POWER: 1000 Watts. OWNED BY: KTAR Broadcasting Co., OPERATED BY: KTAR Broadcasting Co. BUSINESS ADDRESS: P. O. Box 2888. PHONE: 3703. STUDIO ADDRESS: Albert Steinfeld & Co. Bldg., Pennington and Stone. TRANSMITTER LOCATION: 10th and Lee. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M.; Sundays, 8 A.M. to 10 P.M. NEWS SERVICE: Associated Press (in cooperation with the Arizona Daily Star). TRANSCRIPTION SERVICE: C. P. MacGregor & Co.

**Personnel**

President.....Harold Steinfeld  
 General Manager.....R. B. Williams  
 Office Manager.....Carel Allen

Program Director.....Gil Meynier  
 Publicity Director.....Carl C. Hickman  
 Musical Director.....Carl C. Hickman  
 Chief Engineer.....Leonard L. Nalley

**POLICIES**

Advertising of alcoholic beverages not accepted, excepting beer. Foreign language accounts accepted.

Merchandising: Commercial programs sold on basis of carefully prepared merchandising campaign. All possible merchandising help given.

**REPRESENTATIVES**

The Katz Agency  
 Walter Biddick Co. (Pacific Coast)

**K U M A \***

"THE VOICE OF YUMA COUNTY"

**YUMA—EST. 1932**

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: A. H. Schermann. OPERATED BY: E. B. Sturdivant d/b Silver Crest Theaters. BUSINESS ADDRESS: P. O. Box 1871. PHONE: 88. STUDIO ADDRESS: Lee Hotel Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7-9 A.M.—11-2 P.M.—6-10 P.M. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

Station Manager.....E. N. Sturdivant  
 Chief Announcer.....Bill Talley  
 Chief Engineer.....Fred Banerter

**POLICIES**

Advertises beer, wine, but not whiskey.

Merchandising: Station will cooperate with sponsor of any program, including direct mail campaign, providing sponsor supplies material.

**REPRESENTATIVE**

Walter Biddick Co.

\*License revoked as of April 1, 1939 on order of FCC.

**ARKANSAS**

Population 2,048,000

Number of Families 501,000

Number of Radio Homes 254,800

Retail Sales \$240,724,000

Auto Registrations 164,950

**K L C N**

**BLYTHEVILLE—EST. 1923**

FREQUENCY: 1290 Kc. POWER: 100 watts. OWNED BY: C. L. Lintzenich. OPERATED BY: Same. BUSINESS ADDRESS: Sec. & Walnut. PHONE: 123-122. STUDIO ADDRESS: 203

Main. TRANSMITTER LOCATION: Sec. & Walnut. TIME ON THE AIR: 9:00 A.M. to 5:00 P.M. NEWS SERVICE: Local news.

**Personnel**

Owner and Operator.....C. L. Lintzenich  
 Advertising Manager.....C. L. Lintzenich  
 Chief Announcer.....A. J. Bishop

Publicly Director.....John Burns  
Chief Engineer.....C. L. Lintzenich

**POLICIES**

No stated special policy.

**K E L D**

"IN TUNE WITH SOUTH ARKANSAS"  
EL DORADO—EST. 1935  
ARKANSAS NETWORK

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
OWNED BY: Radio Enterprises, Inc. OPER-  
ATED BY: Same. BUSINESS ADDRESS: 212  
Exchange Bldg. PHONE: 1313-4. STUDIO AD-  
DRESS: P.O. Box 610 Country Club Colony.  
TRANSMITTER LOCATION: Same. TIME ON  
THE AIR: 7:00 A.M. to 9:00 P.M. NEWS  
SERVICE: Transradio Press. TRANSCRIPTION  
SERVICE: World Broadcasting System.

**Personnel**

President .....R. E. Meinert  
Station Manager ..... F. E. Bolls  
Commercial Manager ..... F. E. Bolls  
Advertising Manager ..... T. P. Thompson  
Chief Announcer .....Leon Sipes  
Publicity Director .....Leon Sipes  
Musical Director .....Rodney Smith  
Chief Engineer .....Charles Matthis, Jr.

**POLICIES**

Does not broadcast liquor announcements.  
Station publishes house organ at regular  
intervals to aid in merchandising commer-  
cials.

**REPRESENTATIVE**

Joseph Hershey McGillvra.

**K F P W**

"THE GOLDMAN HOTEL STATION"  
FORT SMITH—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 watts.  
OWNED BY: Southwestern Hotel Co. OP-  
ERATED BY: Same. BUSINESS ADDRESS:  
Goldman Hotel. PHONE: 4106-7-7059. STU-  
DIO ADDRESS: Same. TRANSMITTER LOCA-  
TION: Same. TIME ON THE AIR: 6:30 A.M.  
to 10:00 P.M. NEWS SERVICE: United Press  
and local news. TRANSCRIPTION SERVICES:  
NBC Thesaurus & World Broadcasting System.  
MAINTAINS ARTISTS BUREAU.

**Personnel**

President.....John A. England  
Commercial Manager ..... Jimmie Barry  
Advertising Manager ..... Jimmie Barry  
Artists Bureau Head .....Dorothy A. Gibson  
Station Manager.....Dorothy A. Gibson  
Sales Manager .....J. Barry  
News Bureau Director.....Bill Slates  
Musical Director .....Afton Blake  
Chief Engineer ..... L. Willard Doane

**POLICIES**

Does not accept liquor accounts. Beer is  
accepted. No foreign language accounts.

Closing time for programs in advance. No  
time sold in bulk for re-sale.

Merchandising aids through news tie-ups  
and specially arranged services.

**K T H S**

"KUM-TO-HOT SPRINGS"  
HOT SPRINGS—EST. 1924

NBC (RED and BLUE)

MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

FREQUENCY: 1040 Kc. POWER: 10,000  
watts. OWNED BY: H. S. Chamber of Com-  
merce. OPERATED BY: Chamber of Com-  
merce. BUSINESS ADDRESS: Hot Springs.  
PHONE: 212-3. STUDIO ADDRESS: Hot Springs.  
TRANSMITTER LOCATION: Hot Springs. TIME  
ON THE AIR: 6:00 A.M. to Local Sunset, 8:00  
P.M. to Midnight; Sundays, 7:00 A.M. to Local  
Sunset, 8:00 P.M. to Midnight. NEWSPAPER  
AFFILIATIONS: Hot Springs New Era and  
Sentinel Record. NEWS SERVICE: Associated  
Press (non-commercial). MAINTAINS ARTISTS  
BUREAU. TRANSCRIPTION SERVICE: Stand-  
ard Radio.

**Personnel**

President.....S. A. Kemp  
General Manager.....S. A. Cisler  
Commercial Manager.....H. A. Shuman  
Program Director.....Jack Wolever  
Chief Engineer .....J. Clinton Norman

**POLICIES**

No liquor advertising.  
Advance announcements gratis on programs.  
Dealer contacts by arrangement.

**REPRESENTATIVE**

John Blair & Co.

**K B T M**

"YOUR FRIENDLY RADIO NEIGHBOR"  
JONESBORO—EST. 1930

ARKANSAS NETWORK

FREQUENCY: 1200 Kc. POWER: 100 watts.  
OWNED BY: Jay P. Beard. OPERATED BY:  
Jay P. Beard. BUSINESS ADDRESS: 104½ W.  
Washington. PHONE: 433-866. STUDIO AD-  
DRESS: W. Washington. TRANSMITTER LO-  
CATION: State Highway No. 1. TIME ON THE  
AIR: 7:15 A.M. to 5:00 P.M. (winter); 7:30 A.M.  
to 6:30 P.M. (summer). NEWS SERVICE: Trans-  
radio News. TRANSCRIPTION SERVICE:  
Standard Radio.

**Personnel**

Manager-Owner .....Jay P. Beard  
President.....W. J. Beard  
Commercial Manager.....Jay P. Beard  
Advertising Manager.....Jay P. Beard  
Chief Announcer.....Dick Altman  
Publicity Director.....Clarence Adams  
Chief Engineer.....J. C. Warren

## POLICIES

No liquor advertising, except beer, is accepted.

All announcements limited to 100 words. No foreign language programs accepted. All advertising must be approved by station management before presented.

A merchandising department, supervised by station manager, is available to contracts using reasonable amount of station time. Specific merchandising services are available to these accounts at regular station card rate. Details available upon request.

# K A R K

LITTLE ROCK—EST. 1930

NBC (RED and BLUE)  
ARKANSAS NETWORK

FREQUENCY: 890 Kc. POWER: 1000 watts. OWNED BY: Ark. Radio & Equipment Co. OPERATED BY: Ark. Radio & Equipment Co. BUSINESS ADDRESS: 11th Floor, Professional Bldg. PHONE: 2-1841. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Little Rock. TIME ON THE AIR: 6:00 A.M. to Midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: Arkansas Farmer. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

V-P. and Gen. Mgr. . . . . G. E. Zimmerman  
Station Manager . . . . . Larry Meinert  
Commercial Manager . . . . . C. K. Beaver  
Program Director . . . . . Jack Lewis  
Sales Manager . . . . . C. K. Beaver  
Musical Director . . . . . Thomas Morrisey  
Chief Engineer . . . . . Dan Winn

## POLICIES

Accepts beer and wine but no liquor. Accepts foreign language programs.

Resume of programs given twice daily. Letters sent to trade at cost. New programs given build up. Complete cooperation is offered in publicity and merchandising; tie-in with Arkansas Democrat and Arkansas Farmer.

## REPRESENTATIVE

Edward Petry & Company

# K G H I

LITTLE ROCK—EST. 1927

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: Arkansas Gazette Bldg. STUDIO ADDRESS: Arkansas Gazette Bldg. TRANSMITTER LOCATION: Little Rock. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Arkansas Gazette.

## Personnel

Manager . . . . . R. G. Terrill  
Program Director . . . . . Henry Frick  
Chief Engineer . . . . . K. F. Tracy

## POLICIES

Advertising of alcoholic beverages accepted.

# K L R A

"VOICE OF ARKANSAS"

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: P. O. Box 550. PHONE: 5427-8—LD132. STUDIO ADDRESS: Gazette Bldg. TRANSMITTER LOCATION: Adjacent to North Little Rock. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Arkansas Gazette. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President . . . . . A. L. Chilton  
General Manager . . . . . S. C. Visonhaler  
Chief Announcer . . . . . Earl Rodell  
Sales Manager . . . . . Ray Lang  
Publicity Manager . . . . . Ray Lang  
Musical Director . . . . . Alleene Ables  
Chief Engineer . . . . . K. F. Tracy

## POLICIES

No hard liquor advertising. No call for foreign language accounts in this section of the country.

Assist in counter display cards, and point of sale advertising, and through exploitation with the Arkansas Gazette.

## REPRESENTATIVE

The Katz Agency.

# K O T N

"COTTON CENTER OF ARKANSAS"

PINE BLUFF—EST. 1934

ARKANSAS NETWORK

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Universal Broadcasting Corp. OPERATED BY: Universal Broadcasting Corp. BUSINESS ADDRESS: 505½ Main St. PHONE: 464. STUDIO ADDRESS: 505½ Main. TRANSMITTER LOCATION: 505½ Main. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M., CST. TRANSCRIPTION SERVICE: C. P. MacGregor.

## Personnel

President . . . . . B. J. Parrish  
Commercial Manager . . . . . R. W. Etter  
Station Manager . . . . . B. J. Parrish



## HOW CBS SERVES THE BIG 5 PACIFIC COAST "BUSINESS STATES"

A "Business State" is a *wholesale* trading area, surrounding a major distributing center, as defined by leading drug and grocery distributors. It is the territory throughout which you must advertise if you hope to send people into all the stores stocked by your wholesalers.

**C**OLUMBIA Pacific Network advertising offers the most *economical* method of paralleling wholesalers' efforts. You not only tell your sales story to the thickly settled metropolitan areas but you can also support your *rural* distribution as well. At no extra cost!

Notice how the important CBS stations are located: CBS in *every* important Metropolitan Center of the Pacific Coast (Los Angeles, San Francisco, Portland, Seattle, Tacoma and Spokane) — plus CBS stations in *every* important sub-

distributing center located *beyond* Intense Daytime Primary Areas of the major stations. That insures even penetration of your program throughout the entire area.

**MERGE YOUR COAST DOLLARS FOR MORE POWER!** Next time you advertise on the Coast, procure the extra prestige of a Hollywood-produced, pre-tested Columbia Pacific Network show. CBS is now broadcasting on the Coast the biggest and best array of programs in its history — good company for *your* program — large audiences of *your* customers.

**COLUMBIA** *Pacific* **NETWORK**  
A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco

Musical Director.....Lucille Grubbs  
Chief Engineer.....J. R. Whitworth

### POLICIES

Does not accept liquor advertising. Have not as yet carried any foreign language programs as Arkansas population is practically all American.

Cooperates in every way possible with merchants and distributors. Plugs regular commercial programs daily at various times. Has a number of programs in which listeners participate.

## K U O A

"VOICE OF THE OZARKS"

SILOAM SPRINGS—EST. 1922

FREQUENCY: 1260 Kc. Power: 5000 Watts.  
OWNED BY: KUOA, Inc. OPERATED BY:  
KUOA, Inc. BUSINESS ADDRESS: Siloam  
Springs. PHONE: Long distance 77. STUDIO  
ADDRESS: Siloam Springs. TRANSMITTER

LOCATION: 1 mile west of Siloam Springs.  
TIME ON THE AIR: 6:00 A.M. to local sunset.  
NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Langworth Programs, Standard Radio Features.

### Persomel

Chairman of Board.....John E. Brown  
President.....Richard Hodges  
Commercial Manager.....Storm Whaley  
Station Manager.....C. M. Books  
Musical Director.....Reginald W. Martin  
Chief Engineer.....J. L. Miller

### POLICIES

Station will not accept liquor or any alcoholic beverage advertising.

Also no Sunday commercials.

Closely connected with Ozark American, a monthly magazine, which devotes space to listing and publicity. Also provides posters, and supplemental radio mention on resume programs.

### REPRESENTATIVE

Joseph Hershey McGillvra.

# CALIFORNIA

Population 6,154,000

Number of Families 1,818,000

Number of Radio Homes 1,719,800

Retail Sales \$2,239,009,000

Auto Registrations 2,319,341

## K E R N

BAKERSFIELD—EST. 1932

NBC (RED & BLUE) CALIFORNIA RADIO  
SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Elk's Bldg. PHONE: 5700-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sundays, 8:00 A.M. to midnight. NEWS-PAPER AFFILIATIONS: Fresno Bee, Sacramento Bee. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### Persomel

President.....Guy C. Hamilton  
Commercial Manager.....Howard Lane  
Station Manager.....Robert L. Stoddard  
Sales Manager.....Robert L. Stoddard  
Publicity Director.....Philip McHugh  
Chief Engineer.....Verne Shatto

### POLICIES

Does not accept liquor advertising—except beer. No foreign language broadcasts.

Merchandising: Offers complete merchandising service which includes contacting leading stores of the city, pre-announcements on new commercials—and a program resume each day during the noon hour.

### REPRESENTATIVE

Paul H. Raymer Co.

## K P M C

BAKERSFIELD—EST. 1933

MUTUAL—DON LEE BROADCASTING  
SYSTEM

FREQUENCY: 1550 Kc. POWER: 1000 Watts.  
OWNED BY: Pioneer Mercantile Co. OPERATED BY: Pioneer Mercantile Co. BUSINESS ADDRESS: Twentieth & Eye Sts. PHONE: 4500, 5100. STUDIO ADDRESS: 307½ E. 21st St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 12:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Persomel

President.....F. G. R. Schamblin  
Station Manager.....L. A. Schamblin

Commercial Manager..... L. A. Schamblin  
 Chief Announcer..... C. C. Sturm  
 Musical Director..... Arthur Manter  
 Chief Engineer..... L. P. Jarvis

**POLICIES**

Liquor policy—wine and beer only. Programs and commercials subject to station's approval.

Merchandising through publicity in local newspapers, contact reports, local theater advertising.

**K R E**

**BERKELEY—EST. 1922**

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Central California Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 601 Ashby Ave. PHONE: Ashberry 7715. STUDIO ADDRESS: 601 Ashby Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager..... Arthur Westlund  
 Commercial Manager..... Arthur Westlund  
 Advertising Manager..... Frederick MacPherson  
 Chief Announcer..... Donald Hamby  
 Sales Manager..... Frederick MacPherson  
 Publicity Director..... Frederick MacPherson  
 Musical Director..... Harrold S. Hawley  
 Chief Engineer..... Ralph Kennedy

**POLICIES**

Beer and wine accounts acceptable. Other liquor advertising rejected. Participating sponsorship acceptable on existing Italian News program. Other foreign language programs accepted only at the discretion of the management. Patent medicines, "Doctors" of this and that, health services, etc., acceptable at discretion of management, but such accounts are not solicited.

No fixed policy of merchandising assistance. Point of sale displays, broadsides, billboards, courtesy announcements, and various other promotional features arranged in cooperation with sponsor if desired. Extraordinarily extensive merchandising service available at cost.

**K M P C**

**"THE STATION OF THE STARS"  
 BEVERLY HILLS—EST. 1928**

FREQUENCY: 710 Kc. POWER: 500 Watts. OWNED BY: G. A. Richards. OPERATED BY: Same. BUSINESS ADDRESS: 9631 Wilshire Blvd. PHONE: Woodbury 61166; Oxford 6211. STUDIO ADDRESS: 9631 Wilshire Blvd. TRANSMITTER LOCATION: Same. TIME ON

THE AIR: 6:00 A.M. to local sunset; 9:30 P.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President..... G. A. Richards  
 Vice-President..... Leo Fitzpatrick  
 Vice-President..... John Patt  
 Vice-President-General Manager..... Leo B. Tyson  
 Publicity Director..... Lois Cowan  
 Chief Announcer..... Matt Murray  
 Musical Director..... Oliver Alberti  
 Chief Engineer..... Roger Love

**POLICIES**

Accept beer and wine. No hard liquors, no foreign language.

All new programs announced over air in advance free of charge. One hundred letters sent out free of charge. Other merchandising at actual cost. Full cooperation on publicity.

**REPRESENTATIVE**

Gene Furgason & Co.

**K H S L**

**"VOICE OF THE GOLDEN EMPIRE"**

**CHICO—EST. 1935**

FREQUENCY: 1260 Kc. POWER: 250 Watts. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 914. PHONE: 237-8. STUDIO ADDRESS: 2nd & Flume Sts. TRANSMITTER LOCATION: Hooker & Madrone Aves. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Library of Transcriptions are purchased outright.

**Personnel**

President and Gen'l Mgr..... Harold Smithson  
 Vice-President..... William Schield  
 Chief Announcer..... Don Honsdel  
 Musical Director..... Max Sypher  
 Chief Engineer..... Robert Songstad

**POLICIES**

No liquor ads accepted. No foreign language programs.

Will distribute window cards and contact advertisers' local customers and generally assist the advertiser with their customers to promote business and better business for both.

Will accept from reputable station representatives. No exclusive representative appointed.

**K X O**

**EL CENTRO—EST. 1927**

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM  
 FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: E. R. Irey and F. M. Bowles. OPERATED BY: F. M. Bowles. BUSINESS ADDRESS: 793 Main Street. PHONE: El Centro

1100. STUDIO ADDRESS: 793 Main Street.  
TRANSMITTER LOCATION: El Centro. TIME  
ON THE AIR: Unlimited (actual, 7:00 A.M. to  
11:00 P.M.).

### Personnel

Manager.....E. R. Irey

### POLICIES

No advertising of alcoholic beverages ac-  
cepted.

For any business outside of network consult  
station or any recognized agency.

## K I E M

"THE VOICE OF THE REDWOODS"

EUREKA—EST. 1933

MUTUAL—DON LEE

FREQUENCY: 1450 Kc. POWER: 1000 Watts,  
d.; 500 Watts, n. OWNED BY: Redwood  
Broadcasting Co., Inc. OPERATED BY: Same.  
BUSINESS ADDRESS: Vance Hotel. PHONE:  
93-4-5. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: Eureka Inlet, Humboldt  
Bay. TIME ON THE AIR: 6:00 A.M. to 10:30  
P.M. NEWS SERVICE: United Press. TRAN-  
SCRIPTION SERVICE: World Broadcasting Sys-  
tem, Titan.

### Personnel

Station Manager.....Wm. B. Smullin

### POLICIES

Accepts only beer and wine liquor accounts.  
No foreign language programs.

Station maintains merchandising service and  
give same to advertisers on sustained cam-  
paigns without additional charge.

### REPRESENTATIVE

John Blair & Company

## K A R M

"THE VOICE OF CENTRAL CALIFORNIA"  
"YOUR COLUMBIA STATION FOR  
CENTRAL CALIFORNIA"

FRESNO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 100 Watts.  
OWNED BY: George Harm. OPERATED BY:  
George Harm. BUSINESS ADDRESS: 1333 Van  
Ness Ave. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: First & Clinton Sts. TIME  
ON THE AIR: Full Time License. NEWS SER-  
VICE: International News Service. TRAN-  
SCRIPTION SERVICE: Associated, Standard  
Radio.

### Personnel

President and Owner.....George Harm  
Station Manager.....Lou Keplinger  
Program Director.....Dick Wegener  
Chief Engineer.....John Şcales

### POLICIES

No liquor advertising before 10:00 P.M. All  
program material subject to station approval.

Station offers complete merchandising facil-  
ties.

### REPRESENTATIVE

Joseph Hershey McGillvra.  
Walter Biddick Co. (Coast)

## K M J

FRESNO—EST. 1922

NBC (RED AND BLUE)

CALIFORNIA RADIO SYSTEM

FREQUENCY: 580 Kc. POWER: 1000 watts.  
OWNED BY: McClatchy Broadcasting Co.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Van Ness & Calaveras. PHONE: 2-8817—  
(transmitter) 2-0311. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: 1st and Shields.  
TIME ON THE AIR: 7:00 A.M. to midnight.  
NEWSPAPER AFFILIATIONS: McClatchy  
Newspapers. TRANSCRIPTION SERVICE: NBC  
Thesaurus. MAINTAINS ARTISTS BUREAU.

### Personnel

President.....Guy Hamilton  
Commercial Manager.....Howard Lane  
National Sales Manager (N. Y. C.)

Humboldt J. Gregg

Station Manager.....Keith Collins

### POLICIES

Advertising of alcoholic beverages not ac-  
cepted excepting beer and wine. All pro-  
grams subject to acceptance of station man-  
agement and must conform to station policy  
and government regulations. Only station  
announcers allowed at the microphone.

Maintains a merchandising service for ad-  
vertisers.

### REPRESENTATIVES

Paul H. Raymer Co.

## K I E V

GLENDALE—EST. 1933

FREQUENCY: 850 Kc. POWER: 250 Watts.  
OWNED BY: Cannon System, Ltd. OPERATED  
BY: Cannon System, Ltd. BUSINESS ADDRESS:  
701 E. Broadway. STUDIO ADDRESS: 701 E.  
Broadway. TRANSMITTER LOCATION: Glen-  
dale. TIME ON THE AIR: Daytime to local  
sunset.

### Personnel

President.....David H. Cannon  
General Manager.....L. W. Peters

### POLICIES

Advertising of alcoholic beverages accepted.

## K F O X

"WHERE YOUR SHIP COMES IN"

LONG BEACH—EST. 1924

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1250 Kc. POWER: 1000 watts  
(C. P. 5000 watts, d.). OWNED BY: Hal G.  
Nichols. OPERATED BY: Same. BUSINESS

ADDRESS: 220 E. Anaheim St. PHONE: 672-81.  
 STUDIO ADDRESS: 220 E. Anaheim St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Long Beach Independent. NEWS SERVICE: Associated Press. United Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

**Personnel**

President .....Hal G. Nichols  
 Commercial Manager..Lawrence W. McDowell  
 Station Manager.....Hal G. Nichols  
 Publicity Director.....Lou Huston  
 Musical Director.....Rolly Wray  
 Chief Engineer.....Lawrence W. McDowell

**POLICIES**

Beer and light wines only—no hard liquor.  
 Accepts early morning Spanish accounts only.

**REPRESENTATIVE**

Walter Biddick Co.

**K G E R**

"THE HARBOR STATION"  
 LONG BEACH—EST. 1926

FREQUENCY: 1360 Kc. POWER: 1000 Watts.  
 OWNED BY: Consolidated Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS:

Dobyns Footwear Bldg., 435 Pine Ave. PHONE: 660-41. STUDIO ADDRESS: Dobyns Footwear Bldg., 426 S. Hill St., Los Angeles; County Hall of Records, Los Angeles; Hermosa Biltmore Hotel, Hermosa Beach.. TRANSMITTER LOCATION: North Long Beach. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Long Beach Press, Telegram and Sun. NEWS SERVICE: Transradio Press. KGER News Bureau, and local news. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio, NAB Transcriptions. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-Gen'l Manager...C. Merwyn Dobyns  
 Commercial Manager.....John A. Dobyns  
 Business Manager.....Tom Hunter  
 Chief Announcer.....Victor Eckland  
 Program Director.....Helene Smith  
 Publicity and Production Director  
 Les Mawhinney  
 News Editor.....Clete Roberts  
 Chief Engineer.....Jay Tapp

**POLICIES**

Foreign language are accepted and will be prepared by a special foreign language department, at times satisfactory to station. Advertising of alcoholic beverages accepted but only with copy and time acceptable to station. All such contracts subject to immediate cancellation. Station reserves the right

**ADMITTEDLY...**

- The most popular shows on the air are listened to over KFI.

**OBVIOUSLY...**

- In Southern California, the best buy is ... KFI.
- Powered to cover— Powered to sell— three million buyers in the nation's third major market.

50,000 WATTS

**KFI**

NBC RED NETWORK  
 640 ON YOUR DIAL

*Paul C. Anthony, Inc.*

KFI — LOS ANGELES — KECA  
 EDWARD PETRY & CO.  
 NATIONAL SALES REPRESENTATIVES



to refuse or revise all programs. Programs must conform to station rules and all other regulations.

**REPRESENTATIVE**  
Howard H. Wilson Company

# K E C A

"KNOWLEDGE; EDUCATION; CULTURE; ARTISTRY."

**LOS ANGELES—EST. 1929**  
NBC—BLUE

FREQUENCY: 1430 Kc. POWER: 5000 watts. OWNED BY: Earle C. Anthony. OPERATED BY: Same. BUSINESS ADDRESS: 1000 S. Hope St. PHONE: Richmond 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 82nd St. & Compton Ave. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Transcript Library.

### Personnel

President.....Earle C. Anthony  
General and Station Manager

Harrison Holliday  
Commercial and Sales Manager...Clyde Scott  
Program Manager.....Glan Heisch  
Production Manager.....John I. Edwards  
Musical Director.....Claude Sweeten  
Publicity Director.....Bernard Smith  
Chief Engineers .....Curtis Mason,  
H. L. Blatterman

### POLICIES

Station will cooperate with publicity and sales promotional facilities and reasonable merchandising requests.

**REPRESENTATIVE**  
Edward Petry & Company

# K E H E

"THE EVENING HERALD & EXPRESS STATION"

**LOS ANGELES—EST. 1925**

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Hearst Radio, Inc. OPERATED BY: Hearst Radio, Inc. BUSINESS ADDRESS: 141 No. Vermont. PHONE: Exposition 1341. STUDIO ADDRESS: 141 No. Vermont. TRANSMITTER LOCATION: (Near Baldwin Hills) 2951 Moynier Lane. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Los Angeles Evening Herald and Express. NEWS SERVICES: International and Universal Services. TRANSCRIPTION SERVICES: Associated Library and C. P. MacGregor.

### Personnel

General Manager.....Jack O. Gross  
Assistant Manager.....Howard W. Gambrill  
Musical Director.....Jack Stanley  
Chief Announcer .....George Irwin

Program Director .....Al Poska  
Chief Engineer.....Fred Ragsdale

### POLICIES

Light wines and beer acceptable. No foreign language programs.

Merchandising service available upon request.

**REPRESENTATIVE**  
International Radio Sales.

# K F A C

"HOME, CHURCH AND SCHOOL"

**LOS ANGELES—EST. 1933**

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Los Angeles Broadcasting Co. OPERATED BY: Los Angeles Broadcasting Co. BUSINESS ADDRESS: 645 So. Mariposa. PHONE: Fitzroy 1234. STUDIO ADDRESS: 645 So. Mariposa. TRANSMITTER LOCATION: 8581 W. 18th St. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press.

### Personnel

President and Gen'l Manager...Calvin J. Smith  
Sales Manager.....Chas. T. Hughes  
Program Manager.....Robert Swan  
Publicity Director.....Lucille Dinsmore  
Traffic Manager.....Ruth Brown  
Musical Director.....Gino Severi  
Chief Engineer.....H. W. Anderson

### POLICIES

Station accepts no advertising of a questionable nature, such as oil deals, patent medicines, etc. No hard liquor advertising is accepted and wines and beer advertising only after 10:00 P.M. Station prohibits use of blood and thunder children's programs, as well as foreign language programs. Medical advertising must be approved by the Los Angeles Medical Association.

# K F I

"THE BEST BUY IS KFI"

**LOS ANGELES—EST. 1922**

NBC—RED

NATIONAL BROADCASTING CO.

FREQUENCY: 640 Kc. POWER: 50,000 watts. OWNED BY: Earle C. Anthony. OPERATED BY: Same. BUSINESS ADDRESS: 1000 S. Hope St. PHONE: Richmond 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Buena Park. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Transcript Library.

### Personnel

President.....Earle C. Anthony  
General and Station Manager

Harrison Holliday  
Commercial Manager.....Clyde Scott  
Program Manager.....Glan Heisch

Publicity Director..... Bernard Smith  
 Musical Director..... Claude Sweeten  
 Projection Manager..... John I. Edwards  
 Chief Engineers..... Curtis Mason.  
 H. L. Blatterman

**POLICIES**

Station will cooperate with publicity, sales promotional and merchandising facilities.

**REPRESENTATIVE**

Edward Petry & Company

**K F S G**

**LOS ANGELES**

FREQUENCY: 1120 Kc. POWER: 2500 Watts. d.; 500 Watts, n. OWNED BY: Echo Park Evangelistic Association. OPERATED BY: Echo Park Evangelistic Association. TIME ON THE AIR: Shares Time with KRKD.

**POLICIES**

Station does not sell time.

**K F V D**

"CENTER OF THE DIAL"

**LOS ANGELES**

FREQUENCY: 1000 Kc. POWER: 1000 Watts. OWNED BY: Standard Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 338 S. Western Ave. PHONE: Fitzroy 6346. STUDIO ADDRESS: 338 S. Western. TRANSMITTER LOCATION: Culver City. TIME ON THE AIR: 6:00 A.M. to local sunset. 10:00 P.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

**Personnel**

Owner..... J. F. Burke  
 Station Manager..... Frank Burke  
 Sales Manager..... Pete Watts  
 Chief Announcer..... Howard Gray  
 Chief Engineer..... Jack Smithson

**POLICIES**

Will not accept any liquor or beer account.

**K F W B**

"WARNER BROS. MOTION PICTURE STUDIOS IN HOLLYWOOD"

**LOS ANGELES—EST. 1926**

**CALIFORNIA RADIO SYSTEM**

FREQUENCY: 950 Kc. POWER: 5000 wats. d.; 1000 wats, n. OWNED BY: Warner Bros. Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 5833 Fernwood Ave. PHONE: Hempstead 5151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Baldwin Hills. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 8:00 A.M. to midnight (Sundays). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Associated Music. MAINTAINS ARTISTS BUREAU.

**Personnel**

President..... J. L. Warner  
 Station Manager..... Harry Maizlish  
 Chief Announcer..... Harry Hall  
 Sales Manager..... C. C. Mittendorf  
 Production Manager..... Manning Ostroff  
 Publicity Director..... Irving Parker  
 Musical Director..... Leon Leonardi  
 Chief Engineer..... Harry Myers

**POLICIES**

Liquor advertising or foreign language programs not acceptable.

Merchandising: Collaboration with clients on development of merchandising tie-ins to programs. Station makes arrangements for complete field merchandising service for clients at cost.

**REPRESENTATIVE**

Paul H. Raymer Co.

**K G F J**

**LOS ANGELES—EST. 1926**

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Ben S. McGlashan. OPERATED BY: Ben S. McGlashan. STUDIO ADDRESS: 1417 S. Figueroa St. PHONE: Prospect 2434. TRANSMITTER LOCATION: Washington and Oak Sts. TIME ON THE AIR: Full Time License. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor; Titan Production Co.; Associated Recorded Program Service; Standard Radio

**Personnel**

Manager..... Ben S. McGlashan  
 Assistant Manager..... H. Duke Hancock  
 Program Director..... Thelma Kirchner

**POLICIES**

Beer and wine accounts accepted, but no hard liquor, nor patent medicines. Commercials limited according to length of program. Foreign language accounts (Spanish) taken. All copy subject to approval of Better Business Bureau.

**REPRESENTATIVE**

Cox & Tanz

**K H J**

"KINDNESS, HAPPINESS AND JOY"

**LOS ANGELES—EST. 1932**

**MUTUAL & DON-LEE BROADCASTING SYSTEM**

FREQUENCY: 900 Kc. POWER: 5000 Watts, 1000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: Seventh & Bixel Sts.; 1076 W. 7th St. PHONE: VA. 7111. STUDIO ADDRESS: Seventh & Bixel Sts., 1076 W. 7th St. TRANSMITTER LOCATION: Same. TIME ON





# K L S

OAKLAND—EST. 1921  
BAY BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 250 Watts, day and night. OWNED BY: Warner Brothers. OPERATED BY: Same. BUSINESS ADDRESS: 327-21st St. PHONE: Higate 1212. STUDIO ADDRESS: 327-21 St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: International News Service.

## Personnel

Station Manager.....S. W. Warner  
Commercial Manager.....F. W. Morse

## POLICIES

Beer and wine accepted. Portuguese and Italian programs now being carried.

Merchandising: Sponsors products may be displayed in special windows and spaces within Warner Brothers Village—a novel broadcasting center with transmitter-offices-studios-and reception court open to the public. Area of village 22,000 square feet. Eleven indoor cottages comprise the village. Court area adequate to show 5 automobiles.

# K I X

OAKLAND—EST. 1922

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Tribune Building Co. OPERATED BY: Tribune Building Co. BUSINESS ADDRESS: Tribune Tower, 13th & Franklin. PHONE: Templebar 6000. STUDIO ADDRESS: Tribune Tower, 13th & Franklin Sts. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M.; Sundays, 12:00 noon to 11:00 P.M. NEWSPAPER AFFILIATION: The Oakland Tribune. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Manager .....Preston D. Allen

## POLICIES

Advertising of alcoholic beverage not accepted, excepting beer and wine. Advertisers cooperating in group broadcasts are required to make individual contracts with the company subject to card rates and regulations.

# K R O W \*

OAKLAND—EST. 1925

FREQUENCY: 930 Kc. POWER: 1000 Watts. OWNED BY: Educational Broadcasting Corp. OPERATED BY: Educational Broadcasting Corp. BUSINESS ADDRESS: 464 Nineteenth St. PHONE: Glencort 6774. STUDIO ADDRESS: Hotel Bellevue. PHONE: Ordway 6868. TRANSMITTER LOCATION: 1520 Eighth Ave. TIME ON THE AIR: Unlimited. NEWS SERVICE:

United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

\* No further information made available after usual requests.

# K P P C

PASADENA—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Pasadena Presbyterian Church. OPERATED BY: Presbyterian Church. BUSINESS ADDRESS: 585 E. Colorado St. PHONE: Terrace 2193. STUDIO ADDRESS: 585 E. Colorado. TRANSMITTER LOCATION: 585 E. Colorado. TIME ON THE AIR: (Sunday) 9:00 A.M. to 1:00 P.M. & 6:45 P.M. to 9:00 P.M. (Wednesday) 7:00 A.M. to 9:30 P.M.

## Personnel

Station Manager .....David Black  
Chief Announcer .....Vincent Parsons  
Program Director .....Leon Hall  
Chief Engineer .....N. V. Parsons

## POLICIES

Takes no commercial programs.

# K V C V

"VOICE OF THE CENTRAL VALLEY"

REDDING—EST. 1936

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 477. PHONE: 900. STUDIO ADDRESS: Main 99 Highway. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11 P.M. NEWS SERVICE: United Press.

## Personnel

President .....Harold Smithson  
Vice-President.....William Schield  
Commercial Manager.....Harold Smithson  
Advertising Manager.....Harold Smithson  
Chief Announcer.....Harry De Lasaux  
Station Manager.....Harold Smithson  
Production Manager.....Harry De Lasaux  
Publicity Director.....Harold Smithson  
Chief Engineer.....Robert Songstad

## POLICIES

Approved beer advertising—but no wine or liquor advertising accepted. No foreign language programs.

Will contact local merchants re: samples, showcards etc. for advertisers as merchandising aid.

# K F B K

"THE CAPITOL STATION OF CALIFORNIA"

SACRAMENTO—EST. 1922

NBC (RED & BLUE)—CALIFORNIA RADIO SYSTEM

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: McClatchy Broadcasting

Co. OPERATED BY: Same. BUSINESS ADDRESS: 708 Eye St. PHONE: Main 5000. STUDIO ADDRESS: 708 Eye St. TRANSMITTER LOCATION: Yolo County, California. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Sacramento Bee. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Vice-President ..... G. C. Hamilton  
 Business Manager ..... Howard Lane  
 Chief Announcer ..... Tony Koester  
 Station Manager ..... Howard Lane  
 Sales Manager ..... Leo Ricketts  
 Publicity Director ..... H. Jacobsen  
 Musical Director ..... George Breece  
 Chief Engineer ..... Norman D. Webster

**POLICIES**

No hard liquor advertising accepted. No foreign language programs.

Merchandising: Placement of displays, letters to the trade, publicity in newspapers of territory.

**REPRESENTATIVE**

Paul H. Raymer Company

**K R O Y**

"THE ROY MILLER STATION"

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: Royal Miller. OPERATED BY: Same. BUSINESS ADDRESS: Sacramento Hotel. PHONE: Main 665-6. STUDIO ADDRESS: Sacramento Hotel. TRANSMITTER LOCATION: 6th Ave. & 65th St. TIME ON THE AIR: 6:30 A.M. to sundown. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President-Owner ..... Royal Miller  
 General Manager ..... Will Thompson, Jr.  
 Station Manager ..... Will Thompson, Jr.  
 Chief Announcer ..... Lee Kendall  
 Chief Engineer ..... Milton Cooper

**POLICIES**

No hard liquor or foreign language accounts accepted.

Complete merchandising service is available to national advertisers.

**REPRESENTATIVE**

Joseph Hershey McGillvra.  
 Walter Biddick & Company (Coast).

**K F X M**

"VOICE OF THE SUNKIST VALLEY"

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: J. C. & E. W. Lee. OPERATED

BY: Lee Bros. Broadcasting Co. BUSINESS ADDRESS: California Hotel. PHONE: 4761 & 2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. except Wednesday; Sunday, 1:00 P.M. to 6:45 P.M. and 9:00 P.M. to 12:00 midnight; Wednesday, 6:00 A.M. to 7:00 P.M. and 9:30 to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager ..... J. Clifford Lee  
 Commercial Manager ..... Gene W. Lee  
 Chief Announcer ..... Howard Baichly  
 Sales Manager ..... Maurice Vroman  
 Publicity Director ..... E. W. Lee  
 Chief Engineer ..... Richard F. Lewis

**POLICIES**

Liberal policy, but does not solicit liquor advertising or encourage same.

Merchandising: Maintains contact man to work with distributors and dealers. Newspaper and shopping news publicity.

**REPRESENTATIVE**

John Blair & Company

**K F S D**

SAN DIEGO—EST. 1926

NBC (Pacific-Blue)

FREQUENCY: 600 Kc. POWER: 1000 Watts.  
 OWNED BY: Airfan Radio Corp., Ltd. OPERATED BY: Airfan Radio Corp., Ltd. BUSINESS ADDRESS: U. S. Grant Hotel, 326 Broadway. PHONE: Franklin 6353. STUDIO ADDRESS: U. S. Grant Hotel, 326 Broadway. TRANSMITTER LOCATION: U. S. Grant Hotel, 326 Broadway. TIME ON THE AIR: (daily) 7:00 A.M. to midnight, (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President-Station Manager ..... Thomas E. Sharp  
 Assistant Manager ..... Sam Lipsett  
 Commercial Manager ..... John Babcock  
 Sales Manager ..... John Babcock  
 Program-Publicity Director ..... Leah McMahon  
 Musical Director ..... Leah McMahon  
 Chief Engineer ..... Harold Hasenbeck

**POLICIES**

Station accepts beer and wine advertising but has so far not accepted hard liquor accounts.

Has not accepted any foreign language accounts.

Merchandising: Contests of legitimate nature are allowed on any commercial program. Exploitation and publicity for both sustaining and commercial programs are handled by Publicity Director. News stories, pictures, cuts, and mats, when available are released daily to both local and out-of-town papers and radio

journals for release. Surveys and any extra exploitation may be arranged for on an actual cost basis.

**REPRESENTATIVE**

Joseph Hershey McGillvra

**K G B**

**SAN DIEGO—EST. 1931**

MUTUAL—DON LEE

FREQUENCY: 1330 Kc. POWER: 1000 Watts. OWNED BY: Don Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1012 First Ave. PHONE: Franklin 6151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to midnight. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Genl. Mgr.....Lewis Allen Weiss  
Station Manager.....S. W. Fuller  
Sales Manager.....D. J. Donnelly  
Program Director.....David R. Young  
Chief Engineer.....Milam Cater

**POLICIES**

No liquor; beer and wine only. No foreign language accounts accepted.  
Merchandising: Station offers complete merchandising cooperation by means of dealer surveys, point-of-sale promotion, display advertising in the San Diego Shopping News.

**REPRESENTATIVE**

John Blair & Co.

**K F R C**

**SAN FRANCISCO—EST. 1926**

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Van Ness Ave. PHONE: Prospect 0100. STUDIO ADDRESS: 1000 Van Ness Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to midnight; Sundays, 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....Thomas S. Lee  
Station Manager.....Wilbur Eickelberg  
Commercial Manager.....Ward D. Ingram  
Program Director.....William D. Pabst  
Chief Announcer.....Robert Bence  
Publicity Director.....Pat Kelly  
Musical Director.....Chet Smith  
Chief Engineer.....Ernest G. Underwood

**POLICIES**

Wine and beer advertising accepted. Do not broadcast foreign language programs. Merchandising is available, dependent on specific requirements of individual accounts.

**REPRESENTATIVE**

John Blair & Co.

**K G O**

**SAN FRANCISCO—EST. 1924**

NATIONAL BROADCASTING CO.

FREQUENCY: 790 Kc. POWER: 7,500 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: (daily) 7:00 A.M. to midnight—(Sunday) 8:00 A.M. to midnight. NEWS SERVICE: International News Service and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....Gerard Swope  
Station Manager.....Lloyd E. Yoder  
Sales Promotion Manager...Robert McAndrews  
Program Director.....Glenn Dolberg  
Production Manager.....Robert Seal  
Office Manager.....S. P. Dorais  
Chief Announcer.....Richard Ellers  
Sales Manager.....William B. Ryan  
Publicity Director.....Milton Samuel  
Musical Director.....Walter Kelsey  
Station Engineer.....Curtis D. Peck

**POLICIES**

Station subscribes to all policies of National Broadcasting Company's operated stations. Merchandising facilities include extensive machinery for picture displays in stores and lobbies, special feature material broadcast on daily program of radio news, attention-calling announcements and resume broadcasts, and consultation of sales promotion department in devising merchandising tie-ups for sponsor.

**REPRESENTATIVE**

National Broadcasting Co., Inc.

**K J B S**

**SAN FRANCISCO—EST. 1925**

KJBS-KQW COMBINATION

FREQUENCY: 1070 Kc. POWER: 500 Watts. OWNED BY: Julius Brunton & Sons Co. OPERATED BY: Julius Brunton & Sons Co. BUSINESS ADDRESS: 1470 Pine St. PHONE: Ordway 4148. STUDIO ADDRESS: 1470 Pine St. TRANSMITTER LOCATION: 1470 Pine St. TIME ON THE AIR: (Mon., Tues., Wed., Thurs., Fri. & Sunday) 10:00 A.M. to local sunset. (Saturday) 10:30 A.M. to local sunset. NEWS SERVICE: United Press, KJBS News Service. TRANSCRIPTION SERVICE: Standard Radio, Langlois & Wentworth, NAB Library.

## Personnel

General Manager.....Ralph R. Brunton  
Operations Manager.....E. P. Franklin

## POLICIES

Beer and wine advertising is accepted; no hard liquor advertising accepted. Foreign language accounts not accepted. All continuity must be passed on by continuity department as to length, content, etc.

Merchandising service includes trailers in leading San Francisco and Peninsula Theaters. Close cooperation with leading San Francisco newspapers. Tune-in announcements.

# K P O

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 680 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: (daily) 7:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: International News Service and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....Lenox R. Lohr  
Station Manager.....Lloyd E. Yoder  
Sales Promotion Manager.....Robert McAndrews  
Program Director.....Glenn Dolberg  
Production Manager.....Robert Seal  
Office Manager.....S. P. Dorais  
Chief Announcer.....Richard Ellers  
Sales Manager.....William B. Ryan  
Publicity Director.....Milton Samuel  
Musical Director.....Meredith Willson  
Station Engineer.....Curtis D. Peck

## POLICIES

Station subscribes to all policies of the National Broadcasting Company's operated stations. Merchandising facilities include extensive machinery for picture displays in stores and lobbies, special feature material broadcast on daily program of radio news, attention-calling announcements and resume broadcasts, and consultation of sales promotion department in devising merchandising tie-ups for sponsor.

## REPRESENTATIVE

National Broadcasting Co., Inc.

# K S A N

"SAN FRANCISCO'S TWENTY-FOUR  
HOUR STATION"

SAN FRANCISCO—EST. 1925

BAY BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 100 Watts.  
OWNED BY: Golden Gate Broadcasting Co.

OPERATED BY: Same. BUSINESS ADDRESS: 1355 Market St. PHONE: Market 8171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. Transco.

## Personnel

Station Manager.....S. H. Patterson  
Sales Manager.....C. E. Hopkins  
Publicity Director.....Les. Malloy  
Musical Director.....Gordon Willis  
Chief Engineer.....Wm. C. Grove

## POLICIES

No hard liquor accepted. No other restrictions. Limited foreign language programs now on station.

Merchandising: Newspaper space, theater trailers, theater shows, mailing department, billboard, or any or all of these may be included in a contract for time and or talent.

## REPRESENTATIVE

Howard Wilson Company

# K S F O

"THE CBS STATION"

SAN FRANCISCO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: The Associated Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Palace Hotel Bldg., 140 esse St. PHONE: Garfield 4700. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Islais Creek. TIME ON THE AIR: 6:15 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. NAB Library.

## Personnel

President.....W. I. Dumm  
Vice-President.....Philip G. Lasky  
General Manager.....Philip G. Lasky  
Program Director.....J. C. Morgan  
Publicity Director.....Harry Elliott  
Musical Director.....Dick Aurawdt  
Chief Engineer.....R. V. Howard

## POLICIES

No liquor advertising; only beer. No foreign language programs. No lectures or talks are accepted between 6:00 and 11:00 P.M. except political during a campaign. No commercial broadcasting consisting of straight talks (except political) are acceptable for periods of more than five minutes and then only before 6:00 P.M. Medical products subject to examination by station before acceptance, and usually only well-known products accepted. No unusual claims allowed.

Merchandising done on actual cost basis. Station has facilities to send letters and bulletins to jobbers and reasonable list of retailers; personal calls to jobbers and prominent re-



tailers. Station will distribute displays, cards or merchandise at cost, but will not solicit business for advertisers. All merchandising problems are handled as individual cases, without attempting to apply a rigid fixed policy.

**REPRESENTATIVE**

Free & Peters, Inc.

**K Y A**

**SAN FRANCISCO—EST. 1926**

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1230 Kc. POWER: 5,000 Watts. d.; 1,000 Watts, n. OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hearst Bldg. PHONE: Douglas 2536. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Candlestick Point, Bay View Park. TIME ON THE AIR: (daily) 6:30 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: San Francisco Examiner, San Francisco Chronicle, S. F. Call-Bulletin, S. F. Daily News. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Service.

**Personnel**

President.....J. V. Connolly  
 Station Manager.....Reiland Quinn  
 Chief Announcer.....David S. Vaile  
 Commercial Manager.....Reiland Quinn  
 Publicity Director.....J. Clarence Meyers  
 Musical Director.....Walter Rudolph  
 Chief Engineer.....Paul C. Schulz

**POLICIES**

Beer and wine accounts acceptable at any time. Hard liquor accounts only acceptable after 10 p.m.; must have a live talent show.

**REPRESENTATIVE**

International Radio Sales.

**K Q W**

**SAN JOSE—EST. 1910**

MUTUAL—DON LEE

FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: Pacific Agricultural Foundation, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 87 East San Antonio St. PHONE: Ballard 2616. STUDIO ADDRESS: 87 East San Antonio St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:15 A.M. to 12:00 Mid-night, PST. NEWSPAPER AFFILIATION: San Jose Mercury Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus, Standard Program Library.

**Personnel**

President.....Ralph R. Brunton  
 General Manager.....C. L. McCarthy  
 Sales Manager.....H. O. Fiebig

**POLICIES**

Beer and wines accepted subject to our approval of copy. No hard liquor.

Foreign language programs restricted to the period 6:30 to 7:00 A.M. daily except Sunday.

Theater trailers and display space in news-paper.

**REPRESENTATIVE**

Joseph Hershey McGillvra

**K V E C**

**SAN LUIS OBISPO—EST. 1937**

MUTUAL—DON LEE

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Christina M. Jacobson, tr. as The Valley Electric Co. OPERATED BY: The Valley Electric Co. BUSINESS ADDRESS: Mt. View and Hill Sts. PHONE: San Luis Obispo 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Roosevelt Highway, California Polytechnic property. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sundays, 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Stand-ard Radio, C. P. MacGregor.

**Personnel**

Manager.....Les Hacker  
 Commercial Manager.....John C. Clifton  
 Sales Manager.....Jack Wasson  
 Program Director.....Lee Hoagland  
 Chief Announcer.....Aram Rejebian

**POLICIES**

Advertising of beer and wine acceptable.

**REPRESENTATIVES**

John Blair & Co.

**K V O E**

“THE VOICE OF THE ORANGE EMPIRE”

**SANTA ANA—EST. 1926**

DON LEE—MUTUAL

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: The Voice of the Orange Em-pire, Inc., Ltd. OPERATED BY: Same. BUSI-NESS ADDRESS: Walter L. Moore Bldg., Room 100. PHONE: 4901-R. STUDIO ADDRESS: 2825 W. 5th St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: C. P. MacGregor, World Transcription System.

**Personnel**

President and General Manager,  
 Ernest L. Spencer  
 Program Director.....Wallace S. Wiggins  
 Musical Director.....Wallace S. Wiggins  
 Chief Engineer.....Wallace S. Wiggins

## POLICIES

No liquor advertising accepted.

Merchandising: Publicity of program in local newspaper; also program listing in radio logs of daily papers. Direct mail sent out at cost. Surveys made at actual cost. Distribution of window and counter cards is available without charge to advertisers.

### REPRESENTATIVE

John Blair & Company

# K D B

"THE VOICE OF SANTA BARBARA"

SANTA BARBARA—EST. 1929

MUTUAL—DON-LEE BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Santa Barbara Broadcasters, Ltd. OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 15 E. Haley. PHONE: 21427. STUDIO ADDRESS: 15 E. Haley. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....Thomas S. Lee  
Station Manager.....Earl Pollock  
Chief Announcer.....Tony La Frano  
Sales Manager.....Bill A. Skaggs  
Chief Engineer.....Robert Arne

## POLICIES

No liquor advertising on Sunday. Spanish program Sunday, 8 to 8:45 A.M.

Complete merchandising service, market analysis, customer contact is available for advertisers. A weekly publication, "Program Highlights," in which programs and sponsors are exploited, is distributed by local merchants. Station offers complete cooperation with all requests.

### REPRESENTATIVE

John Blair & Co.

# K T M S

"THE NEWS-PRESS STATION"

SANTA BARBARA—EST. 1937

NATIONAL BROADCASTING CO. (BLUE)  
CALIFORNIA RADIO SYSTEM

FREQUENCY: 1220 Kc. POWER: 500 Watts. OWNED BY: News-Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: De La Guerra Plaza. PHONE: 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Goleta. TIME ON THE AIR: (daily) 7:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Santa Barbara News-Press. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....T. M. Storke  
Chief Engineer.....C. C. Van Cott

## POLICIES

Does not accept liquor accounts, excepting beer and wine. Copy for medical advertising must be submitted for approval along with contract.

Merchandising services—information of specific features given out on request.

### REPRESENTATIVES

Weed & Company  
Walter Biddick Co.

# K S R O

SANTA ROSA—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: The Press Democrat Publishing Co. OPERATED BY: The Press Democrat Publishing Co. BUSINESS ADDRESS: 427 Mendocino Ave. PHONE: Santa Rosa 110. STUDIO ADDRESS: 427 Mendocino Ave. TRANSMITTER LOCATION: Santa Rosa. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: Santa Rose Press-Democrat. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

### Personnel

President.....E. L. Finley  
Manager.....Wilt Gunzendorfer  
Commercial Manager.....L. A. Thatcher  
Chief Engineer.....Bob Nichols

## POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. All programs and copy subject to the rules and regulations of the Federal Communications Commission and station management. Medical programs not accepted.

Station facilities include merchandising service, the services of an advertising counselor, program director, and production department as well as the use of audiion studios.

# K G D M

STOCKTON—EST. 1926

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 1000 Watts. OWNED BY: E. F. Peffer. OPERATED BY: E. F. Peffer. STUDIO ADDRESS: 42 S. California St. TRANSMITTER LOCATION: South of Stockton. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

Manager.....A. H. Green  
Program Director.....Lillian Best

## POLICIES

Advertising of alcoholic beverages, excepting beer and wine, is not accepted. Medical advertising accepted subject to station approval.

Merchandising: Station publicizes programs via theatre displays and newspapers.

## REPRESENTATIVES

Small & Brewer (Coast)  
John Blair & Co.

# K W G

"VOICE OF SAN JOAQUIN VALLEY"  
STOCKTON—EST. 1921

NBC (RED AND BLUE) & CALIFORNIA RADIO SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolf. PHONE: 580 J. 580 M. STUDIO ADDRESS: Hotel Wolf. TRANSMITTER LOCATION: Weber & E. Sts. TIME ON THE AIR: 7:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....Guy C. Hamilton  
Station Manager.....George Ross  
Sales Manager.....George Ross  
Chief Announcer.....Dean Banta  
Chief Engineer.....Russell Bennett

## POLICIES

Wine and beer advertising accepted but no hard liquor. Laxative accounts not accepted. Patent medicine accounts subject to approval of management.

Merchandising: Will send letters to trade, make personal calls on trade and post streamers etc. without charge.

## REPRESENTATIVE

Paul H. Raymer Company

# K T K C

"VOICE OF TULARE & KINGS COUNTIES"  
VISALIA—EST. 1937

FREQUENCY: 1190 Kc. POWER: 250 Watts. OWNED BY: Tulare-Kings Counties Radio Assoc. OPERATED BY: Same. BUSINESS ADDRESS: Visalia, P. O. Box 511. PHONE: 574-5. STUDIO ADDRESS: Visalia. TRANSMITTER LOCATION: 1½ miles south of Visalia. TIME ON THE AIR: 6:00 A.M. to local sunset; 7:30 A.M. to local sunset. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS:

Time-Delta-Visalia Recorder, Porterville, Times & Advance Register, Tulare; Sentinel & Journal, Hanford. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio, NAB Library.

## Personnel

President.....Chas. A. Whitmore  
Advertising Manager.....Milland Kibbe  
Chief Announcer.....Sheldon Anderson  
Station Manager.....Chas. P. Scott  
Sales Manager.....Chas. P. Scott  
Publicity Director.....Chas. P. Scott  
Musical Director.....Chas. P. Scott  
Chief Engineer.....Bert Williamson

## POLICIES

No liquor accounts excepting beer and wine.

## REPRESENTATIVE

Cox & Tanz.  
Walter Biddick Co. (Pacific Coast).

# K H U B

"THE HOME STATION OF THE  
MONTEREY"  
WATSONVILLE—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: John P. Scripps. OPERATED BY: Same. BUSINESS ADDRESS: Watsonville. PHONE: 1700-1. STUDIO ADDRESS: Watsonville. TIME ON THE AIR: 6:00 A.M. to local sunset (daily); 7:00 A.M. to local sunset (Sunday). NEWSPAPER AFFILIATION: Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

Manager.....John H. Bennett  
Production Manager.....Charles Kinsley  
Program Director.....Emery Milburn  
Chief Announcer.....Jack Wagner  
Publicity Director.....Charles Kinsley  
Musical Director.....Helen Farrell  
Women's Director.....Helen Farrell  
Chief Engineer.....Harold Platt

## POLICIES

All foreign language programs must submit continuities and translations 36 hours before program time. Wines and beers may be mentioned—not hard liquors.

Merchandising: A daily column for program promotion in the Watsonville Register-Pajaronian. Commercial features with universal appeal receive full publicity in this town's only daily newspaper, and promotional spots on the air.

## REPRESENTATIVE

Walter Biddick Co.

# COLORADO

Population 1,071,000

Number of Families 288,000

Number of Radio Homes 233,500

Retail Sales \$302,559,000

Auto Registrations 307,220

## KGIW

"THE VOICE OF THE GREAT SAN LUIS VALLEY"

ALAMOSA—EST. 1929

SOUTHWEST BROADCASTING CO.

FREQUENCY: 1420 Kc. POWER: 100 Watts.  
 OWNED BY: Leonard E. Wilson. OPERATED BY: Leonard E. Wilson. BUSINESS ADDRESS: Alamosa, Colo. PHONE: Alamosa 26. STUDIO ADDRESS: Alamosa and Monte Vista. TRANSMITTER LOCATION: East Alamosa, Colo. TIME ON THE AIR: 7:30 A.M. to 9:30 P.M. (Shares time with KDIW). NEWS SERVICE: Radio News Association. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

### Personnel

Owner . . . . . Leonard E. Wilson

Commercial Manager . . . . . Edgar L. Allen  
 Program Director . . . . . Sherrill Ellsworth  
 News Editor . . . . . John R. Thomas  
 Chief Engineer . . . . . Will M. Thomas

### POLICIES

Advertising of alcoholic beverages accepted. All copy must be contracted for and in the hands of the program director five days prior to scheduling due to advance reservation of time.

### REPRESENTATIVE

L. E. Wilson, La Junta, Colo.

## KVOR

"VOICE OF THE ROCKIES"

COLORADO SPRINGS—EST. 1922

CBS

FREQUENCY: 1270 Kc. POWER: 1000 Watts.  
 OWNED BY: Outwest Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Antlers Hotel. PHONE: Main 278. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Platte Ave. East of city limits. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATIONS: Colorado Springs Gazette & Telegraph. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio, & Lang-Worth Features. MAINTAINS ARTISTS BUREAU.

### Personnel

President . . . . . E. K. Gaylord  
 Station Manager . . . . . Hugh B. Terry  
 Artists Bureau Head . . . . . Zell Wade  
 Chief Announcer . . . . . Robert Freed  
 Program and Publicity Director . . . Zell Wade  
 Musical Director . . . . . Arbor Fuller  
 Chief Engineer . . . . . Cozine Strang

### POLICIES

No hard liquor accounts accepted. Merchandising: Special merchandising department under full time merchandising man. Dealer contacts, counter and window displays, letters to dealers, product surveys, etc.

### REPRESENTATIVE

The Katz Agency

## EXCLUSIVE

DENVER SPONSORSHIP OF MUTUAL NETWORK CO-OPERATIVE PROGRAMS AVAILABLE ON



Exclusive sponsor identification with the prestige and major audience of live coast to coast network programs like

THE SHADOW  
 THE LONE RANGER  
 FULTON LEWIS, JR.  
 THE GREEN HORNET  
 FAMOUS JURY TRIALS  
 THE JOHNSON FAMILY  
 SHOW OF THE WEEK

Complete information, availabilities and low pro rata talent costs on request to.

GENE O'FALLON—KFEL Manager

OR ASK A JOHN BLAIR MAN

# K F E L

"THE NEW CRY OF THE OLD WEST"

**DENVER—EST. 1923**

MUTUAL—NBC (Blue)

COLORADO NETWORK

FREQUENCY: 920 Kc. POWER: 500 Watts. OWNED BY: Eugene P. O'Fallon, Inc. OPERATED BY: Eugene P. O'Fallon, Inc. BUSINESS ADDRESS: Albany Hotel. PHONE: Keystone 0178. STUDIO ADDRESS: Albany Hotel. TRANSMITTER LOCATION: 5580 West 20th Ave. TIME ON THE AIR: 5:30 A.M. to 8:30 A.M., 10:30 A.M. to 12:30 P.M., 3:00 P.M. to 4:30 P.M., and 6:00 P.M. to 7:30 P.M.; Sunday, 10:30 A.M. to 7:30 P.M.; additional on Tue., Thurs. and Sat.: 9:00 P.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NAB Library, World Broadcasting System, Lang-Worth, Standard Radio.

## Personnel

President—Station Manager.....Gene O'Fallon  
Director.....Frank Bishop  
Local Sales Manager.....Holly Moyer  
Program Director.....Bill Wales  
News Editor.....Wally Reef  
Publicity and Promotion Director.....Don McCaig  
Chief Announcer.....Albert Stephens  
Chief Engineer.....J. P. Veatch

## POLICIES

Hard liquor after 9 P.M. only.  
Foreign language announcements must be repeated in English.  
Mailing lists available for retailers, wholesalers and jobbers.

## REPRESENTATIVE

John Blair & Company

# K L Z

"PIONEER BROADCASTING STATION OF THE WEST"

**DENVER—EST. 1920**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: KLZ Broadcasting Co. OPERATED BY: KLZ Broadcasting Co. BUSINESS ADDRESS: Shirley Savoy Hotel. PHONE: Main 4271. STUDIO ADDRESS: Shirley Savoy Hotel. TRANSMITTER LOCATION: Englewood. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (daily); 7:00 A.M. to 12:00 midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Program Service, Standard Radio.

## Personnel

President.....E. K. Gaylord  
Station Manager.....F. W. Meyer  
Sales Manager.....Fred L. Allen  
Program Director.....Arthur Wuth  
Production Manager.....Howard R. Chamberlain  
Promotion Director.....Charles Inglis  
Musical Director.....Les Weelans  
Chief Engineer.....T. A. McClelland

## POLICIES

Does not accept liquor advertising or foreign language accounts. Careful supervision is given to all copy, in particular to those pertaining to medical accounts.

KLZ publishes a bi-weekly program schedule for gratis distribution; operates a merchandising department; exhibits screen trailers in eleven Denver Fox theatres; offers display space in the studio lobby and the lobby of the adjoining Sherley-Savoy Hotel's Lincoln Room.

## REPRESENTATIVE

The Katz Agency

# K O A

**DENVER—EST. 1924**

NATIONAL BROADCASTING CO.  
(BASIC RED)

FREQUENCY: 830 Kc. POWER: 50,000 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 1625 California St. PHONE: Main 6211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Aurora, Colo. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: Denver Post. TRANSCRIPTION SERVICES: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

## Personnel

President.....Gerard Swope  
Artists Bureau Head.....Duncan McColl  
Chief Announcer.....C. C. Moore  
Station Manager.....R. H. Owen  
Sales Manager.....A. W. Crapsey  
Publicity Director.....Jas. MacPherson  
Musical Director.....Carl Wieninger  
Chief Engineer.....C. A. Peregrine

## POLICIES

Policies same as those of National Broadcasting Company.

Merchandising: Every consistent and sensible effort possible is made to help advertising clients extract greatest possible value from programs. Lobby display windows are made available. Letters are written to dealers and jobbers where client furnishes list and postage; studios are made available for sales meetings and limited number of personal calls are made on distributors for advertising clients without charge.

## REPRESENTATIVE

National Broadcasting Co., Inc.

# K P O F

**DENVER—EST. 1928**

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Pillar of Fire (A Corporation). OPERATED BY: Pillar of Fire (A Corporation) BUSINESS ADDRESS: 1845 Champa St. STU.

DIO ADDRESS: 1845 Champa St. TRANSMITTER LOCATION: Denver. TIME ON THE AIR: Shares Time with KFKA.

**POLICIES**

Station does not sell time.

**K V O D**

"THE VOICE OF DENVER"

DENVER—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 920 Kc. POWER: 500 watts. OWNED BY: Colorado Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 202 Continental Oil Bldg. PHONE: Tabor 2291. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: So. Federal & Alameda outside of Denver. TIME ON THE AIR: 8:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio & Associated Library.

**Personnel**

President and General Manager... W. D. Pyle  
 Secretary-Treasurer... T. C. Ekrem  
 Commercial Manager... M. F. Schroeder  
 Chief Announcer... J. E. Finch  
 Station Manager... T. C. Ekrem  
 Publicity Director... B. H. Stanton  
 Musical Director... J. E. Finch  
 Chief Operator... D. Garretson

**RESULTS**

*Prove*

**K V O D**

DENVER

**SELLS Denver**  
 AND VICINITY

ONE OF THE MOST  
 CONCENTRATED  
 MARKETS  
 IN THE UNITED STATES

*Lowest Cost Per Listener*

**NBC**

EDWARD PETRY, Nat. Rep.

**POLICIES**

Advertising of alcoholic beverages accepted after 9:00 P.M. only.

**REPRESENTATIVE**

Edward Petry & Co.

**K I U P**

"THE VOICE OF THE SAN JUAN BASIN"

DURANGO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: San Juan Broadcasting Co., Inc. OPERATED BY: San Juan Broadcasting Co., Inc. BUSINESS ADDRESS: 2800 Main Ave. PHONE: 117. STUDIO ADDRESS: 2800 Main Ave. TRANSMITTER LOCATION: 2800 Main Ave. TIME ON THE AIR: 7:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President... M. L. Cummins  
 Commercial Manager... R. M. Beckner  
 Station Manager... Raymond M. Beckner  
 Sales Manager... Raymond M. Beckner  
 Chief Engineer... G. L. Schmehl

**POLICIES**

Liquor and foreign language accounts are not accepted.

**K F X J**

"THE VOICE OF WESTERN COLORADO"

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM  
 COLORADO NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: R. G. Howell and Chas. Howell doing business as Western Slope Broadcasting Co. OPERATED BY: Western Slope Broadcasting Co. BUSINESS ADDRESS: La Court Hotel. PHONE: Grand Junction 126. STUDIO ADDRESS: La Court Hotel and Hillcrest Manor. TRANSMITTER LOCATION: Hillcrest Manor. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 11:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press, Radio News Association. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

**Personnel**

General Manager... Rex Howell  
 Treasurer... Chas. Howell  
 Chief Engineer... Fred Mendenhall

**POLICIES**

Policies forbid alcoholic liquor advertising, superlative statements or direct mention of competitive products or services.

Merchandising facilities include periodic surveys, dealer contacts, supervision of supplementary advertising, lobby displays, and general monitoring of campaign results.

# K F K A

"NORTHERN COLORADO'S OWN STATION"

**GREELEY—EST. 1922**

MUTUAL BROADCASTING SYSTEM  
COLORADO RADIO NETWORK

FREQUENCY: 880 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Mid-Western Radio Corp. OPERATED BY: Mid-Western Radio Corp. BUSINESS ADDRESS: 620 Eighth Ave. PHONE: 450-1. STUDIO ADDRESS: 620 Eighth Ave. TRANSMITTER LOCATION: Hoover Park. TIME ON THE AIR: 5:30 A.M. to 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

## Personnel

Managing Director.....H. E. Green  
Secretary.....Patricia Murphy

## POLICIES

No stated special policies.

## REPRESENTATIVE

Bassler & Co.

# K O K O

"COME KOKO"

**LA JUNTA—EST. 1937**

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: The Southwest Broadcasting Co. OPERATED BY: The Southwest Broadcasting Co. BUSINESS ADDRESS: Box 225. Phone: "42." STUDIO ADDRESS: La Junta. TRANSMITTER LOCATION: La Junta. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. NEWS SERVICES: Radio News Assn. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

## Personnel

Station Manager.....Leonard E. Wilson  
Commercial Manager.....R. B. Miller  
Advertising Manager.....L. E. Wilson  
Chief Announcer.....Jack Lund  
Sales Manager.....R. B. Miller  
Publicity Director.....L. E. Wilson  
Chief Engineer.....Jack Lund

## POLICIES

Merchandising: Contacts are made regularly with merchants throughout the territory to maintain cooperation between the wholesaler or manufacturing sponsor and retailers.

## REPRESENTATIVE

Bassler & Co.

# K I D W

"THERE'S NO USE TALKING UNLESS YOU'RE HEARD"

**LAMAR—EST. 1932**

SOUTHWEST BROADCASTING COMPANY  
FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Southwest Broadcasting Co. OPERATED BY: Leonard E. Wilson. BUSINESS

ADDRESS: 129 W. Elm St. PHONE: 16. STUDIO ADDRESS: 129 W. Elm St. TRANSMITTER LOCATION: Lamar. TIME ON THE AIR: 7:00 A.M. to 6:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

## Personnel

President and Advertising Manager,

Leonard E. Wilson  
General Manager.....Sherrill Ellsworth  
Musical Director.....Jack Phillips  
Chief Engineer.....J. E. Phillips

## POLICIES

Accepts liquor and foreign language accounts.

Merchandising: Newspaper pictures and stories, supplementary spot announcements, window display cards, personal dealer contacts and cooperation.

## REPRESENTATIVE

Cox & Tanz, Inc.

# K G H F

**PUEBLO—EST. 1928**

NATIONAL BROADCASTING CO.  
(BLUE & RED)

FREQUENCY: 1320 Kc. POWER: 500 Watts. OWNED BY: Curtis P. Ritchie. OPERATED BY: Same. BUSINESS ADDRESS: 113 Broadway. PHONE: 3877. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Local paper teup (A.P.). TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

## Personnel

Owner.....Curtis P. Ritchie  
Station Manager.....J. H. McGill  
Program Director.....Fred Amos  
Chief Engineer.....George Ikelman

## POLICIES

No stated special policies.

# K G E K

**STERLING—EST. 1926**

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Elmer G. Beehler. OPERATED BY: Elmer G. Beehler. BUSINESS ADDRESS: Fleming Road. PHONE: 679. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:30 A.M. to 1:30 P.M. daily, and Tuesdays and Fridays 7:15 P.M. to 8:45 P.M.; Sunday, 11:00 A.M. to 12:15 P.M. and 2:30 P.M. to 3:30 P.M. TRANSCRIPTION SERVICE: C. P. MacGregor.

## POLICIES

Clean novelty type of electrical transcription program will be accepted on alcoholic beverage advertising.

**BESSIE HERSELF IS NO TROUBLE... But**

## **HER FAN MAIL GETS US DOWN**



"Bessie Bossie," Ben Hawthorne's stooge, is only the canned moo of a mythical Guernsey—just a sound effect. To hear her at all you've got to tune in WTIC's "Morning Watch" between 7 and 8 A.M. And still Bessie's fan mail is a problem.

She gets home-baked cakes and cookies by the dozen—more than WE could ever eat—and to answer her correspondence would keep us busy all week long, every week in the year.

Yet if Bessie's mail is a problem to us, it's mighty important to you or anyone else with goods to sell in Southern New England. It's a grade A indication that WTIC has and has had for years a thorough following the whole length of the Connecticut River Valley. When can we put our friendly audience and our 50,000 Watts to work for you?

IN SOUTHERN NEW ENGLAND WTIC RATES

# FIRST

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

# WTIC

**50,000 WATTS • HARTFORD, CONN.**

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation  
Member NBC Red Network and Yankee Network  
Representatives: Wead & Company  
New York Chicago Detroit San Francisco



# CONNECTICUT

Population 1,741,000

Number of Families 437,000

Number of Radio Homes 402,100

Retail Sales \$556,722,000

Auto Registrations 380,274

## W I C C

BRIDGEPORT (New Haven)—  
EST. 1926

NBC (BLUE)—YANKEE—COLONIAL  
FREQUENCY: 600 Kc. POWER: 1000 watts,  
d.; 500 watts, n. OWNED BY: The Yankee  
Network, Inc. OPERATED BY: The Yankee  
Network, Inc. BUSINESS ADDRESS: Hotel Strat-  
field. PHONE: 6-1121. STUDIO ADDRESS: Ho-  
tel Stratfield, 1110 Chapel St., New Haven.  
TRANSMITTER LOCATION: Pleasure Beach.  
TIME ON THE AIR: 6:00 A.M. to 2:00 A.M.  
NEWS SERVICES: International News Service,  
Universal Service, Yankee Network News Ser-  
vice. TRANSCRIPTION SERVICES: Associated  
Library, Yankee Network Transcription Service.  
AFFILIATED with Yankee Network Artists  
Bureau.

### Personnel

President.....John Shepard 3rd  
Vice-President in Charge of  
Station Operations.....R. L. Harlow  
Commercial Manager.....Richard Voinow  
Advertising Manager.....Carleton McVarish  
Artists Bureau Head.....Van Sheldon  
Station Manager.....Joseph Lopez  
Sales Manager.....Fred Rowe  
Publicity Director and  
Program Director.....Judson La Haye  
Chief Engineer.....Garro Ray

### POLICIES

Policies same as Yankee Network.  
Constant personal contact is maintained with  
the wholesale jobber and retail trade by  
members of the staff, as merchandising aids.

### REPRESENTATIVE

Edward Petry & Co., Inc.

## W D R C

"THE ADVERTISING TEST STATION IN  
THE ADVERTISING TEST CITY"

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1330 Kc. POWER: 5000 Watts,  
d.; 1000 Watts, n. OWNED BY: WDRC, Inc.  
OPERATED BY: WDRC, Inc. BUSINESS AD-  
DRESS: 750 Main St. PHONE: 7-1188-9. STU-  
DIO ADDRESS: 750 Main St. TRANSMITTER  
LOCATION: Blue Hills Ave., Bloomfield. TIME

ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily);  
9:00 A.M. to 1:00 A.M. (Sunday). NEWS  
SERVICE: United Press. TRANSCRIPTION  
SERVICE: NBC Thesaurus.

### Personnel

President and Station  
Manager .....Franklin M. Doolittle  
Commercial Manager.....Wm. F. Malo  
Advertising Manager.....Wm. F. Malo  
Studio Manager.....Walter Haase  
Sales Manager.....Wm. F. Malo  
Publicity Director.....Walter Haase  
Musical Director.....Sterling V. Couch  
Chief Engineer.....Italo Martino

### POLICIES

No liquor advertising—beer accepted. No  
foreign language accounts.  
Complete merchandising service at cost.

### REPRESENTATIVE

Paul H. Raymer Co.

## W T H T

"THE VOICE OF HARTFORD"

HARTFORD—EST. 1936

MUTUAL—COLONIAL

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
OWNED BY: The Hartford Times. OPERATED  
BY: Same. BUSINESS ADDRESS: 983 Main St.  
PHONE: 7-6481. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Same. TIME ON  
THE AIR: 7:00 A.M. to midnight; Sunday, 8:00  
A.M. to midnight. NEWSPAPER AFFILIATION:  
The Hartford Times. NEWS SERVICES: Asso-  
ciated Press and Yankee Network News.  
TRANSCRIPTION SERVICES: Associated Music  
Publishers, Standard Radio.

### Personnel

Station Manager .....Cedric W. Foster  
Commercial Manager.....C. Glover Delaney  
Program Director.....Laureat A. Martineau  
Chief Engineer .....Richard K. Blackburn

### POLICIES

Takes no liquor advertising of any kind or  
nature whatsoever. Foreign language pro-  
grams are accepted but station reserves at  
all times the right of complete supervision of  
accounts.

Merchandising: Able to accord commercial  
program news space in The Hartford Times

but not too heavy a story. The Times will not publicize its own programs to the exclusion of the other stations in Hartford and feels that too much publicity is taking an unfair advantage.

**REPRESENTATIVE**  
J. P. McKinney & Son

**W T I C**  
**HARTFORD**

NBC (RED)—YANKEE NETWORK  
FREQUENCY: 1040 Kc. POWER: 50000  
Watts. OWNED BY: Travelers Indemnity Co.  
OPERATED BY: Travelers Broadcasting Service Corp. BUSINESS ADDRESS: 26 Grove St. PHONE: Hartford 2-3181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avon. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:45 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Station Manager ..... P. W. Morency  
Sales Manager ..... J. F. Clancy  
Chief Announcer ..... Fred Wade  
Publicity Director ..... G. Malcolm-Smith  
Musical Director ..... Moshe Paranov  
Chief Engineer ..... J. C. Randall

**POLICIES**

Beer and light wine advertising accepted.

**W B R Y**

1000 WATTS—FULL TIME

Member of  
The  
**Columbia**  
Broadcasting  
System

*Offices & Studios*

152 Temple St., New Haven  
136 Grand St. Waterbury

Hard liquor advertising is not acceptable to the station.

Merchandising in connection with commercial programs is done at the client's expense.

All new programs are publicized in our general program resume.

**REPRESENTATIVE**  
Weed & Company  
(See page 212)

**W N B C**

"CENTRAL CONNECTICUT STATION"  
**NEW BRITAIN—EST. 1935**

NBC—BLUE  
FREQUENCY: 1080 Kc. POWER: 1000 Watts. d.; 250 Watts. n. OWNED BY: State Broadcasting Corp. OPERATED BY: State Broadcasting Corp. BUSINESS ADDRESS: 147 Main St. PHONE: 240-1. STUDIO ADDRESS: 147 Main St. and 54 Pratt St., Hartford. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Library.

**Personnel**

President ..... Patrick J. Goode  
Vice-President ..... Harold LaFount  
Treasurer ..... Rosalyn Richman  
General Manager ..... R. W. Davis  
Chief Announcer ..... Hal Goodwin  
Commercial Manager. Laurence C. Edwardson

**POLICIES**

All contracts subject to station approval and governmental regulations. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the management. All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director.

**W E L I**

"NEW HAVEN'S OWN STATION"  
**NEW HAVEN—EST. 1935**

FREQUENCY: 930 Kc. POWER: 500 Watts. d.; 250 Watts. n. OWNED BY: Patrick J. Goode. OPERATED BY: City Broadcasting Corp. BUSINESS ADDRESS: 221 Orange St. PHONE: 8-1133. STUDIO ADDRESS: 221 Orange St. TRANSMITTER LOCATION: West Haven. TIME ON THE AIR: Sunrise to local sunset. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President ..... Patrick J. Goode  
Manager ..... James T. Milne  
Artists' Bureau Head ..... Marion Reynolds  
Chief Announcer ..... Charles Wright  
Publicity Director ..... Sidney Golluboff  
Musical Director ..... Marion Reynolds  
Chief Engineer ..... J. Gordon Keyworth

## POLICIES

Accepts beer and wine advertising and programs in Italian and Polish as these are the two dominant foreign nationalities in locality. All script material must be submitted two weeks in advance of program and must comply with all legislative demands such as FCC rulings . . . particularly in food and drug copy. Musical programs must be submitted one week in advance in order to allow for clearing of restricted numbers.

Merchandising: Handles all requests for samples by sending people to their neighborhood stores where product has distribution; also handle contest awards.

On occasion contacts dealer outlets, retail outlets and obtains distribution for products.

## REPRESENTATIVE

Gene Furgason & Co.

# W N L C

"THE FRIENDLY VOICE OF THE THAMES"

NEW LONDON—EST. 1936

YANKEE-COLONIAL-MUTUAL

FREQUENCY—1500 Kc. POWER: 100 Watts. OWNED BY: Thames Broadcasting Corp. OPERATED BY: Thames Broadcasting Corp. BUSINESS ADDRESS: Mohican Hotel, PHONE: New London 3353-4. STUDIO ADDRESS: Mohican Hotel. TRANSMITTER LOCATION: Winthrop Point. TIME ON THE AIR: 7:30 A.M. to local sunset. NEWS SERVICE: Yankee Network News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President . . . . . R. J. Morey  
Station Manager . . . . . G. J. Morey  
Commercial Manager . . . . . Edwin J. Morey  
Advertising Manager . . . . . Robert Howell  
Artists' Bureau Head . . . . . Len Stevens  
Chief Announcer . . . . . Paul R. Swimelar  
Publicity Director . . . . . Edwin J. Morey  
Musical Director . . . . . Richard Benvenuti  
Chief Engineer . . . . . Neil Spencer

## POLICIES

No special liquor or foreign language restrictions.

# W A T R

"VOICE OF WATERBURY"  
WATERBURY—EST. 1934

INTERCITY

CONNECTICUT BROADCASTING SYSTEM  
FREQUENCY: 1190 Kc. POWER: 100 Watts (C.P. 250 Watts on 1290 Kc.). OWNED BY: WATR Co., Inc. OPERATED BY: WATR Co., Inc. BUSINESS ADDRESS: 71 Grand St. PHONE: 3-5161. STUDIO ADDRESS: 71 Grand

St. TRANSMITTER LOCATION: 71 Grand St. TIME ON THE AIR: 7:00 A.M. to local sunset at San Antonio, Texas. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

President . . . . . Harold Thomas  
Commercial Manager . . . . . Sam Elman  
Advertising Manager . . . . . Sam Elman  
Chief Announcer . . . . . James Parker  
Station Manager . . . . . Harold Thomas  
Sales Manager . . . . . Sam Elman  
Publicity Director . . . . . Chas. Cutler  
Musical Director . . . . . Romeo Delfino  
Chief Engineer . . . . . Norman Blake

## POLICIES

Station conforms to standards set forth by the N.A.B. There is no restrictions on liquor, beer or wine advertising.

Station maintains a merchandising service at no extra charge.

## REPRESENTATIVE

Gene Furgason & Co.

# W B R Y

"THE PIONEER HIGH FIDELITY BROADCASTING STATION"

WATERBURY-NEW HAVEN

EST. 1934

CBS

FREQUENCY: 1530 Kc. POWER: 1000 Watts. OWNED BY: American-Republican, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 136 Grand St., Waterbury—152 Temple St., New Haven. PHONE: Waterbury 3-1125—New Haven 7-1243. TIME ON THE AIR: 8:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Waterbury Republican and Waterbury American. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President . . . . . W. J. Pape  
Station Manager . . . . . E. J. Frey  
Program Director . . . . . Jack Henry  
Manager—New Haven Office . . . . . D. E. Halpern  
Publicity Director . . . . . E. Christy Erk  
Chief Engineer . . . . . S. E. Warner

## POLICIES

No special restrictions as to liquor or foreign language programs.

Merchandising: The merchandising department of the Waterbury Republican and American is occasionally used for regular merchandising service requested by national advertisers.

## REPRESENTATIVE

Joseph Hershey McGillvra

# DELAWARE

Population 261,000

Number of Families 67,000

Number of Radio Homes 57,600

Retail Sales \$76,877,000

Auto Registrations 53,000

## W D E L

WILMINGTON—EST. 1922

NBC (RED)—INTER-CITY—MASON DIXON

FREQUENCY: 1120 Kc. POWER: 500 watts, d.; 250 watts, n. OWNED BY: WDEL, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 10th and King Sts. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Governor Printz Boulevard. TIME ON THE AIR: 7:30 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

President . . . . . Clair R. McCollough  
Station Manager . . . . . J. Gorman Walsh  
Commercial Manager . . . . . J. Gorman Walsh  
Program Manager . . . . . Edw. Browning  
Publicity Director . . . . . Lonny Starr  
Chief Engineer . . . . . J. E. Mathiot

### POLICIES

Station reserves the right to censor copy.

### REPRESENTATIVE

Paul H. Raymer Co.

## W I L M

WILMINGTON—EST. 1922

MASON DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Delaware Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 920 King St. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carrollt. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

President . . . . . Clair R. McCollough  
Station Manager . . . . . J. Gorman Walsh  
Commercial Manager . . . . . J. Gorman Walsh  
Program Manager . . . . . Sidney Horwitz  
Publicity Director . . . . . Mary McCauley  
Chief Engineer . . . . . J. E. Mathiot

### POLICIES

Station reserves the right to censor copy.

# DISTRICT OF COLUMBIA

Population 627,000

Number of Families 168,000

Number of Radio Homes 152,900

Retail Sales \$330,813,000

Auto Registrations 150,687

## W J S V

"COLUMBIA'S STATION FOR THE NATION'S CAPITAL"

WASHINGTON, D. C.—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 10,000 Watts (C.P. for 50,000 Watts). OWNED BY: Columbia

Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 817 Earle Bldg. PHONE: Metropolitan 3200. STUDIO ADDRESS: 817 Earle Bldg. TRANSMITTER LOCATION: Mt. Vernon Memorial Highway, Alexandria, Va. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRAN-

SCRIPTION SERVICE: World Broadcasting System.

**Personnel**

General Manager.....A. D. Willard, Jr.  
Commercial Manager.....William D. Murdock  
Sales Promotion Director.....John Heiney  
Program Director.....F. A. Long  
Publicity Director.....Ann Gillis  
Chief Engineer.....Clyde Hunt

**POLICIES**

Station does not accept liquor advertising, has no foreign language accounts, and follows the general policies of the Columbia Broadcasting System.

**REPRESENTATIVE**

Radio Sales

**W M A L**

WASHINGTON, D. C.—EST. 1925

NATIONAL BROADCASTING CO.  
(BASIC BLUE)

FREQUENCY: 630 Kc. POWER: 500 Watts, d.; 250 Watts, n. OWNED BY: Washington Evening Star. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: TransLux Bldg. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 712—11th St. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Washington Evening Star owns complete stock of owning company. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library.

**Personnel**

President.....Norman Leese  
General Manager.....K. H. Berkeley  
Assistant Manager.....Carleton D. Smith  
Assistant Manager.....Fred Shawn  
Sales Manager.....John H. Dodge  
Advertising Manager.....John H. Dodge  
Publicity Director.....Phebe M. Gale  
Chief Engineer.....A. E. Johnson

**POLICIES**

Does not accept hard liquor or wine advertisements, nor foreign language accounts. NBC policies apply otherwise.

**REPRESENTATIVE**

National Broadcasting Co., Inc.

**W O L**

"MUTUAL'S STATION FOR THE DISTRICT OF COLUMBIA"

WASHINGTON, D. C.—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 1000 Watts. OWNED BY: American Broadcasting Co. OP-

ERATED BY: American Broadcasting Co. BUSINESS ADDRESS: 1627 K St. N.W. PHONE: Metro 0012-3-4. STUDIO ADDRESS: 1627 K St. N.W. TRANSMITTER LOCATION: Chillum, Md. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M.; Sunday, 7:00 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth and NAB Library.

**Personnel**

President and Owner.....Helen S. Mark  
General Manager.....W. B. Dolph  
Sales Manager.....Henry V. Seay  
Program Director.....Madeline Ensign  
Publicity Director.....Madeline Ensign  
Musical Director.....Frank Blair  
Chief Engineer.....H. H. Lyon

**POLICIES**

Station does not accept liquor advertising on Sundays; on weekdays after 10:00 P.M. only. Maximum length of contract: one year. No periods sold in bulk for re-sale. All programs subject to approval of station management.

**REPRESENTATIVE**

William G. Rambeau Co.

**W R C**

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.  
(BASIC RED)

FREQUENCY: 950 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: TransLux Bldg. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. D. No. 1, Hyattsville, Md. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus & NAB Library.

**Personnel**

President.....Lenox R. Lohr  
General Manager.....K. H. Berkeley  
Assistant Manager.....Carleton D. Smith  
Assistant Manager.....Fred Shawn  
Sales Manager.....John H. Dodge  
Advertising Manager.....John H. Dodge  
Publicity Director.....Phebe M. Gale  
Chief Engineer.....A. E. Johnson

**POLICIES**

Station does not accept hard liquor or wine advertisements, or foreign language accounts. NBC policies apply.

**REPRESENTATIVE**

National Broadcasting Co., Inc.

# FLORIDA

Population 1,670,000

Number of Families 443,000

Number of Radio Homes 297,900

Retail Sales \$425,807,000

Auto Registrations 250,762

## W M F J

"THE TOPS IN PROGRAMS AT THE TOP OF YOUR DIAL"

### DAYTONA BEACH—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: W. Wright Esch. OPERATED BY: W. Wright Esch. BUSINESS ADDRESS: 126½ Magnolia Ave. PHONE: 91. STUDIO ADDRESS: 126½ Magnolia Ave. TRANSMITTER LOCATION: 126½ Magnolia Ave. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 9:00 P.M. (Sunday). NEWS SERVICE: Radio News Assoc. TRANSCRIPTION SERVICE: Lang-Worth.

#### Personnel

Manager.....W. Wright Esch  
Commercial Manager.....Ed Sims

## WJAX

JACKSONVILLE, FLORIDA

### THE MUNICIPAL BROADCASTING STATION

900 Kc. 5000 Watts Day  
1000 Watts Night

AFFILIATED NBC

Phone Jacksonville 5-5821

Representatives

John Blair & Co., New York, Chicago,  
Detroit and West Coast

H E Cummings, Southeast

Chief Announcer.....Ray Clancy  
Program Director.....A. B. Esch  
Chief Engineer.....W. K. Ellenwood  
Engineers.....Clark Overton, Otis Wright

#### POLICIES

No liquor accounts accepted.

## WRUF

"THE VOICE OF FLORIDA"

### GAINESVILLE—EST. 1928

FREQUENCY: 830 Kc. POWER: 5000 Watts. OWNED BY: State and University of Florida. OPERATED BY: Same. BUSINESS ADDRESS: University Campus. PHONE: 1000 Ext. 55. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to sunset at Denver, Colo.; Sunday, 8:00 A.M. to sunset at Denver, Colo. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

#### Personnel

Station Executive.....Garland Powell  
Asst. Director.....Russell McCaughan  
Chief Announcer.....Dan Riss  
Chief Engineer.....Joseph Weil

#### POLICIES

Advertising of alcoholic beverages not accepted. Political speeches not accepted. Station does not accept business on a "per inquiry" basis. All programs subject to approval by station management, rules, and regulations of Federal and State governments, and policies of the Board of Control of Institutions of Higher Learning of Florida.

## WJAX

(SUMMER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF OCEAN BREEZES"

(WINTER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF SUNSHINE"

### JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: City of Jacksonville. OPERATED BY: Same. BUSI-

**NESS ADDRESS:** No. 1 Broadcast Place. **PHONE:** 5-5821-2. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Hyde Park Country Club. **TIME ON THE AIR:** (daily) 7:00 A.M. to 1:00 A.M.—(Sunday) 9:00 A.M. to midnight. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

**Personnel**

Commissioner in Charge. . . . .Thos. C. Imeson  
Station Manager and Chief

Engineer. . . . .John T. Hopkins, III  
Merchandising Manager. . . . .Ralph Feather

**POLICIES**

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Merchandising manager assists in making merchandise displays, sending out mimeographed letters and other types of merchandising requested by sponsors, there being no charge other than material used, stationery, stamps, etc.

**REPRESENTATIVE**

John Blair & Co.  
Harry Cummings, Atlanta

**W J H P \***

**JACKSONVILLE—EST. 1938**

**FREQUENCY:** 1290 Kc. **POWER:** 250 Watts. **OWNED BY:** The Metropolis Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Jacksonville. **TIME ON THE AIR:** Full Time License.

\* Station was licensed to operate under a construction permit and no further information was available at time of going to press.

**W M B R**

**JACKSONVILLE—EST. 1934**

**COLUMBIA BROADCASTING SYSTEM  
FLORIDA BROADCASTING SYSTEM**

**FREQUENCY:** 1370 Kc. **POWER:** 250 Watts, d.; 100 Watts, n. **OWNED BY:** Fla. Broadcasting Co. **OPERATED BY:** Fla. Broadcasting Co. **BUSINESS ADDRESS:** Atlantic Bank Annex Bldg. **PHONE:** 5-4387-8. **STUDIO ADDRESS:** Atlantic National Bank Bldg. **TRANSMITTER LOCATION:** Foot of Vine St. **TIME ON THE AIR:** 7:00 A.M. to midnight. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NAB Library.

**Personnel**

President. . . . .Frank King  
Secretary-Treasurer . . . . .Glenn Marshall  
Chief Announcer. . . . .Chas. Stone  
Musical Director. . . . .Clyde Gardner  
Chief Engineer. . . . .H. B. Greene

**POLICIES**

No hard liquor advertising accepted. No lotteries or fortune telling acts permitted. Carries out a monthly distribution check on all food and drug items.

**REPRESENTATIVE**

Paul H. Raymer Co.

**W L A K**

"SERVING IMPERIAL POLK COUNTY"

**LAKELAND—EST. 1936**

**NATIONAL BROADCASTING CO.**

**FREQUENCY:** 1300 Kc. **POWER:** 100 Watts. **OWNED BY:** Lake Region Broadcasting Co. **OPERATED BY:** Lake Region Broadcasting Co. **BUSINESS ADDRESS:** New Florida Hotel. **PHONE:** 2128. **STUDIO ADDRESS:** New Florida Hotel. **TRANSMITTER LOCATION:** Lakeland. **TIME ON THE AIR:** 7:30 to 11:00 P.M. **NEWS SERVICE:** Press Radio Bureau. **TRANSCRIPTION SERVICE:** World Broadcasting System.

**Personnel**

Manager. . . . .Mardi S. Liles  
Program Director. . . . .Gordon Fletcher  
Sales Director. . . . .Henry Goff  
Chief Engineer. . . . .Powell Hunter

**POLICIES**

Advertising of alcoholic beverages not accepted excepting beer and wine. No business accepted upon "per inquiry" basis.

**REPRESENTATIVE**

John Blair & Co.

**W I O D**

"BEST ON THE DIAL"

**MIAMI—EST. 1926**

**NBC—(Red and Blue)**

**FREQUENCY:** 610 Kc. **POWER:** 1000 Watts. **OWNED BY:** Isle of Dreams Broadcasting Co. **OPERATED BY:** Isle of Dreams Broadcasting Co. **BUSINESS ADDRESS:** News Tower. **PHONE:** 3-6444. **STUDIO ADDRESS:** News Tower. **TRANSMITTER LOCATION:** N. W. 18th Ave. and 32nd St. **TIME ON THE AIR:** 7:00 A.M. to 12:00 midnight (daily); 8:00 A.M. to 12:00 midnight (Sunday). **NEWSPAPER AFFILIATION:** Miami Daily News. **NEWS SERVICE:** United Press, International News Service. **TRANSCRIPTION SERVICE:** NBC Thesaurus, Associated Library, World Transcription System. **MAINTAINS ARTISTS' BUREAU.**

**Personnel**

President. . . . .D. J. Mahoney  
Vice-Pres. and Genl. Mgr. . . . .Hal I. Leyshon  
Station Manager. . . . .Martin S. Wales  
Commercial Manager. . . . .S. A. Vetter  
Chief Announcer. . . . .Sam Parker  
Publicity Director. . . . .Boarman Boyd  
Musical Director. . . . .Earl Barr Hanson  
Chief Engineer. . . . .Milton C. Scott Jr.

**POLICIES**

Advertising of alcoholic beverages, excepting beer and wine, not accepted. Foreign language programs accepted when accompanied by English translation.

**REPRESENTATIVE**

George P. Hollingbery Co.  
Harry S. Cummings, Jacksonville and Atlanta

**This is Florida-SALES SIDE UP!**

Geographically, Miami is on the bottom end of Florida—but on the SALES map, Miami is tops Miami—South Florida—is more than a famous winter resort. It is a prosperous year 'round market. In family income, retail sales per family, gasoline sales, building permits Miami is FIRST in Florida in the first rank of the nation!

Put Miami on your sales map in 1939. Put it there profitably with a schedule on WIOD

**W I O D**  
610 KC

WIOD—member of the NBC Red and Blue networks—the Gold Group of the World Transcription System

# WDBO is

**FLORIDA'S  
2nd  
STATION**

5000 WATTS DAY  
1000 WATTS NIGHT  
580 KILOCYCLES

CBS AFFILIATE—OWNED AND OPERATED BY  
**ORLANDO BROADCASTING COMPANY**  
ORLANDO, FLORIDA



# W Q A M

"THE VOICE OF TROPICAL AMERICA"

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM  
FLORIDA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 1000 watts.  
OWNED BY: Miami Broadcasting Co. OP-  
ERATED BY: Miami Broadcasting Co. BUSI-  
NESS ADDRESS: Postal Bldg., PHONE: 26121.  
STUDIO ADDRESS: Postal Bldg. TRANSMIT-  
TER LOCATION: Biscayne Bay at 14th St.  
TIME ON THE AIR: 6:30 A.M. to midnight.  
NEWS SERVICES: United Press, Transradio  
Press. TRANSCRIPTION SERVICE: World  
Broadcasting System.

## Personnel

President and General  
Manager ..... Fred W. Borton  
Advertising Manager..... Norman MacKay  
Program Manager..... Hazel McGuire  
Sales Manager..... Fred Mizer  
Chief Engineer..... Ralph Nulsen

## POLICIES

No liquor except light wines and beer. No  
advertising is accepted which is in violation  
of good taste. No fortune tellers, mystics,  
numerologists, astrologers, etc.

Merchandising: Dealer contacts, surveys,  
special stunts.

## REPRESENTATIVE

John Blair & Co.

# W K A T

MIAMI BEACH—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts.  
OWNED BY: A. Frank Katzentine. OPERATED  
BY: Same. BUSINESS ADDRESS: 1759 N. Bay  
Rd. PHONE: 5-7471. STUDIO ADDRESS: Sams.  
TRANSMITTER LOCATION: Same. TIME ON  
THE AIR: 7:00 A.M. to 12:00 midnight. NEWS  
SERVICE: United Press. TRANSCRIPTION  
SERVICE: Associated Music Library, Standard  
Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

Owner and General  
Manager..... A. Frank Katzentine  
Station Manager..... Helen Hackett  
Commercial Manager..... Betty Lee Taylor

## POLICIES

Advertising of beer and wine accepted.

## REPRESENTATIVE

Weed & Co.

# W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 Watts,  
d.; 1000 watts, n. OWNED BY: Orlando  
Broadcasting Co., Inc. OPERATED BY: Or-  
lando Broadcasting Co., Inc. BUSINESS AD-  
DRESS: Ft. Gatlin Hotel, 563 N. Orange Ave.

PHONE: 6181-5957. STUDIO ADDRESS: Ft.  
Gatlin Hotel, 563 N. Orange Ave.; Deland  
Extension Studio: Chamber of Commerce Bldg.,  
Deland. TIME ON THE AIR: (daily) 7:00 a.m.  
to 12:05 a.m., (Sunday) 7:30 a.m. to 12:05 a.m.  
NEWS SERVICE: United Press. MAINTAINS  
ARTISTS BUREAU; TRANSCRIPTION SER-  
VICE: World Library.

## Personnel

President..... Col. Geo. C. Johnston  
Local Advertising Manager..... J. M. Pedrick  
Artists Bureau Head..... W. Kimble  
Chief Announcer..... W. Gage McBride  
Station Manager..... Harold P. Danforth  
Publicity Director..... Lenoir Cushman  
Program Director..... Emily Beckett  
Musical Director..... Walter Kimble  
Chief Engineer..... J. E. Yarbrough

## POLICIES

Wine and beer only; no liquor. Foreign  
language programs not accepted because of  
extremely limited number of foreign speaking  
families within service area.

Merchandising service of the station staff  
will be furnished without additional charge;  
actual cash expenditures are to be paid by  
advertiser.

## REPRESENTATIVE

Paul H. Raymer Company

# W C O A

"THE ONLY STATION FOR COMPLETE  
WEST FLORIDA COVERAGE"

PENSACOLA—EST. 1926

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1340 Kc. POWER: 1000  
Watts. OWNED BY: Pensacola Broadcasting  
Co. OPERATED BY: Pensacola Broadcasting  
Co. BUSINESS ADDRESS: P. O. Box 1368.  
PHONE: Pen 4111. STUDIO ADDRESS: San  
Carlos Hotel. TRANSMITTER LOCATION: Pen-  
sacola Bay Bridge. TIME ON THE AIR: 6:30  
A.M. to 11:00 P.M.; Saturday, 6:30 A.M. to  
midnight; Sunday 8:25 A.M. to 11:00 P.M.  
NEWSPAPER AFFILIATION: News-Journal Co.  
NEWS SERVICE: Press Radio Bureau. TRAN-  
SCRIPTION SERVICE: C. P. MacGregor.

## Personnel

President..... John H. Perry  
General Manager..... Henry G. Wells, Jr.  
Commercial Manager..... R. R. Powell  
Chief Engineer..... Beecher Hayford  
Chief Announcer..... C. E. Vann  
Musical Director..... C. J. Edmiston

## POLICIES

No liquor; advertising copy week in ad-  
vance—foreign population negligible.

Merchandising: Letters to trade — special  
posters in stores, taxicab (rear tire covers),  
posters on all municipal vehicles. Trade sur-  
veys; also large window displays on main  
street offered to national accounts.

## REPRESENTATIVE

John H. Perry Assoc.

# WFOY

"THE BIRTHPLACE OF A NATION"

ST. AUGUSTINE—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 Watts (daytime). OWNED BY: Fountain of Youth Properties, Inc. OPERATED BY: Fountain of Youth Properties, Inc. BUSINESS ADDRESS: Fountain of Youth Gardens. PHONE: 1400. STUDIO ADDRESS: Fountain of Youth Gardens. TRANSMITTER LOCATION: Fountain of Youth Gardens. TIME ON THE AIR: 7:30 A.M. to 10:30 P.M. EST. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Walter B. Fraser  
Station Manager.....R. M. Tigert  
Commercial Manager.....John H. Cummins  
Program Director.....Ruth Tanksley  
Chief Engineer.....Bradley Overton

## POLICIES

Does not accept liquor advertising excepting beer and wine.

# WSUN

"WHY STAY UP NORTH"

ST. PETERSBURG—EST. 1928

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 Watts-d., 1000 watts-n. OWNED BY: Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: Recreation Pier. PHONE: 4747-8. STUDIO ADDRESS: Recreation Pier. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight in connection with WFLA. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Chairman of Board.....Glenn V. Leland  
General and National  
Sales Manager.....Harold H. Meyer  
Chief Engineer.....Louis J. Link  
Consulting Engineer.....Joseph Mitchell  
Local Sales Manager.....Jerry A. Wigley  
Artists Bureau Head.....B. Cunningham  
Program Director.....Bob Wilbur  
Chief Announcer.....Lynn Gearhart  
Production Chief.....Maurice F. Hayes

## POLICIES

Beer and ale accounts accepted. No hard liquors—in line with NBC policy). Patent medicine advertising accepted subject to station approval.

## REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

SUNSHINE FOR LISTENERS  
SUNSHINE FOR ADVERTISERS

# WSUN

St. Petersburg, Florida

*Serving Florida's Center of Population  
and Richest Markets*

*Business Office*

RECREATION PIER—ST. PETERSBURG, FLORIDA

5000 W—Day  
1000 W—Night

620 k.c.

Harold Meyer, General Manager

# WTAL

"VOICE OF FLORIDA'S CAPITAL CITY"

TALLAHASSEE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts-d., 100 Watts-n. OWNED BY: Fla. Capital Broadcasters, Inc. OPERATED BY: Fla. Capital Broadcasters, Inc. BUSINESS ADDRESS: Thomasville Rd. PHONE: 1310-R. STUDIO ADDRESS: Thomasville Rd. TRANSMITTER LOCATION: Thomasville Rd. TIME ON THE AIR: 8:00 a.m. to 10:00 p.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU; TRANSCRIPTION SERVICES: World Broadcasting System.

## Personnel

President ..... Gilbert Freeman  
Station Manager ..... Richard Kingston  
Musical Director ..... Lillian Kalil  
Chief Engineer ..... W. A. Snowden

## POLICIES

Does not accept liquor advertising.

# WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Tampa Times Company. OPERATED BY: Tampa Times Company. BUSINESS ADDRESS: Tampa Terrace Hotel. PHONE: M-1818. STUDIO ADDRESS: Tampa Terrace Hotel. TRANSMITTER LOCATION: Forest Hills Country Club, Area. TIME ON THE AIR: 7:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Tampa Daily Times. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President ..... David E. Smiley  
Station Manager ..... L. S. Mitchell  
Chief Announcer ..... Kenneth W. Skelton  
Publicity Director ..... Virginia L. James  
Musical Director ..... Dr. M. Platner  
Chief Engineer ..... Wm. Pharr Moore

## POLICIES

Hard liquor advertising not carried. Beer and light wine advertising accepted. Programs in Spanish carried regularly.

Reasonable amount of window display, local calls, letter service and newspaper ties are available.

## REPRESENTATIVE

The Katz Agency

# WFLA

"SERVING THE TAMPA TRADE TERRITORY"

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

WFLA-WLAK NET

FREQUENCY: 620 Kc. POWER: 5000 Watts,

d.; 1000 Watts, n. OWNED BY: Fla. West Coast Broadcasting Co., Inc. OPERATED BY: Fla. West Coast Broadcasting Co., Inc. BUSINESS ADDRESS: Tair Bldg., Tampa. PHONE: M H 1828- and H 1829, Tampa—Clearwater 2753. STUDIO ADDRESS: Tair Bldg., Tampa. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Press Radio Bureau. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President ..... H. H. Baskin  
Com. Mgr. & V-P ..... W. Walter Tison  
Artists' Bureau Head ..... Don Bell  
Chief Announcer ..... Paul Bell  
Station Manager ..... W. Walter Tison  
Sales Manager ..... Melvin A. Myer (Local)  
Publicity Director ..... Don Bell  
Musical Director ..... Frank Grasso  
Chief Engineer ..... Joe Mitchell

## POLICIES

Liquor programs must be in good taste. Foreign language programs not accepted.

Limited merchandising is offered in keeping with size of the account. Exploitation is carried out in accord with wishes of advertiser and at his expense.

## REPRESENTATIVE

John Blair & Co.

# WJNO

"THE VOICE OF THE PALM BEACHES"

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 kc. POWER: 250 watts-d., 100 watts-n. OWNED BY: WJNO, Inc. OPERATED BY: WJNO, Inc. BUSINESS ADDRESS: P. O. Box 189. PHONE: 5157-8. STUDIO ADDRESS: 1415 Okeechobee Road. TRANSMITTER LOCATION: 1415 Okeechobee Road. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

## Personnel

President ..... Jay O'Brien  
Secretary-Treasurer ..... Louise De Lea  
Chief Announcer ..... Ben Decker  
General Manager ..... Reggie Martin  
Program Director ..... J. Gunnar Back  
Chief Engineer ..... John Moore

## POLICIES

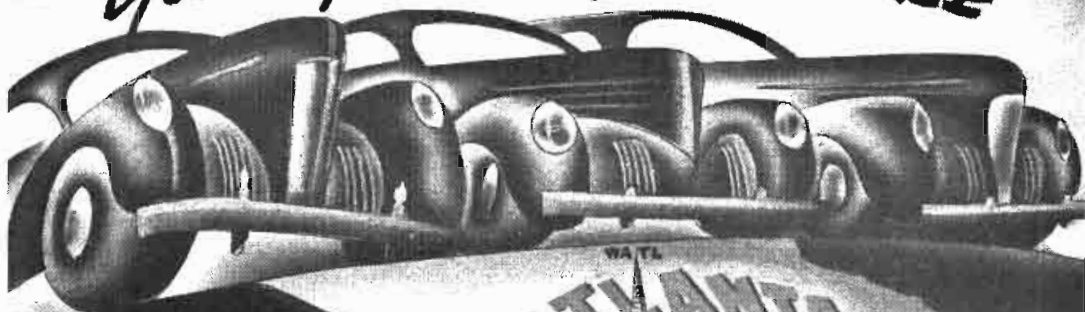
Beer and wine acc'ts only; no hard liquor. Merchandising: Station maintains merchandising department to cooperate with clients.

## REPRESENTATIVE

Weed & Company

# THE THREE WAY ROAD TO SALES IN GEORGIA

*You've got to buy "ALL THREE"*



The only Network in Georgia. Covers 125,940 Radio Homes in three choice markets at one low cost. For full particulars, communicate with Jim Woodruff, Jr., Gen. Mgr., at Columbus, Georgia.

**"THIS IS THE GEORGIA BROADCASTING SYSTEM"**

**WATL ★ WRBL ★ WGPC**

ATLANTA

COLUMBUS

ALBANY

*National Representatives:*

**SEARS & AYER, INC.**  
NEW YORK & CHICAGO

# GEORGIA

Population 3,085,000

Number of Families 716,000

Number of Radio Homes 370,800

Retail Sales \$484,693,000

Auto Registrations 354,447

## WGPC

"VOICE OF S. W. GEORGIA"  
ALBANY—EST. 1934

FREQUENCY: 1240 Kc. POWER: 100 Watts.  
OWNED BY: Americus Broadcasting Co. OPERATED BY: J. W. Woodruff, Sr. BUSINESS ADDRESS: 127½ N. Jackson St. PHONE: 1371-1370. STUDIO ADDRESS: 127½ N. Jackson St. TRANSMITTER LOCATION: 127½ N. Jackson St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Albany Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President.....J. W. Woodruff, Sr.  
General Manager.....J. W. Woodruff, Jr.  
Resident Manager.....Stewart Watson  
Chief Announcer.....Hubert Batey  
Program Manager.....Louis B. Poole  
Chief Engineer.....Randolph C. Hallet

### POLICIES

No special policies or restrictions.

### REPRESENTATIVE

Sears & Ayer

## WGAU

"THE RED AND BLACK STATION  
BRIDGING THE TRADE-GAP IN  
NORTHEAST GEORGIA"

ATHENS—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: J. K. Patrick & Co. OPERATED BY: J. K. Patrick & Co. BUSINESS ADDRESS: Bobbins Mill Road. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Station Director.....A. Lynne Brannen  
Program Director.....Melvin Gorman  
Musical Director.....Harry L. Grimes

### POLICIES

Station does not accept liquor or wine advertisements; Station does not use phonograph records and has every facility for any type of service.

## WAGA

"ATLANTA'S WAVE OF WELCOME"  
ATLANTA—EST. 1937

NBC—(BLUE)

FREQUENCY: 1450 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Liberty Broadcasting Co. OPERATED BY: The Atlanta Journal. BUSINESS ADDRESS: Western Union Bldg. PHONE: Main 5101-3. STUDIO ADDRESS: Western Union Bldg. TRANSMITTER LOCATION: East Atlanta. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: The Atlanta Journal (Operates the station and owns stock in same). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Transcription Library.

### Personnel

Executive Director.....Lambdin Kay  
Station Manager.....Jess M. Swicegood  
Commercial Manager.....Jess M. Swicegood  
Chief Announcer.....Earle J. Pudney  
Musical Director.....Earle J. Pudney  
Chief Engineer.....Clif H. Hanson

### POLICIES

No liquor accounts accepted. No chiro-practic accounts accepted.

Merchandising: Sponsors receive full cooperation and publicity through the pages of the radio section of the Atlanta Journal and all other mediums are charges to the account at cost to the station.

### REPRESENTATIVE

Edward Petry Co., Inc.

## WATL

"THE NEWS STATION OF ATLANTA"  
ATLANTA—EST. 1931

GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Atlanta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Henry Grady Bldg. PHONE: Walnut 4377-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 26 Cain St., N. W. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (all night Sat.). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

## Personnel

President.....J. W. Woodruff  
General Manager.....Maurice C. Coleman  
Chief Announcer.....Bill Shannon  
Sales Manager.....Maurice C. Coleman  
Musical Director.....Ken Keese  
Chief Engineer.....Jim Comer Jr.

## POLICIES

Advertising of alcoholic beverages, excepting light wines and beer, not accepted. Accepts foreign language programs if English script is furnished and passes usual policy rules.

Merchandising: Tabloid "newspapers" delivered to 75,000 homes regularly; blotters supplied on all accounts that are of 52-week duration. Phone service to all women's organizations, etc., informing them of attractions. Letters and post cards to dealer outlets, etc. Expect to turn a portion of our national advertising over to clients.

## REPRESENTATIVE

Sears & Ayer

# W G S T

ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Georgia School of Technology. OPERATED BY: Southern Broadcasting Stations, Inc. BUSINESS ADDRESS: Ansley Hotel. PHONE: Walnut 8441. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cheshire Bridge Road. TIME ON THE AIR: Sundays, 7:45 A.M. to 12:00 midnight; Daily, 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Atlanta Georgian-American, Atlanta Constitution. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

General Manager.....W. H. Summerville  
Treasurer.....P. J. Wilhite  
Program Director.....John Fuller  
Promotion Director.....Frank Gaither  
Production Director.....Don Naylor  
Musical Director.....Lola Wallace

## POLICIES

Station maintains merchandising department.

## REPRESENTATIVE

The Katz Agency

# W S B

"THE VOICE OF THE SOUTH"

ATLANTA—EST. 1922

NBC—RED

FREQUENCY: 740 Kc. POWER: 50,000 Watts. OWNED BY: Atlanta Journal Co. OPERATED BY: Atlanta Journal Co. BUSINESS ADDRESS: Atlanta Biltmore Hotel. STUDIO

ADDRESS: Atlanta Biltmore Hotel. TRANSMITTER LOCATION: Near Tucker, Ga. TIME ON THE AIR: Daily, 5:45 A.M. to 12:00 midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Atlanta Journal. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

General Manager.....Lambdin Kay  
Sales Manager.....John M. Outler, Jr.  
Program Director.....Roy McMillen  
Musical Director.....Marcus Bartlett  
Continuity Editor.....Lessie Smithgall  
Commercial Traffic Manager.....Dana Waters  
Transcription Editor.....Herbert Harris  
News Editor.....Ernest Rogers  
Director of School of Air.....Louis T. Rigdon  
Chief Engineer.....C. F. Daugherty

## POLICIES

All business accepted subject to the "Standard Conditions Governing Contracts and Orders for Spot Broadcasting" adopted by the National Association of Broadcasters in cooperation with the American Association of Advertising Agencies.

## REPRESENTATIVE

Edward Petry & Company

# W R D W

"WHERE RADIO DOES WONDERS"  
"THE VOICE OF AUGUSTA"

AUGUSTA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts, d., 100 watts-n. OWNED BY: Augusta Broadcasting Co. OPERATED BY: Augusta Broadcasting Co. BUSINESS ADDRESS: 10th & Broad Sts. PHONE: 2976-7-8. STUDIO ADDRESS: 10th & Broad Sts. TRANSMITTER LOCATION: Buena Vista Ave., North Augusta, S. C. TIME ON THE AIR: 6:55 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

## Personnel

Station Manager.....W. R. Ringson  
Sec. & Treas.....F. J. Miller  
Program Director.....James Davenport  
Artists Bureau Head.....James Davenport  
Chief Announcer.....James Davenport  
Sales Manager.....Thurston Bennett  
Musical Director.....Allyn Corris  
Chief Engineer.....Harvey Aderhold

## POLICIES

No liquor advertising.

Merchandising: Personalized merchandising through dealers, direct mail, newspapers and theatre trailers is available.

## REPRESENTATIVE

Burn-Smith Co.

# WRBL

"THE VOICE OF FRIENDLY SERVICE"

**COLUMBUS—EST. 1928**

GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: The Columbus Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 1420 2nd Ave. PHONE: 4300-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 15th Ave.—30th St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 6:00 P.M., C.S.T. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....J. W. Woodruff, Sr.  
General Manager.....Jack Gibney  
Commercial Manager.....D. T. Youngblood  
Chief Announcer Program Director  
Bill Dougherty  
Artists Bureau Head.....Elizabeth Alford  
Chief Engineer.....Oliver Heely

## POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.  
Merchandising: Full merchandising service is available to advertising including embossed display signs.

## REPRESENTATIVE

Sears & Ayer

# WKEU

**GRIFFIN—EST. 1934**

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Radio Station WKEU. OPERATED BY: A. W. Marshall, Jr. BUSINESS ADDRESS: Griffin Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime to local sunset. TRANSCRIPTION SERVICE: C. P. MacGregor.

## Personnel

Manager .....A. W. Marshall, Jr.

## REPRESENTATIVE

Burn-Smith Co.

# WMAZ

"DOING A PEACH OF A JOB IN GEORGIA"

**MACON—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1180 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Southeastern Broadcasting Co. OPERATED BY: Southeastern

Broadcasting Co. BUSINESS ADDRESS: 211 Cotton Ave. PHONE: 3131-2. STUDIO ADDRESS: 211 Cotton Ave. TRANSMITTER LOCATION: Georgia Place. TIME ON THE AIR: 6:30 A.M. to Sunset at Albuquerque, New Mexico; Sunday, 8:00 A.M. to sunset at Albuquerque, N. M. NEWSPAPER AFFILIATION: Macon Telegraph & Evening News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Transcription System, Radio Transcription Co. of America, World Program Service.

## Personnel

President, General Manager.....E. K. Cargill  
Vice-President.....George P. Rankin  
Secretary-Treasurer and Assistant Manager,  
Wilton E. Cobb  
Commercial Manager.....Frank Crowther  
Publicity Director.....Wilton E. Cobb  
Musical Director.....Allie V. Williams  
Chief Engineer.....George P. Rankin Jr.

## POLICIES

No hard liquor or questionable medical products advertising accepted.  
Merchandising: Extent determined with each account.

## REPRESENTATIVE

The Katz Agency

# WRGA

**ROME—EST. 1929**

FREQUENCY: 1500 Kc. POWER: 250 watts-d., 100 watts-n. OWNED BY: Rome Broadcasting Corp. OPERATED BY: Rome Broadcasting Corp. BUSINESS ADDRESS: National City Bank Bldg. PHONE: 1995. STUDIO ADDRESS: National City Bank Bldg. TRANSMITTER LOCATION: National City Bank Bldg. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m.; (Sunday) 9:00 a.m. to 10:00 p.m. NEWS SERVICE: United Press.

## Personnel

President.....John W. Quarles  
Station Manager.....Happy Quarles  
Commercial Manager.....Price Selby  
Chief Announcer.....Jimmy Kirby  
Chief Engineer.....R. L. Starr

# WSAV\*

**SAVANNAH—EST. 1939**

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Arthur Lucas. OPERATED BY: Arthur Lucas. BUSINESS ADDRESS: Savannah. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

## Personnel

Owner . . . . . Arthur Lucas

\* Station was licensed to operate under a C.P. No further information was available at time of going to press.

# W T O C

"WELCOME TO OUR CITY"

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts (C.P. pending for 5000 watts, d.). OWNED BY: Savannah Broadcasting Co. OPERATED BY: Savannah Broadcasting Co. \*BUSINESS ADDRESS: P. O. Box 645. PHONE: Savannah 2-0127. STUDIO ADDRESS: 516 Abercorn St. TRANSMITTER LOCATION: Northwest of Savannah (C.P. near Louisville Rd.). TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

\* Station will locate in Old Southern Mansion after completion of construction of new studios and equipment.

## Personnel

President . . . . . W. T. Knight, Jr.  
Station Manager . . . . . Marjorie B. Willis  
Local Sales Manager . . . . . Robert R. Feagin  
Chief Announcer . . . . . Weldon W. Herrin  
Promotion and Advertising Director,  
W. B. Smart  
Continuity Director . . . . . Esther Shearouse  
Chief Engineer . . . . . Laws L. Meador  
Engineer in Charge of Remotes,  
Charles A. Runyon

## POLICIES

Liquor advertising not accepted. Will accept foreign language programs provided transcribed with affidavit translating the program, copy and material. No announcements of general nature are accepted on Sundays; Sunday is reserved for institutional advertising only.

Merchandising: Signs on the sides of Dodge Panel Truck; embossograph signs, mimeographed publicity releases, courtesy announcements, personal contact of local dealers, assistance with dealer display, direct mail campaigns.

## REPRESENTATIVE

Paul H. Raymer Company

# W P A X

"GOOD MERCHANTS USE RADIO WPAX IN THOMASVILLE"

THOMASVILLE—EST. 1934

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: H. Wimpy. OPERATED BY: H. Wimpy. BUSINESS ADDRESS: 117 Remington Ave. PHONE: 909. STUDIO ADDRESS: 117 Remington Ave. TRANSMITTER LOCATION: 117 Remington Ave. TIME ON THE AIR: 7:00 A.M. to sunset. NEWSPAPER AFFILIATIONS: Atlanta Georgian, Albany Herald, Albany, Ga.; Pelham Journal, Pelham, Ga. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Records exclusively.

## Personnel

Commercial Manager . . . . . Chas. Lawton  
Station Manager . . . . . H. Wimpy  
Chief Announcer . . . . . T. P. Walton, Jr.  
Sales Manager . . . . . Chas. Lawton  
Chief Engineer . . . . . James W. Poole

## POLICIES

Accepts beer and wine, no liquor. Very few foreign language listeners in territory but no restrictions on such accounts.

# W A Y X

"VOICE OF SOUTH GEORGIA"

WAYCROSS—EST. 1936

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Waycross Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 620 Plant Ave. PHONE: 965. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waycross. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Waycross Journal - Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President . . . . . Jack Williams  
Commercial Manager . . . . . Jack Murray  
Station Manager . . . . . John J. Tobola

## POLICIES

Beer and wine advertising permitted, except on Sunday.

Merchandising: Affiliation with Waycross Journal-Herald permits added publicity on programs. Cuts and stories of artists featured are run in the paper.



# IDAHO

Population 493,000

Number of Families 124,000

Number of Radio Homes 98,700

Retail Sales \$140,167,000

Auto Registrations 113,000

## K I D O

"THE VOICE OF IDAHO"

BOISE—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1350 Kc. POWER: 2500 watts, d., 1000 watts, n. (C.P. for 5000 watts, d.). OWNED BY: C. G. Phillips and Frank L. Hill. OPERATED BY: C. G. Phillips and Frank L. Hill. BUSINESS ADDRESS: Hotel Boise. PHONE: 650-1-3040. STUDIO ADDRESS: Hotel Boise. TRANSMITTER LOCATION: 4½ miles N.W. of city. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Station Manager.....C. G. Phillips  
Commercial Manager.....Bonnie Scotland  
Chief Announcer.....Billy Phillips  
Sales Manager.....W. E. Weaver  
Publicity Director.....Leroy Cville  
Musical Director.....Vern Moore  
Chief Engineer.....Harold Toedtemeier

### POLICIES

Liquor advertising after 9:30 p.m. only.  
Newspaper and radio publicity by way of merchandising aids.

### REPRESENTATIVE

John Blair and Company

## K G C I \*

COEUR D'ALENE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Clarence A. Berger and Saul S. Freeman. OPERATED BY: Clarence A. Berger and Saul S. Freeman. BUSINESS ADDRESS: Coeur D'Alene. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

\* Station was licensed to operate under a C. P. No further information was available at time of going to press.

## K I D

"IDAHO'S MOST POWERFUL RADIO STATION"

IDAHO FALLS—EST. 1928

FREQUENCY: 1320 Kc. POWER: 5000 Watts-d., 500 Watts-n. OWNED BY: KID Broadcasting Co. OPERATED BY: KID Broadcasting Co. BUSINESS ADDRESS: 3rd floor, KID Bldg. PHONE: 4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hunnom Road. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President and General Manager.....J. W. Duckworth  
Assistant Manager.....Maxine Chaffin  
Chief Engineer.....W. J. Provis

### POLICIES

No special policies or programs or merchandising plans.

### REPRESENTATIVE

Sears & Ayer

## K R L C

"SERVING THE NORTHWEST'S RICHEST AGRICULTURAL AREA"

LEWISTON—EST. 1935

FREQUENCY: 1390 Kc. POWER: 250 Watts. OWNED BY: H. E. Studebaker. OPERATED BY: H. E. Studebaker. BUSINESS ADDRESS: Lewis-Clark Hotel. PHONE 1950-1. STUDIO ADDRESS: Lewis-Clark Hotel. TRANSMITTER LOCATION: Lewiston Orchards. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m., (Sunday) 9:00 a.m. to 9:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Program Service, Lang-Worth Feature Programs, Inc.

### Personnel

Owner.....H. E. Studebaker  
Advertising Manager.....R. A. Klise  
Station Manager.....Donald A. Wike

## POLICIES

All copy must comply with station policy and FCC Regulations.

Merchandising service is available to extent desired at actual cost.

## REPRESENTATIVES

Walter Biddick Co.—Pacific Coast  
Sears & Ayers—Chicago  
Cox & Tanz—Philadelphia

# K F X D

"IDAHO'S STATION KFXD"  
NAMPA—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Frank E. Hurt. OPERATED BY: Frank E. Hurt. BUSINESS ADDRESS: 1024 Twelfth Ave., South. PHONE: 1200. STUDIO ADDRESS: 1024 Twelfth Ave., S.; Eighth and Grant Sts., Caldwell; Owyhee Hotel, Boise. TRANSMITTER LOCATION: 1024 Twelfth Ave., S.; Boise & Caldwell. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M.; Sunday, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, NBC Thesaurus, Lang-Worth, C. P. MacGregor.

## Personnel

Owner and Station Manager.....Frank E. Hurt  
Commercial Manager.....Doyle Cain  
Chief Announcer.....Marvin E. Johnston  
Sales Manager.....Doyle Cain  
Chief Engineer.....Edward Hurt

## POLICIES

Does not accept any liquor advertising.  
Does not accept advertising of products not sold by local merchant.

# K S E I

NATIONAL BROADCASTING CO.  
(RED AND BLUE)

POCATELLO—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts-d., 250 Watts-n. OWNED BY: Radio Service Corp. OPERATED BY: Radio Service Corp. BUSINESS ADDRESS: Pocatello. PHONE: 960. STUDIO ADDRESS: Pocatello. TRANSMITTER LOCATION: Bannock County Fairgrounds. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M.; Sunday, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

## Personnel

President.....O. P. Soule  
Vice-President and General Manager,  
Henry H. Fletcher  
Chief Announcer.....Calvin L. Hale

Publicity Director.....Ruthe A. Fletcher  
Musical Director.....Ruthe A. Fletcher  
Chief Engineer.....James E. Mitchell

## POLICIES

Does not accept hard liquor advertising.

Merchandising: All wholesale and retail outlets will be circulated on KSEI stationery at actual cost. Forwarding of fan mail and other clerical and stenographic jobs will be handled on a similar basis.

## REPRESENTATIVE

Gene Furgason & Co.

# K T F I

"IDAHO'S POPULAR NBC STATION"  
NBS (RED AND BLUE)

TWIN FALLS—EST. 1928

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Radio Broadcasting Corp. OPERATED BY: Radio Broadcasting Corp. BUSINESS ADDRESS: Radio Center Bldg. PHONE: 30. STUDIO ADDRESS: Radio Center Bldg. TRANSMITTER LOCATION: 4 miles west of Twin Falls. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. (daily), 9:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor and Lang-Worth.

## Personnel

General Manager.....John E. Gardner  
Chief Announcer.....Charles Crabtree  
Publicity Director.....F. M. Soule  
Musical Director.....Will E. Wright  
Chief Engineer.....Franklin V. Cox

## POLICIES

No liquor advertising accepted, excepting a limited number of wine accounts.

Merchandising service is available when contract justifies.

## REPRESENTATIVE

Bryant, Griffith & Brunson, Inc.

# K W A L \*

WALLACE—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Chester Howarth and Clarence Berger. OPERATED BY: Same. BUSINESS ADDRESS: Wallace. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

\* Station was licensed to operate under a C.P. No further information was available at time of going to press.

# ILLINOIS

Population 7,878,000

Number of Families 2,063,000

Number of Radio Homes 1,857,100

Retail Sales \$2,173,069,000

Auto Registrations 1,565,000

## W M R O

AURORA—EST. 1939

FREQUENCY: 1250 Kc. POWER: 250 watts. OWNED BY: Martin R. O'Brien. OPERATED BY: Martin R. O'Brien. BUSINESS ADDRESS: Aurora. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Owner-General Manager... Martin R. O'Brien  
Program Director... Russ Salter  
Musical Director... Mary Louise Brown  
Chief Engineer... Leo Burch

## W J B C

"VOICE OF CENTRAL ILLINOIS"

BLOOMINGTON—EST. 1934

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: A. M. and D. C. McGregor (a partnership). OPERATED BY: A. M. McGregor. BUSINESS ADDRESS: Bloomington. PHONE: 535-534. STUDIO ADDRESS: Wesleyan University; Normal University. Normal. TRANSMITTER LOCATION: West Gregory St., Normal. TIME ON THE AIR: 9:00 A.M. to 12:30 P.M.—3:00 P.M. to 7:30 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio and Lang-Worth Features.

### Personnel

President and Station Manager, A. M. McGregor  
Commercial Manager... Hugh L. Gately  
Musical Director... Stanley Lantz  
Chief Engineer... Marshall Seacrist

### POLICIES

No foreign language or liquor accounts accepted.

Merchandising: Station will obtain contracts with wholesalers in this territory—prepare lists of retail outlets—and mail promotional material, etc., all at cost.

### REPRESENTATIVE

Rawlins & Hunt (Chicago)

## W C A Z

"THE FRIENDLY VOICE OF THE AIR"

CARTHAGE—EST. 1921

FREQUENCY: 1070 Kc. POWER: 100 Watts. OWNED BY: Superior Broadcasting Service, Inc. OPERATED BY: Superior Broadcasting Service, Inc. BUSINESS ADDRESS: 502 Wabash Ave. PHONE: 520. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. F. D. Carthage. TIME ON THE AIR: Daytime to local sunset. NEWS SERVICE: Own local news bureau.

### Personnel

President and General Manager... Bob Compton  
Com. Mgr. and Adv. Mgr... John Palmer  
Chief Announcer... Charles Hunter

### POLICIES

No special program restrictions.  
Merchandising: Station offers facilities but will make no solicitation for advertisers.

### REPRESENTATIVE

Radio Time Agency

## W D W S

"THE NEWS GAZETTE STATION"

CHAMPAIGN—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts. d.; 100 watts, n. OWNED BY: News Gazette, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 48 Main St. PHONE: 5252. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1/2 mile south of Champaign. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: News Gazette. NEWS SERVICE: United Press and Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Station Manager... L. G. Collison  
Program Director... Richard Noble  
Musical Director... Ken Rice  
Chief Engineer... Jack M. Wainscoat

### POLICIES

No foreign language accounts accepted. Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandises service for accounts, — also news stories daily of programs.

### REPRESENTATIVE

Sears & Ayers

# CANDID PICTURE



## of 50,000 WBBM Watts at Work!

**Y**ES, at work, as WBBM advertisers well know. Local and national spot advertisers, who judge stations by cash register response, have been placing more business on WBBM than on any other Chicago station for nearly eight years . . . *40% more than on any other Chicago station throughout 1938!* (And WBBM entered 1939 with a greater gain over 1938 than any other Chicago station.)

If you want your tune played on *more than ten per cent of the cash registers in the entire United States*, let WBBM work for you.

Owned and operated by the Columbia Broadcasting System. Represented nationally by RADIO SALES: New York, Chicago, Detroit, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco.

**W B B M**  
50,000 WATTS  
CHICAGO'S CBS STATION

# W A A F

"METROPOLITAN STATION"  
CHICAGO—EST. 1922

FREQUENCY: 920 Kc. POWER: 1000 Watts.  
OWNED BY: Chicago Daily Drivers Journal.  
OPERATED BY: Chicago Daily Drivers Journal.  
BUSINESS ADDRESS: Palmer House.  
PHONE: Randolph 1932. STUDIO ADDRESS: Palmer House.  
TRANSMITTER LOCATION: Exchange Bldg.  
TIME ON THE AIR: 6:00 A.M. to local sunset.  
NEWSPAPER AFFILIATION: Chicago Daily Drivers Journal.  
MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: NAB Library, Standard Radio, Titan, Lang-Worth.

## Personnel

President.....Ward A. Neff  
General Manager.....William E. Hutchinson  
Commercial Manager.....Arthur F. Harre  
Program Director.....John P. Odell  
Musical Director.....James Kozak  
Chief Engineer.....Carl Ulrich

## POLICIES

No liquor advertising accepted; no foreign language programs.

## REPRESENTATIVE

George P. Hollingsbery Co.

# W B B M

"WBBM AIR THEATER"  
CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 770 Kc. POWER: 50000 Watts.  
OWNED BY: Columbia Broadcasting System, Inc.  
OPERATED BY: Same.  
BUSINESS ADDRESS: 410 N. Michigan Ave.  
PHONE: Whitehall 6000. STUDIO ADDRESS: 410 N. Michigan Ave.  
TRANSMITTER LOCATION: Glenview.  
TIME ON THE AIR: 6:15 A.M. to 1:30 A.M.  
NEWS SERVICES: United Press & International News Service.  
MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

## Personnel

President.....Wm. S. Paley  
Vice-President and Station Manager.....H. Leslie Atlas  
Assistant Manager.....J. L. Van Volkenburg  
Advertising Manager.....Wayde Grinstead  
Program Director.....Robert N. Brown  
Artists' Bureau Head.....Stan Thompson  
Sales Manager.....J. Kelly Smith  
Public Relations Director.....Hal Burnett  
Publicity Director.....Charles E. Logan  
Musical Director.....Carl Hohengarten  
Chief Engineer.....Frank B. Falknor

## POLICIES

No highly fortified liquors. No foreign language. General requirements of CBS policies.

## REPRESENTATIVE

Radio Sales

# W C B D

"MIGHTY VOICE OF THE MID-WEST"  
CHICAGO

FREQUENCY: 1080 Kc. POWER: 5000 Watts.  
OWNED BY: WCBD, Inc. OPERATED BY: Same.  
BUSINESS ADDRESS: 2400 W. Madison St.  
PHONE: Seeley 8066. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Church Road, Elmhurst.  
TIME ON THE AIR: 7:30 A.M. to 10:30 A.M., 1:00 P. M. to 3:00 and 5:00 P.M. to local sunset.  
Shares time with WMBI.  
NEWS SERVICE: International News Service.  
TRANSCRIPTION SERVICE: NAB Library.

## Personnel

President.....Gene T. Dyer  
Station and Commercial Manager.....Joseph Rudolph  
Chief Engineer.....Edward J. Jacker

## POLICIES

Advertising of alcoholic beverages accepted. All programs are subject to the approval of the station management and must conform to the standards of the station. Programs should be submitted not less than three days in advance for the program director's approval.

# W C F L

"CHICAGO'S MOST POWERFUL  
INDEPENDENT FULL TIME  
STATION"

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.  
FREQUENCY: 970 Kc. POWER: 5000 Watts.  
OWNED BY: Chicago Fed. of Labor (AFL).  
OPERATED BY: Chicago Federation of Labor.  
BUSINESS ADDRESS: 666 Lake Shore Drive.  
PHONE: Superior 5300. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Du Page County.  
TIME ON THE AIR: (daily) 6:30 A.M. to midnight; (Sunday) 8:30 A.M. to midnight.  
NEWS SERVICE: Transradio Press.

## Personnel

President.....John Fitzpatrick  
General Manager.....Maynard Marquardt  
Commercial Manager.....M. B. Wolens  
Program Director.....Miles Reed  
Musical Director.....John Kelly  
Chief Engineer.....Maynard Marquardt

## POLICIES

Does not accept liquor advertising. No time sold in bulk for resale. Foreign language accounts not solicited.

Station will merchandise advertisers' products to union members affiliated with Chicago Federation of Labor and to members in territory affiliated with American Federation of Labor. Total of approximately 450,000 members in WCFL territory.

## REPRESENTATIVE

The Katz Agency

# CUT YOURSELF A PIECE OF PIE

*with*

# W-G-N



\* Broadcasting Magazine, Jan. 1, 1938, 22,711-850: Radio Families in U.S. 2,788,670—Radio Families in W-G-N Primary Listening Area. Est. by Joint Commission Radio Research.

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

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

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

50,000 WATTS

## W-G-N, Inc.

720 KILOCYCLES

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

441-445 North Michigan Avenue  
Chicago, Illinois

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

MEMBER OF—THE MUTUAL BROADCASTING SYSTEM

# W C R W

CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Clinton R. White. OPERATED BY: Same. BUSINESS ADDRESS: 2756 Pine Grove Ave. PHONE: Diversey 4440. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 2:00 P.M.—5 to 7:00 P.M. TRANSCRIPTION SERVICE: Has full facilities.

## POLICIES

Does not accept foreign language accounts. No other stated policies.

# W E D C

CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Emil Denmark, Inc. OPERATED BY: Emil Denmark, Inc. BUSINESS ADDRESS: 3860 Ogden Ave. PHONE: Crawford 4100. STUDIO ADDRESS: 3860 Ogden Ave. TRANSMITTER LOCATION: 3860 Ogden Ave. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M.—3:30 P.M. to 5:00 P.M.—7:00 P. M. to 8:00 P.M.—10:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Daily Svornost, Narod, Polish Union Daily. NEWS SERVICES: News from affiliated newspapers.

## Personnel

President.....Emil Denmark  
Manager.....Frank J. Kotnour  
Chief Announcer.....Paul Gerard  
Musical Director.....William P. Brady  
Chief Engineer.....C. K. Frisk

## POLICIES

As "Pioneers of foreign language programs," station specializes in them.

# W E N R

"THE VOICE OF SERVICE"  
CHICAGO—EST. 1925

NATIONAL BROADCASTING CO.  
(BASIC BLUE)

FREQUENCY: 870 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: (Mon. thru Fri.) 3:00 P.M. to 6:30 P.M.—8:00 P.M. to 1:00 A.M. (Saturday) 3:00 P.M. to 6:30 P.M.—12:00 midnight to 1:00 A.M.; (Sunday) 12:00 noon to 7:00 P.M.—8:00 P.M. to 1:00 A.M. (Shares time with WLS.) NEWS SERVICES: Press Radio and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

## Personnel

President.....Lenox R. Lohr  
Acting Manager, Central  
Division.....Sidney N. Strotz  
Division Engineer.....Howard C. Luttgens  
Supervisor of Music Library.....D. A. Marcotte  
Night Manager.....E. C. Cunningham  
Director of Agriculture.....William E. Drips  
Special Events Director.....Kenneth D. Fry  
Asst. to Vice-President.....A. W. Kaney  
Artists' Service Manager.....James Stirtan  
Chief Announcer.....Everett Mitchell  
Publicity Director.....William Ray  
Continuity Editor.....Kenneth L. Robinson  
Musical Director.....Roy Shield  
Sales Manager.....Oliver Morton  
Educational Director.....Judith Waller  
Office Manager.....J. F. Whalley

## POLICIES

No foreign language programs accepted. No liquor advertisements accepted. NBC policies apply otherwise.

Merchandising: Sales Promotion Department will act in an advisory capacity only, in connection with any client promotional activities. If client wishes NBC to send letter to a list of dealers, NBC will do so but all expense involved, including cost of stationery will have to be borne by client.

## REPRESENTATIVE

National Broadcasting Co., Inc.

# W G E S

"IN THE HEART OF CHICAGO"  
CHICAGO—EST. 1924

FREQUENCY: 1360 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Oak Leaves Broadcasting Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4000 Washington Blvd. TIME ON THE AIR: 7:00 A.M. to 12:00 noon and 3:30 P.M. to 8:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NAB Library.

## Personnel

Station Manager.....Gene T. Dyer  
Commercial Manager.....M. B. Arbeiter  
Chief Announcer.....Peter Bradley  
Publicity Director.....Dick Kross  
Musical Director.....Irma Gareri  
Chief Engineer.....George Bush

## POLICIES

No stated special program policies. Station accepts foreign language advertising.

# W G N

"THE VOICE OF THE PEOPLE"  
CHICAGO—EST. 1924

MUTUAL  
FREQUENCY: 720 Kc. POWER: 50,000

**TWO GREAT MARKETS  
TWO GOOD STATIONS  
ONE HAPPY CONCLUSION—  
RESULTS . . .**

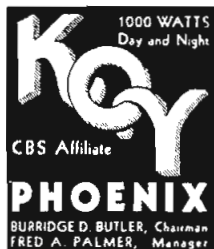


**THE PRAIRIE FARMER STATION**

Burrige D. Butler **Chicago** Glenn Snyder  
*President* *Manager*

**GETS RESULTS**

WLS and Results are synonymous in the midwest area. More than a million letters a year for the past 8 years have been received; 54% last year contained proof of purchase. Approximately 750,000 people have paid to attend the Saturday night performances of the National Barn Dance. WLS entertainers have made personal appearances in almost every important Town and City in the midwest area. The New Transmitter is estimated to increase the present coverage area by 42%. All this combined makes WLS the result-getting station of the midwest area.



**GETS RESULTS TOO**

KOY means Results in Phoenix and the Rich Salt River Valley—America's *second* richest luxury market. A market that entertains a forty million dollar tourist trade throughout the winter months. That KOY covers this market and *sells goods* is demonstrated by the results obtained for a food product advertiser. From the *first week* of advertising on KOY, Phoenix retailers were completely *sold out* of this product. Put your advertising dollar to work in this market—Use KOY, the station that gets results.

**REPRESENTED BY**

**JOHN BLAIR and CO.**

**NEW YORK - - - CHICAGO - - - DETROIT - . - LOS ANGELES  
SAN FRANCISCO - - - SEATTLE**



Watts. OWNED BY: WGN, Inc. OPERATED BY: WGN, Inc. BUSINESS ADDRESS: 441 N. Michigan Ave. PHONE: Superior 0100. STUDIO ADDRESS: 441 N. Michigan Ave. TRANSMITTER LOCATION: Elgin. TIME ON THE AIR: 6:45 A.M. to 1:30 A.M. (Saturdays, until 2:00 A.M.); Sunday, 8:30 A.M. to 1:30 A.M. NEWSPAPER AFFILIATION: Chicago Tribune. NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....Col. Robert R. McCormick  
 Managing Director.....W. E. Macfarlane  
 General Manager.....Quin A. Ryan  
 Sales Manager.....Edward W. Wood, Jr.  
 Publicity Director.....Frank P. Schreiber  
 Musical Director.....Henry Weber  
 Chief Engineer.....Carl J. Meyers

**POLICIES**

Advertising of alcoholic beverages, excepting beer, and foreign language programs not accepted. Time given gratis to religious programs, educational programs, cure bodies, charity, medical science programs.

No special merchandising policies in effect.

**REPRESENTATIVE**

Wm. A. McGuineas (N. Y.)  
 Edward S. Townsend (San Francisco)

**WIND**

(See Gary, Ind.)

**WJJD**

"THE NATION'S LARGEST INDEPENDENT STATION"

CHICAGO—EST. 1924

WLW LINE

FREQUENCY: 1130 Kc. POWER: 20,000 Watts. OWNED BY: WJJD, Inc. OPERATED BY: WJJD, Inc. BUSINESS ADDRESS: 201 N. Wells St. PHONE: State 5466-7. STUDIO ADDRESS: 201 N. Wells St. TRANSMITTER LOCATION: Des Plaines. TIME ON THE AIR: 6:00 A.M. to sunset, Salt Lake City. NEWS SERVICE: International News Service, N.E.A. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....Ralph L. Atlass  
 Commercial Manager.....H. P. Sherman  
 Chief Announcer.....E. Viktor  
 Program Manager.....J. L. Allabough, Jr.  
 Studio Supervisor.....Hilton L. Remley  
 Publicity Director.....Al Hollender  
 Musical Director.....Ben Kanter  
 Chief Engineer.....C. W. Gunther

**POLICIES**

No liquor or foreign language accounts. Maximum copy requirements. Maintains established periods for educational broadcasts which are not moved for commercial programs.

**REPRESENTATIVE**

Paul H. Raymer Co.

**W L S**

CHICAGO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 870 Kc. POWER: 50,000 watts. OWNED BY: Agricultural Broadcasting Co. OPERATED BY: Prairie Farmer. BUSINESS ADDRESS: 1230 W. Washington Blvd. PHONE: Haymarket 7500. STUDIO ADDRESS: 1230 W. Washington Blvd. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: 6:00 A.M. to 8:00 P.M. (midnight on Saturday). NEWSPAPER AFFILIATION: Prairie Farmer. NEWS SERVICE: United Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Usual Facilities.

**Personnel**

President.....Burridge D. Butler  
 Station Manager.....Glenn Snyder  
 Commercial Manager.....Wm. R. Cline  
 Artists' Bureau Head.....Earl Kurtze  
 Publicity and Sales Promotion  
 Director.....Don Kelly  
 Program Director.....Harold Safford  
 Chief Engineer.....Thomas L. Rowe

**POLICIES**

Does not take liquor accounts.  
 Does not have standard merchandising or exploitation features, but cooperates in these

●  
 20,000 WATTS!  
 PROGRAM POPULARITY!  
 A HISTORY OF SUCCESS!  
 ASSURES YOU—  
 ●

*"The Largest Audience per Dollar Spent in the Chicago Market."*

**WJJD**

CHICAGO

"THE NATION'S LARGEST INDEPENDENT STATION"

PAUL H. RAYMER CO.  
 NATIONAL REPRESENTATIVES

features with the needs and desires of individual advertisers.

**REPRESENTATIVE**

John Blair & Company

**W M A Q**

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.  
(BASIC RED)

FREQUENCY: 670 Kc. POWER: 50,000  
Watts. OWNED BY: National Broadcasting  
Co., Inc. OPERATED BY: Same. BUSINESS  
ADDRESS: Merchandise Mart. PHONE: Su-  
perior 8300. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Elmhurst. TIME  
ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M.  
(Sunday) 8:00 A.M. to 1:00 A.M. NEWS SER-  
VICES: United Press, Press Radio. TRAN-  
SCRIPTION SERVICE: NBC Thesaurus. MAIN-  
TAINS ARTISTS BUREAU.

**Personnel**

President.....Lenox R. Lohr  
Acting Manager, Central  
Division.....Sidney N. Strotz  
Division Engineer.....Howard C. Luttgens  
Supervisor of Music Library...D. A. Marcotte  
Night Manager.....E. C. Cunningham  
Director of Agriculture.....William E. Drips

**W-I-N-D**

"The Lip-Lip Spot on Your Dial"

Gary, Indiana  
560 Kilocycles

5000 WATTS DAYS • 1000 WATTS NIGHTS

COVERS MORE  
CHICAGO SPORTS  
THAN ANY  
STATION IN CHICAGO

ON THE AIR  
22 HOURS A DAY

12 COMPLETE  
NEWSCASTS DAILY

NATIONAL SALES OFFICE  
201 NORTH WELLS ST  
CHICAGO, ILL.

Special Events Director.....Kenneth D. Fry  
Asst. to President.....A. W. Kaney  
Artists' Service Manager... James Siirton  
Chief Announcer.....Everett Mitchell  
Publicity Director.....William Ray  
Continuity Editor.....Kenneth L. Robinson  
Musical Director.....Roy Shield  
Sales Manager.....Oliver Morton  
Educational Director.....Judith Waller  
Office Manager.....J. F. Whalley

**POLICIES**

No foreign language programs accepted.  
No liquor advertisements accepted. NBC poli-  
cies apply otherwise.

Merchandising: Sales Promotion Depart-  
ment will act in an advisory capacity only,  
in connection with any client promotional ac-  
tivities. If client wishes NBC to send letter to  
a list of dealers, NBC will do so but all ex-  
pense involved including cost of stationery  
will have to be borne by client.

**REPRESENTATIVE**

National Broadcasting Co., Inc.

**W M B I**

"THE STATION DEDICATED WHOLLY TO  
THE SERVICE OF OUR LORD, AND  
SAVIOR, JESUS CHRIST"

CHICAGO—EST. 1926

FREQUENCY: 1080 Kc. POWER: 5000 Watts.  
OWNED BY: The Moody Bible Institute of  
Chicago. OPERATED BY: The Moody Bible  
Institute Radio Station, Inc. BUSINESS AD-  
DRESS: 153 Institute Place. STUDIO ADDRESS:  
Same. TRANSMITTER LOCATION: Addison.  
TIME ON THE AIR: Shares Limited Time with  
WBT and WCBF.

**Personnel**

Director.....H. Coleman Crowell  
Program Director...Rev. Wendell P. Loveless

**POLICIES**

Station does not sell time.

**W S B C**

"THE FRIENDLY VOICE OF  
CHICAGOLAND"

CHICAGO—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts,  
d.; 100 watts, n. OWNED BY: WSBC, Inc.  
OPERATED BY: Gene T. Dyer. BUSINESS  
ADDRESS: 2400 Madison St. PHONE: Seeley  
8066. STUDIO ADDRESS: Same. TRAN-  
SMITTER LOCATION: Same. TIME ON THE  
AIR: 6:30 A.M. to 8:30 A.M., 10:00 to 11:00  
A.M., 2:00 P.M. to 3:30 P.M., 8:00 P.M. to 10:00  
P.M. and 11:00 P.M. to 12:00 midnight. TRAN-  
SCRIPTION SERVICE: NAB Library.

**Personnel**

President.....Gene T. Dyer  
Station Manager.....Frank A. Stanford  
Commercial Manager.....Gene T. Dyer  
Chief Announcer.....Wm. Burghart

Sales Manager .....Frank A. Stanford  
Publicity Director.....Dick Kross  
Musical Director.....Dean Remick  
Chief Engineer.....Ed Jacker

### POLICIES

No stated special program policies. Station accepts foreign language accounts.

## W H F C

"VOICE OF THE WEST TOWNS"

### CICERO—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WHFC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 6138 W. Cermak Rd. PHONE: Cicero 4305-Lawndale 8228. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press.

#### Personnel

President and Station Manager.R. W. Hoffman  
Commercial Manager .....R. W. Hoffman  
Chief Announcer.....W. H. Scott  
Program Director.....E. Zeman  
Chief Engineer .....David Mearns

### POLICIES

Liquor advertising not accepted.

## W D A N

"THE COMMUNITY STATION"

### DANVILLE—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Northwestern Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolford. PHONE: Main 1700. STUDIO ADDRESS: Hotel Wolford. TRANSMITTER LOCATION: 1500 North Washington Ave. NEWSPAPER AFFILIATION: Danville Commercial News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

#### Personnel

General Manager.....E. C. Hewes  
Station Manager.....C. R. Richardson  
Continuity and Publicity Director  
William J. Adams  
Program Director.....Donald Glasgow  
Chief Engineer.....Perry Esten

### POLICIES

Advertising of alcoholic beverages not accepted.

Merchandising: Station maintains a promotion and survey service which includes complete trade area route lists. This service is available to advertisers without charge.

#### REPRESENTATIVE

J. P. McKinney & Sons

## W J B L

### DECATUR—EST. 1925

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: Commodore Broadcasting, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 353-357 N. Main St. PHONE: 5371-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Route 48. TIME ON THE AIR: 6:00 A.M. to 9:00 A.M.—12:30 to 3:00 P.M.—7:30 to 12:00 midnight. NEWSPAPER AFFILIATION: Decatur Herald, Decatur Review. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

#### Personnel

President and General Manager.Chas. R. Cook  
Business Manager.....F. M. Lindsay, Jr.  
Artists' Bureau Head.....Nate Egnor  
Chief Announcer.....Berne Enterline  
Musical Director.....Myrtle B. Cook  
Chief Engineer.....M. N. Stockwisch

#### REPRESENTATIVE

Burn-Smith Co.

## W K B B

### EAST DUBUQUE

(See Dubuque, Ia.)

## W T M V

"THE MUSICAL STATION"

### EAST ST. LOUIS—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Mississippi Valley Broadcasting Co. OPERATED BY: Mississippi Valley Broadcasting Co. BUSINESS ADDRESS: Hotel Broadview. PHONE: Bridge 3424—East 4390. STUDIO ADDRESS: Hotel Broadview. TRANSMITTER LOCATION: Hotel Broadview. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC The-saurus, Associated Recorded Program Service.

#### Personnel

President.....Lester E. Cox  
Vice-President and General  
Manager .....Wm. H. West  
Promotion Manager.....Thomas J. Connelly  
Program Director.....Paul Godt  
Business Manager.....R. L. Schweitzer  
Chief Engineer.....Thos. R. McLean

### POLICIES

Beer programs accepted for broadcasting at any hour. Liquor advertising accepted for broadcasting only after 10:00 P.M. Foreign language programs accepted; all announcing must be in English.

Merchandising: Station assists in a complete merchandising job which includes ads, run free of charge, in community newspapers (circulation: 179,700) calling attention to new programs; station will supply stationery and processing for writing letters to the trade, etc.

In addition the promotion department will offer advertisers detailed presentations on any program or suggested programs; market statistics; surveys of competitive products in the station's market area; layouts, copy, etc., for complete tie-in campaigns among retailer.

## WGIL

GALESBURG—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Galesburg Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hill Arcade Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Galesburg. TIME ON THE AIR: Daytime license. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President and General

Manager.....Howard A. Miller  
 Program Director.....Virginia Miller  
 Directors.....Omer N. Custer,  
 Sidney Nirdlinger, Burrel Barash.

### POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

### REPRESENTATIVE

Sears & Ayer

## WEBQ

"VOICE OF SOUTHERN ILLINOIS"

HARRISBURG—EST. 1923

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harrisburg Broadcasting Co. OPERATED BY: Harrisburg Broadcasting Co. BUSINESS ADDRESS: 100 East Poplar. PHONE: 28—Transmitter, 125. STUDIO ADDRESS: 100 East Poplar. TRANSMITTER LOCATION: 100 E. Poplar. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (sharing time with KFVS). NEWS SERVICE: Local news. MAINTAINS ARTISTS' BUREAU.

### Personnel

Station Manager.....I. M. Taylor  
 Artists' Bureau Head.....Eddie Wise  
 Chief Announcer.....Bennett Jackson  
 Publicity Director.....Lindell Moore  
 Musical Director.....Virginia Crane  
 Chief Engineer.....Joseph R. Tate

### POLICIES

Advertising of alcoholic beverages not accepted, excepting wines and beers. Accepts foreign language accounts.

Has special merchandising features in connection with commercial programs.

## WCLS

JOLIET

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: WCLS, Inc. OPERATED BY:

WCLS, Inc. BUSINESS ADDRESS: Joliet Bldg. PHONE: Joliet 5656. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Joliet. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M., except Fri., to 10:30 P.M.; Sunday, 9:00 A.M. to 8:30 P.M. NEWS SERVICE: United Press.

### POLICIES

Station's entire facilities are available to advertisers, both for planning their advertising campaign and the program presentation.

## WMBD

"FROM THE HEART OF ILLINOIS"

PEORIA—EST. 1925

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1440 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Peoria Broadcasting Co. OPERATED BY: Peoria Broadcasting Co. BUSINESS ADDRESS: Alliance Life Bldg. PHONE: 7133. STUDIO ADDRESS: Alliance Life Bldg. TRANSMITTER LOCATION: Route 29 between Peoria and Pekin. TIME ON THE AIR: 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NAB Library.

### Personnel

President and Manager.....Edgar L. Bill  
 Assistant Manager.....Gomer Bath  
 Commercial Manager.....Charles C. Caley  
 Program Manager.....Gene Trace

## ROCKFORD, ILL.

HOME OF

# WROK

1000 WATTS

1410 KC.

Advertises by **207** per cent  
 and advertising executive  
 who has best test market in  
 the area to determine actual  
 advertising rates. 100-  
 000 population. Live

## PROVEN MARKET

Has potential investment  
 for advertiser who found

# RESULTS

Serving northern Illinois and  
 southern Wisconsin

KELLY-SMITH, NAT'L REPS.

Business Manager.....Paul Scherer  
 Publicity Director.....Brooks Watson  
 Artists' Bureau Head.....Milton Budd  
 Musical Director.....Jack Lyon  
 Chief Announcer.....Harry Luedeke  
 Chief Engineer.....Ted Giles

**POLICIES**

No liquor. Will accept beer. No foreign language restrictions. Medicines must show clear record with FTC, Post Office and Food & Drug Administration. Reserve right to refuse to sell time for discussion of controversial questions considered not in public interest, excepting political talks. Continuity must meet high standard of good taste.

Cooperation of sales department in merchandising features, including letters to trade, calls on dealers, special promotion of all new programs.

**REPRESENTATIVE**

Free & Peters, Inc.

**W T A D**

"VOICE OF THE MISSISSIPPI VALLEY"

**QUINCY—EST. 1926**

FREQUENCY: 900 Kc. POWER: 1,000 Watts. OWNED BY: Illinois Broadcasting Corp. OPERATED BY: Illinois Broadcasting Corp. BUSINESS ADDRESS: WCU Bldg. PHONE: 364 and 56. STUDIO ADDRESS: WCU Bldg. TRANSMITTER LOCATION: N. 24th St. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....W. Emery Lancaster  
 Secretary-Treasurer.....H. G. Kreitemeyer  
 Vice-President.....R. E. Whitfield  
 Business Manager.....R. H. Malcomson  
 Commercial Manager.....W. J. Rothschild  
 Advertising Manager.....R. H. Malcomson  
 Chief Announcer.....W. MacDill  
 Artists' Bureau Head.....William H. Sohm  
 Sales Manager.....R. H. Malcomson  
 Publicity Director.....Gene Terry  
 Musical Director.....Vera Binkley  
 Chief Engineer.....Paul E. Miller

**POLICIES**

No special program restrictions. Furnishes complete merchandising facilities to meet advertiser's requirement.

**W R O K**

"SERVING NORTHERN ILLINOIS AND SOUTHERN WISCONSIN"

**ROCKFORD—EST. 1923**

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Rockford Broadcasters, Inc. OPERATED BY: Rockford Broadcasters, Inc. BUSINESS ADDRESS: News Tower. PHONE: Main 5632. STUDIO ADDRESS: News Tower. TRANSMITTER LOCATION: Kilburn Ave. Road. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER

AFFILIATIONS: Rockford Morning Star, Rockford Register-Republic. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....Ruth Hanna Simms  
 Managing Director.....James Rodgers  
 General Manager.....Walter Koessler  
 Program Director.....John C. McCloy  
 Chief Announcer.....Maurice P. Owens  
 Publicity Director.....Allen O. Brophy  
 Musical Director.....Helene Kimberley  
 Chief Engineer.....Thomas C. Cameron

**POLICIES**

Accepts beer and light wine; no hard liquor. No other restrictions.

Station has a complete merchandising and exploitation plan, embodying use of its mobile unit when applicable.

**REPRESENTATIVE**

Kelly-Smith Co.

**W H B F**

**ROCK ISLAND—EST. 1925**

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Rock Island Broadcasting Co. OPERATED BY: Rock Island Broadcasting Co. BUSINESS ADDRESS: Safety Bldg. PHONE: R. I. 918-9. STUDIO ADDRESS: Safety Bldg., Rock Island; Fifth Ave. Bldg., Moline; Orpheum Theater Bldg., Davenport. TRANSMITTER LOCATION: Moline, Ill. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Rock Island Argus. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

**Personnel**

President.....John W. Potter  
 General Manager.....L. C. Johnson  
 Commercial Manager.....Maurice Corken  
 Program Director.....Ivan Streed  
 Chief Announcer.....Forest Cooke  
 Station Manager.....John W. Potter  
 Publicity Director.....Lois McDermott  
 Musical Director.....Lucia Thompson  
 Chief Engineer.....J. E. Gray

**POLICIES**

Liquor advertising not accepted. No special restrictions on beer advertising or foreign language accounts except general requirements that apply to all accounts and programs.

Merchandising: Members of the "WHBF Ambassadors Club," composed of one person in each of 46 small towns and communities within a 30-mile radius of the tri-cities (Rock Island, Davenport and Moline), serve as radio news correspondents and publicize WHBF activities in their home communities. Regular bulletins to correspondents, or "Ambassadors"

keep them informed on special activities and commercial programs.

Merchandising department also covers the following activities: personal calls and letters to dealers; dealer and market surveys; preparation of displays and publicity; photographic service; recording of programs and other merchandising activities. Services of special girl are available to call on dealers. Commercial program schedule and publicity published in the Rock Island Argus.

**REPRESENTATIVE**

Gene Furgason & Co.

**W C B S**

"WIDER COVERAGE, BETTER SERVICE"

**SPRINGFIELD—EST. 1922**

FREQUENCY: 1420 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: WCBS, Inc. OPERATED BY: WCBS, Inc. BUSINESS ADDRESS: 208 1/2 S. 5th St. PHONE: Main 8228. STUDIO ADDRESS: 208 1/2 S. 5th St. TRANSMITTER LOCATION: 2200 S. 6th St. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS-PAPER AFFILIATION: Illinois State Journal. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus. C. P. MacGregor.

**Personnel**

President... Harold L. Dewing  
Vice-President... A. W. Shipton  
Secretary... L. G. Peltier  
Commercial Manager... Jack Heintz  
Artists' Bureau Head... Bill Nelms  
Chief Announcer... John Connelly  
Publicity Director... John J. Corrigan  
Musical Director... Bill Nelms  
Chief Engineer... Richard L. Ashenfelter

**POLICIES**

Liquor advertising is restricted to beer and light wines. Not prepared at the present time to receive any foreign language advertising. Reserve the right to censor all broadcast material.

Station supplies complete merchandising facilities in conjunction with Illinois State Journal's merchandising department. This service includes: promotional letters to dealers; contacting of dealers and distributors; making of comparative surveys; stressing of programs to dealer's salesmen; publicity stories, program listings, and pictures in Illinois State Journal; advance announcements on air before start of series; station window or lobby displays; and cross-section survey of consumers.

**REPRESENTATIVE**

Sears & Ayers, Inc.

**W T A X**

**SPRINGFIELD—EST. 1930**

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WTAX, Inc. OPERATED BY: WTAX, Inc. BUSINESS ADDRESS: 117-119 S.

5th St. PHONE: 1600-1. STUDIO ADDRESS: Same. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President and Station

Manager... Jay A. Johnson

**POLICIES**

Liquor advertising carried only after 9:00 P.M.

Full merchandising service available.

**W D Z**

"THE RIGHT SPOT ON YOUR DIAL"

"THIRD OLDEST STATION IN THE COUNTRY"

**TUSCOLA—EST. 1920**

FREQUENCY: 1020 Kc. POWER: 250 Watts. OWNED BY: W D Z Broadcasting Co. OPERATED BY: W D Z Broadcasting Co. BUSINESS ADDRESS: Star Bldg. PHONE: 98 and 153. STUDIO ADDRESS: Star Bldg.; 8 Main St., Champaign; Victory Bldg., Mattoon. TRANSMITTER LOCATION: 2 1/2 miles N. E. of Tuscola. TIME ON THE AIR: 6:00 A.M. to sundown. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio

**Personnel**

President... E. L. Bill  
Station and Sales Manager... Clair B. Hull  
Artists' Bureau Head... Fran Booton  
Chief Announcer... Emerson Russell  
Publicity Director... Emerson Russell  
Musical Director... Ted Cox  
Traffic Manager... Ruth Moore  
Chief Engineer... Mark C. Spies

**POLICIES**

Advertising of alcoholic beverages not accepted excepting beer.

Merchandising: Assistance is offered advertisers in the form of surveys, window cards, etc.

**REPRESENTATIVE**

C. C. Caley

**W I L L**

"WHERE ILLINI LABOR AND LEARN"

**URBANA—EST. 1922**

FREQUENCY: 580 Kc. POWER: 1000 Watts (C.P. 5000 Watts). OWNED BY: University of Illinois. OPERATED BY: Same. BUSINESS ADDRESS: Urbana. PHONE: 7-2616—7-2400. STUDIO ADDRESS: 400 S. Wright. TRANSMITTER LOCATION: S. First St. Road, Champaign. TIME ON THE AIR: 7:30 A.M. to local sunset (except Sunday). NEWSPAPER AFFILIATION: The Daily Illini. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth.

## Personnel

President ..... Jos. F. Wright, Director  
 Artists' Bureau Head ..... F. E. Schooley  
 Program Director ..... Frank E. Schooley  
 Publicity Director ..... Art Wildhagen

Musical Director ..... Lanson F. Demming  
 Production Director ..... Nat H. Cohen  
 Chief Engineer ..... A. James Ebel

## POLICIES

Station does not sell time.

# INDIANA

Population 3,474,000

Number of Families 934,000  
 Retail Sales \$780,508,000

Number of Radio Homes 816,800  
 Auto Registrations 813,000

## W H B U

ANDERSON—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Anderson Broadcasting Corp. OPERATED BY: Anderson Broadcasting Corp. BUSINESS ADDRESS: Citizens Bank Bldg. PHONE: 234. STUDIO ADDRESS: Citizens Bank Bldg. TRANSMITTER LOCATION: Citizens Bank Bldg. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

## Personnel

President ..... L. M. Kennett  
 Station Manager ..... L. M. Kennett  
 Commercial Manager ..... L. Podhaski  
 Chief Announcer ..... Wayne Reeves  
 Sales Manager ..... L. Podhaski  
 Chief Engineer ..... R. Fulwider

## POLICIES

Does not accept any beer, wine or liquor advertising.

## REPRESENTATIVE

Burn-Smith Co.

## W T R C

"THE DAILY TRUTH"  
 ELKHART—EST. 1931

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Truth Pub. Co. OPERATED BY: Elkhart Daily Truth. BUSINESS ADDRESS: Hotel Elkhart. PHONE: 999. STUDIO ADDRESS: Hotel Elkhart. TRANSMITTER LOCATION: Junction Mishawaka Road and Route 19. TIME ON THE AIR: (daily) 6:30 A.M. to 9:30 P.M.; (Sunday) 11:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Elkhart Daily Truth. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System, Standard Radio.

## Personnel

President ..... C. D. Greenleaf  
 General Manager ..... R. R. Baker  
 Studio Director ..... Carl Schrock  
 Musical Director ..... Ethel Geiss  
 Chief Engineer ..... Kenneth Singleton

## POLICIES

Hard liquor advertising not accepted. Complete merchandising service for clients, local or national, in Elkhart gratis, and throughout WTRC territory (primary area) at slight additional cost.

## REPRESENTATIVE

Tenney, Woodward & Co.

## W E O A

"THE STATION WITH MANY FRIENDS"  
 EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 June St. Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 519 Vine St. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

## Personnel

Station Manager ..... Martin L. Leich  
 Program Director ..... Pat Roper  
 General Manager ..... Clarence Leich  
 Chief Engineer ..... John B. Caraway, Jr.

## POLICIES

Station does not accept hard liquor advertising but does accept beer advertising. All copy must conform to standards of good taste and ethics.

Merchandising: Pre-announcements are given on the air. Local outlets of product advertised are notified by telephone or letter. Window and counter displays are arranged and checked if client so desires. These services are performed without charge, except when client wishes an unusual amount of special work, in which case services are performed at cost. In addition, program publicity stories are carried in weekly house organ with 10,000 circulation and station has window on prominent downtown corner available without charge for displays for a period of time depending upon the length and amount of contract.

## REPRESENTATIVE

Weed & Co.

# W G B F

THE STATION WITH MANY FRIENDS  
EVANSVILLE—EST. 1923

NBC (Red and Blue)

FREQUENCY: 630 Kc. POWER: 1000 Watts.  
d.; 500 Watts, n. OWNED BY: Evansville on  
the Air, Inc. OPERATED BY: Same. BUSI-  
NESS ADDRESS: 519 Vine St. PHONE: 2-1171.  
STUDIO ADDRESS: 519 Vine St.; Memorial Coli-  
seum, Evansville College. TRANSMITTER  
LOCATICN: 8 miles north of Evansville. TIME  
ON THE AIR: 6:00 A.M. to 7:00 P.M., daily;  
8:30 to midnight, Mondays; 7:00 to midnight,  
Friday and Sunday; and 8:00 P.M. to mid-  
night, Saturday. NEWS SERVICE: Transradio  
Press. TRANSCRIPTION SERVICE: World  
Broadcasting System.

## Personnel

General Manager . . . . . Clarence Leich  
Program Director . . . . . Pat Roper  
Chief Engineer . . . . . Fay Gehres

## POLICIES

Station does not accept hard liquor adver-  
tising but does accept beer advertising. All  
copy must conform to standards of good taste  
and ethics.

Merchandising: Pre-announcements are given  
on the air; publicity stories are inserted in  
house organ with 10,000 weekly circulation;

Looking for information?

# WOWO

Fort Wayne, Indiana

will gladly send you

"A HALF MILLION  
GOOD MORNINGS"

Describing an ideal  
program for reaching

The WOWO Family of  
545,890 Radio Homes

through

INDIANA'S MOST  
POWERFUL RADIO  
STATION

1160 Kc. . . . . 10,000 Watts  
Clear Channel . . . . . NBC Basic Blue

National Representatives  
FREE & PETERS, INC.

window display is given in prominent down-  
town corner window depending on length and  
amount of contract. Local outlets of product  
advertised are notified by telephone or letter;  
window and counter displays are arranged  
and checked. All these services are performed  
without charge except when an unusual  
amount of expense is involved, in which case  
services are performed at cost.

## REPRESENTATIVE

Weed & Co.

# W G L

"FORT WAYNE'S METROPOLITAN  
STATION"

FORT WAYNE—EST. 1924

(SUPPLEMENTARY BASIC RED AND BLUE)

FREQUENCY: 1370 Kc. POWER: 250 watts,  
d.; 100 watts, n. OWNED BY: Westinghouse  
Radio Stations, Inc. OPERATED BY: Westing-  
house Radio Stations, Inc. BUSINESS AD-  
DRESS: 925 S. Harrison. PHONE: Anthony  
2136-7. STUDIO ADDRESS: Westinghouse  
Bldg. TRANSMITTER LOCATION: Keenan  
Hotel. TIME ON THE AIR: 6:30 A.M. to mid-  
night. NEWS SERVICE: United Press. TRAN-  
SCRIPTION SERVICE: NBC Thesaurus. MAIN-  
TAINS ARTISTS BUREAU

## Personnel

General Manager . . . . . Walter Evans  
Station Manager . . . . . W. C. Swartley  
Sales Manager . . . . . Ford Billings  
Auditor . . . . . J. B. Conley  
Program Director . . . . . W. C. Roe  
Musical Director . . . . . Jeane Brown  
Chief Engineer . . . . . Fred C. Fischer

## POLICIES

Station does not accept hard liquor adver-  
tising. Population being 95% native white  
population—foreign language programs are  
not popular in this territory.

Operates merchandising department in con-  
nection with sales promotion department,  
equipped to make reasonable surveys for ad-  
vertiser. Consistent air publicity and reason-  
able other publicity given all programs.

## REPRESENTATIVE

Free & Peters, Inc.

# W O W O

"INDIANA'S MOST POWERFUL BROAD-  
CASTING STATION"

FORT WAYNE—EST. 1925

(BASIC BLUE)

FREQUENCY: 1160 Kc. POWER: 10,000 watts.  
OWNED BY: Westinghouse Radio Stations,  
Inc. OPERATED BY: Westinghouse Radio  
Stations, Inc. BUSINESS ADDRESS: 925 S.  
Harrison, Westinghouse Building. PHONE:  
Anthony 2136-7. STUDIO ADDRESS: West-  
inghouse Bldg. TRANSMITTER LOCATION:  
Intersection Routes 2 and 30 R. R. Fort Wayne.  
TIME ON THE AIR: 6:45 A.M. to local sunset;



shares evening time with WWVA. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....Walter Evans  
 Station Manager.....W. C. Swartley  
 Sales Manager.....Ford Billings  
 Program Manager.....Franklin Tooke  
 Auditor.....J. B. Conley  
 Musical Director.....Jeane Brown  
 Chief Engineer.....Fred C. Fischer

**POLICIES**

Station accepts no hard liquor advertising. Does not encourage foreign language programs due to high percentage of native born population in station's coverage area. All copy subject to the NBC and Westinghouse standards of ethics, propriety, and FCC qualifications.

Publicity on programs is sent to more than 100 newspapers weekly; also to special farm publications, weekly theater publications and others. Both local newspapers carry daily schedule listings.

Complete merchandise service is available at nominal cost. Includes distribution, by Western Union messenger, all advertising material or advertiser's product to retailers or wholesalers in city; letters to dealers in territory regarding the broadcasting; cooperation with wholesalers in effecting distribution in territory covered by this station.

Air publicity on all commercial programs is given at intervals throughout every broadcast day.

**REPRESENTATIVE**

Free & Peters, Inc.

**WIND**

**GARY—EST. 1927**

CBS

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Johnson-Kennedy Radio Corp. OPERATED BY: Johnson-Kennedy Radio Corp. BUSINESS ADDRESS: 504 Broadway. PHONE: Gary 9191. NATIONAL ADVERTISING OFFICE: 201 N. Wells St., Chicago, Ill. PHONE: State 4176. STUDIO ADDRESS: 504 Broadway. TRANSMITTER LOCATION: Gary. TIME ON THE AIR: Sunday, 7:00 A.M. to 4:00 A.M.; Week Days, 6:00 A.M. to 4:00 A.M. TRANSCRIPTION SERVICE: C. P. MacGregor, Titan, Associated, Standard Radio.

**Personnel**

President.....Ralph L. Atlass  
 Manager.....E. S. Mittendorf  
 Sales Manager.....John T. Carey

**POLICIES**

Advertising of alcoholic beverages accepted.

**REPRESENTATIVE**

William G. Rambeau Co.

**WHIP**

**HAMMOND—EST. 1937**

FREQUENCY: 1480 Kc. POWER: 5000 Watts. OWNED BY: Hammond-Calumet Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 5935 Hohman Ave. PHONE: Hammond 10000. SALES OFFICE ADDRESS: 520 N. Michigan Ave., Chicago, Ill. PHONE: Superior 5200. STUDIO ADDRESS: 5935 Hohman Ave. TRANSMITTER LOCATION: Outside of Hammond. TIME ON THE AIR: 6:00 A.M. to local sunset (at Buffalo, N. Y.). NEWSPAPER AFFILIATION: Lake County (Ind.) Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President-General Manager. George F. Courrier  
 Managing Director.....Doris Keane  
 Business Manager.....O. E. Richardson  
 Manager.....Hal R. Makelim  
 Musical Director.....Reinhardt Elster

**WWAE**

**HAMMOND**

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Hammond-Calumet Broadcasting Corp. OPERATED BY: Hammond-Calumet Broadcasting Corp. BUSINESS ADDRESS: 5935 Hohman Ave., Chicago, Ill. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hammond. TIME ON THE AIR: Shares time with WFAM. NEWSPAPER AFFILIATION: Lake County (Ind.) Times. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President.....George F. Courrier  
 Managing Director.....Doris Keane

**POLICIES**

Advertising of alcoholic beverages not accepted, excepting beer and wine.

**WFMM**

"AT THE CROSSROADS OF AMERICA"

**INDIANAPOLIS—EST. 1924**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Indianapolis Power & Light Co. OPERATED BY: Indianapolis Power & Light Co. BUSINESS ADDRESS: 48 Monument Circle. PHONE: Lincoln 8506. STUDIO ADDRESS: 48 Monument Circle. TRANSMITTER LOCATION: Millersville Road. TIME ON THE AIR: 6:30 A.M. to 12:15 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio Library, Associated Music Pub.

**Personnel**

President.....H. T. Pritchard  
 Station Manager.....R. E. Blossom  
 Program Director.....F. O. Sharp

Musical Director.....Walter Reuleaux  
Chief Engineer.....M. R. Williams

### POLICIES

No liquor advertising accepted.

### REPRESENTATIVE

Edward Petry & Co., Inc.

## W I B C

"INDIANA'S FRIENDLY STATION"

INDIANAPOLIS—EST. 1938

FREQUENCY: 1050 Kc. POWER: 1000 Watts.  
OWNED BY: Indiana Broadcasting Corp. OP-  
ERATED BY: Indiana Broadcasting Corp. BUSI-  
NESS ADDRESS: 350 N. Meridian St. PHONE:  
Lincoln 2305. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Millersville Road.  
TIME ON THE AIR: 6:00 A.M. to local sunset  
NEWS SERVICE: United Press. MAINTAINS  
ARTISTS' BUREAU. TRANSCRIPTION SER-  
VICE: NBC Thesaurus.

### Personnel

General Manager.....C. A. McLaughlin  
Program Director.....Robert Longwell  
Chief Announcer.....Chas. Roush  
Chief Engineer.....Vern Alston

### POLICIES

Advertising of alcoholic beverages not ac-  
cepted, excepting beer and wine. Medical  
accounts must meet specifications of FTC. No  
foreign language programs.

Merchandising: Station maintains department  
to exploit new commercial programs; will co-  
operate in preparation of direct-mail, window  
cards, posters, etc., at actual cost of produc-  
tion.

## W I R E

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.—MUTUAL  
FREQUENCY: 1400 Kc. POWER: 5,000 watts,  
d.; 1,000 watts, n. OWNED BY Indianapolis  
Broadcasting Co., Inc. BUSINESS ADDRESS:  
540 N. Meridian. PHONE: RI-4471-2-3. STUDIO  
ADDRESS: 540 N. Meridian. TRANSMITTER  
LOCATION: Ralston Road. TIME ON THE  
AIR: 6:30 A.M. to 12:00 midnight (daily) 8:00  
A.M. to 12:00 midnight (Sunday). NEWS AF-  
FILIATION: Central Newspapers, Inc. NEWS  
SERVICE: United Press. MAINTAINS ARTISTS'  
BUREAU. TRANSCRIPTION SERVICES: World  
Broadcasting System, C. P. MacGregor.

### Personnel

President.....Eugene C. Puliam  
General Manager.....R. E. Bausman  
Secretary-Treasurer.....N. G. Mason  
Merchandising Manager.....

Lawrence O. Hammer  
Artists Bureau Head.....Morris Hicks  
Chief Announcer.....Morris Hicks  
Publicity Director.....Eugene S. Pulliam  
Musical Director.....Harry Bason  
Chief Engineer.....Earl W. Lewis

### POLICIES

Station reserves the right to reject any adver-  
tising which it regards as objectionable.

Maintains a well-staffed merchandising de-  
partment which affords aggressive coopera-  
tion with all sponsors requesting local mer-  
chandising assistance.

### REPRESENTATIVE

The Katz Agency

## W L B C

"THE FRIENDLY VOICE OF THE TYPICAL  
AMERICAN CITY"

MUNCIE—EST. 1926

FREQUENCY: 1310 Kc. POWER: 250 watts,  
d.; 100 watts, n. OWNED BY: Donald A.  
Burton. OPERATED BY: Donald A. Burton.  
BUSINESS ADDRESS: 8 Anthony Bldg.  
PHONE: 5411-2. STUDIO ADDRESS: 8 An-  
thony Bldg. TRANSMITTER LOCATION: 8  
Anthony Bldg. TIME ON THE AIR: 5:30 A.M.  
to 11:30 P.M. NEWS SERVICES: United Press  
and local news department. MAINTAINS ART-  
ISTS' BUREAU. TRANSCRIPTION SERVICE:  
World Broadcasting System.

### Personnel

Owner.....Donald A. Burton  
Commercial Manager.....Wm. F. Craig  
Artists Bureau Head.....D. A. Russell  
Chief Announcer.....Bob Ebert  
Station Manager.....Donald A. Burton  
Sales Manager.....Wm. F. Craig  
Publicity Director.....Ed De Miller  
Musical Director.....Carl Noble  
Chief Engineer.....Maurice Crain

### POLICIES

Station reserves right to accept or reject  
liquor and foreign language programs and  
regulate advertising commercial copy.

Maintains full-time merchandising director  
and merchandising department.

### REPRESENTATIVE

Radio Time Sales (Chicago)  
Sears & Ayer (New York)

## W G R C

"THE GEORGE ROGERS CLARK STATION"

NEW ALBANY—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts.  
OWNED BY: Northside Broadcasting Corp.  
OPERATED BY: Northside Broadcasting Corp.  
BUSINESS ADDRESS: Indiana Theatre Bldg.  
PHONE: Wabash 3343 STUDIO ADDRESS:  
Indiana Theater Bldg.; Kentucky Home Life  
Bldg., Louisville; Jeffersonville. TRANSMIT-  
TER LOCATION: McCulloch Pike. TIME ON  
THE AIR: 7:00 A.M. to local sunset. NEWS  
SERVICE: International News Service. MAIN-  
TAINS ARTISTS' BUREAU TRANSCRIPTION  
SERVICE: Standard Radio, C. P. MacGregor,  
Associated.

## Personnel

President and Manager... Charles Lee Harris  
Commercial Manager... J. Porter Smith  
Advertising Manager... Robert J. McIntosh  
Artists Bureau Head... Robert J. McIntosh  
Chief Announcer... William N. Sherman  
Musical Director... Rosalind Brown  
Chief Engineer... Jack Gardner

## POLICIES

Take all foreign language programs if they meet approval of F. T. C. and F. C. C.. Take beer and wine—no liquor.

Merchandising: Station maintains department contacting jobbers and distributors for advertisers and assisting in all types of sales promotion.

# W K B V

RICHMOND—EST. 1926

FREQUENCY: 1500 Kc. POWER: 100 Watts.  
OWNED BY: Knox Radio Corp. OPERATED BY: Knox Radio Corp. STUDIO ADDRESS: Seventh and Main. TRANSMITTER LOCATION: North of Richmond. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: Lang-Worth.

## Personnel

President... William O. Knox

# W F A M

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1200 Kc. Power: 100 watts.  
OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: Colfax and Lafayette Sts. PHONE: 3-6161. STUDIO ADDRESS: Colfax and Lafayette Sts. TRANSMITTER LOCATION: One-half mile west of city limits on U. S. No. 2. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 noon and 3:30 P.M. to 8:00 P.M.; (Sunday) 8:00 A.M. to 5:00 P.M. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

## Personnel

President... F. A. Miller  
Station Manager... Franklin D. Schurz  
Commercial Manager... R. H. Swintz  
Chief Announcer... Robert Drain  
Publicity Director... Mary Stockdale  
Musical Director... Harlan Hogan  
Chief Engineer... H. Cole

## POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Station accepts both Polish and Hungarian programs.

## REPRESENTATIVE

Paul H. Raymer Company

# W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1360 Kc. POWER: 500 watts.  
OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: Colfax & Lafayette Sts. PHONE: 3-6161. STUDIO ADDRESS: Colfax & Lafayette Sts. TIME ON THE AIR: (daily) 12:00-3:30 P.M. and 8:00 P.M. to midnight; (Sunday) 5:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

## Personnel

President... F. A. Miller  
Station Manager... Franklin D. Schurz  
Commercial Manager... R. H. Swintz  
Chief Announcer... Robert Drain  
Publicity Director... Mary Stockdale  
Musical Director... Harlan Hogan  
Chief Engineer... H. Cole

## POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Station accepts both Polish and Hungarian programs.

## REPRESENTATIVE

Paul H. Raymer Company

# W B O W

"THE FRIENDLY STATION"  
TERRE HAUTE—EST. 1926

NBC (RED and BLUE)  
FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Banks of Wabash, Inc. OPERATED BY: Banks of Wabash, Inc. BUSINESS ADDRESS: 303 S. 6th St. PHONE: Crawford 3394. STUDIO ADDRESS: 6th & Ohio. TRANSMITTER LOCATION: 25th St. & Dimmick. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: International News. MAINTAINS THE WABASH ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President... Alvin Eades  
Vice-President and  
General Manager... W. W. Behrman  
Assistant Manager... Luke Walton  
Auditor... Martha Turner  
Artists' Bureau Head... Ralph Tucker  
Chief Announcer... Horace Capps  
Musical Director... Leo Baxter  
Chief Engineer... Stokes Gresham, Jr.

## POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Does not solicit foreign language accounts.

Merchandising: Station has direct access to a series of downtown billboards to advertise programs for sponsors; chain and individually

owned drug and grocery stores cooperate with merchandising department with display, stock and counter cards

**REPRESENTATIVE**

Weed & Co.

**W B A A**

"THE VOICE OF PURDUE"

**WEST LAFAYETTE—EST. 1922**

FREQUENCY: 890 Kc. POWER: 1000 watts. OWNED BY: Purdue University. OPERATED BY: Purdue University. BUSINESS ADDRESS: West Lafayette. PHONE: 6076. STUDIO AD-

DRESS: Electrical Engineering Bldg. TRANSMITTER LOCATION: Electrical Engineering Bldg. TIME ON THE AIR: 11:00 A.M. to 5:00 P.M. (Mon., Tues., Wed., Thurs., Fri.); 11:00 A.M. to 4:00 P.M. (Saturday).

**Personnel**

Station Manager, Program Director  
 Gilbert D. Williams  
 Co-ordinator ..... Floris Arndt  
 Chief Engineer..... Ralph R. Townsley

**POLICIES**

An educational, non-commercial station and programs are restricted to educational features.

**IOWA**

Population 2,552,000

Number of Families 680,000

Number of Radio Homes 577,800

Retail Sales \$650,029,000

Auto Registrations 656,000

**W O I**

**AMES—EST. 1921 (as 9YI)**

FREQUENCY: 640 Kc. POWER: 5000 Watts. OWNED BY: Iowa State College. OPERATED BY: Iowa State College. BUSINESS ADDRESS: Ames. PHONE: 2500. STUDIO ADDRESS: Ames. TRANSMITTER LOCATION: Ames. TIME ON THE AIR: 6:30 a.m. to local sunset. NEWS SERVICE: United Press.

**Personnel**

Director..... W. I. Griffith  
 Assistant Director..... A. G. Woolfries  
 Chief Announcer..... Robert Miles  
 Musical Director..... Tolbert McRae  
 Chief Engineer..... W. E. Stewart

**POLICIES**

WOI is owned and operated as a part of Iowa State College from funds arising from taxation. For this reason no commercial accounts are solicited or carried.

**W M T**

"WMT—DAYTIME—IS IOWA'S LARGEST STATION"

**CEDAR RAPIDS, WATERLOO—EST. 1922**

NBC (BLUE)—MUTUAL—IOWA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Paramount Bldg., Cedar Rapids—Russell Lamson Hotel, Waterloo. PHONE: Cedar Rapids 6127, Waterloo 236. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marion. TIME ON THE AIR: 5:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Des Moines Register and Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

**Personnel**

President..... Gardner Cowles, Jr.  
 V.-P. and General Manager..... S. D. Quarton  
 Commercial Manager  
 W. B. Quarton (Cedar Rapids)  
 Commercial Manager... Don Inman (Waterloo)  
 Program Director..... Douglas B. Grant  
 Merchandising Director..... Leo F. Cole  
 Publicity Director..... Ray Cox  
 Chief Engineer..... Charles F. Quentin

**POLICIES**

Does not accept liquor advertising.  
 Merchandising: Publicity stories and pictures in the radio columns of the Des Moines Register and Tribune (circulation 282,131) and Sunday Register (circulation 318,192).  
 Personal calls on the principal retail out-

**K F G Q**

**BOONE**

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Boone Biblical College. OPERATED BY: Boone Biblical College. BUSINESS ADDRESS: Boone, Ia. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified hours during daytime.

**POLICIES**

Station does not sell time.

lets by a member of department soliciting their cooperation and urging them to tie-up the radio program with their regular routine advertising.

Placement of counter cards and suitable display material in principal retail outlets stocking the product.

Publicity on movie trailers with sound track in all the principal theaters in Waterloo, Cedar Falls, and Cedar Rapids, as well as, a number of small theaters in our area.

Upon request from the advertiser WMT will make distribution check ups, sales check ups, etc.

A window display may be installed in the reception lobby for a period of ten days provided the advertiser furnishes the necessary display material.

General merchandising bulletins of advertised products are frequently sent to 600 grocers and approximately 300 druggists in our immediate territory.

Any further merchandising services desired by the advertiser may be arranged for; no charges for any of the aforementioned services rendered. However, in some cases advertisers desire to have a special mailing piece or circulars prepared which will be done, providing the advertiser assumes the cost of postage, mimeographing, printing, stationery, etc.

#### REPRESENTATIVE

The Katz Agency

## W O C

"THE STATE WHERE THE WEST BEGINS AND WHERE THE TALL CORN GROWS"  
DAVENPORT—EST. 1922

#### COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tri City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Brady St. PHONE: 3521. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated.

#### Personnel

President ..... Col. B. J. Palmer  
Vice-President ..... Dave Palmer  
Commercial Manager ..... Ben F. Hovel  
Merchandising Manager ..... J. Neff Wells, Jr.  
Program Director ..... J. Neil Reagan  
Chief Engineer ..... Harold Higby

#### POLICIES

No stated special policies.

Merchandising: Full merchandising co-operation through local newspaper help and local theater trailer; dealer and retail contacts; distribution of display material; mailing of circular letters (postage cost to be paid by advertiser).

#### REPRESENTATIVE

Free & Peters, Inc.

## K G C A

### DECORAH

FREQUENCY: 1270 Kc. POWER: 100 Watts. OWNED BY: Charles Walter Greenley. OPERATED BY: Charles Walter Greenley. BUSINESS ADDRESS: Decorah. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares daytime with KWLC.

#### POLICIES

Non-commercial station.

## K W L C

"THE LUTHERAN COLLEGE OF THE AIR"

### DECORAH—EST. 1926

FREQUENCY: 1270 Kc. POWER: 100 watts. OWNED BY: Luther College. OPERATED BY: Luther College. BUSINESS ADDRESS: Luther College. PHONE: 690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dormitory. TIME ON THE AIR: 7:30 A.M. to 3:30 P.M. (part-time).

#### Personnel

Chief Announcer ..... Norman Bredesen  
Station Manager ..... O. Eiltreim  
Publicity Director ..... W. L. Strunk

#### POLICIES

Non-commercial station.

## K R N T

### DES MOINES—EST. 1935

#### CBS—IOWA BROADCASTING SYSTEM

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Iowa Broadcasting Co. BUSINESS ADDRESS: Des Moines Register & Tribune Bldg. PHONE: Des Moines 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North of Des Moines. TIME ON THE AIR: 18½ hours daily. NEWS-PAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

#### Personnel

President ..... Gardner Cowles, Jr.  
General Manager ..... Luther L. Hill  
Assistant General Manager and  
Commercial Manager ..... Craig Lawrence  
Program Director ..... Ed Linehan  
Sales Promotion Manager ..... Wayne Welch  
Chief Engineer ..... Paul Huntsinger

#### POLICIES

Merchandising mediums include street car cards, full showing of billboards in Des Moines, regular bulletins to grocers and drug-

gists, personal calls on trade, stories and pictures daily in Des Moines Register & Tribune.

## REPRESENTATIVE

The Katz Agency

# K S O

"ALWAYS A GOOD SHOW ON KSO"

DES MOINES—EST. 1932

NBC (BLUE)—MBS—IOWA NETWORK  
FREQUENCY: 1430 Kc. POWER: 5000  
Watts-d., 1000 Watts-n. OWNED BY: The  
Iowa Broadcasting Co., subsidiary of the Des  
Moines Register and Tribune. OPERATED  
BY: Same. BUSINESS ADDRESS: Reg. & Trib.  
Bldg. PHONE: 3-2111. STUDIO ADDRESS:  
Reg. & Trib. Bldg. TRANSMITTER LOCA-  
TION: 6 miles north of town. TIME ON THE  
AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday)  
7:00 a.m. to 1:00 a.m. NEWSPAPER AFFILI-  
ATION: Des Moines Register & Tribune.  
NEWS SERVICE: United Press, International  
News Service. MAINTAINS ARTISTS' BUREAU.  
TRANSCRIPTION SERVICES: Standard Radio  
and NAB Library.

## Personnel

President.....Gardner Cowles, Jr.  
General Manager.....Luther Hill  
Assistant General and  
Commercial Manager.....Craig Lawrence  
Program Director.....Ed Linehan  
Sales Promotion Manager.....Wayne Welch  
Chief Engineer.....Paul Huntsinger

## POLICIES

Does not accept liquor advertising; no occa-  
sion to accept or reject foreign language ac-  
counts. Other restrictions according to NAB  
code.

Merchandising mediums include street car  
cards, full showing of billboards in Des  
Moines, regular bulletins to grocers and drug-  
gists, personal calls on trade and stores and  
pictures daily in Des Moines Register & Trib-  
une

## REPRESENTATIVE

The Katz Agency

# W H O

"VOICE OF THE MIDDLE WEST"

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS GROUP  
FREQUENCY: 1000 Kc. POWER: 50000  
Watts. OWNED BY: Central Broadcasting Co.  
OPERATED BY: Same. BUSINESS ADDRESS:  
914 Walnut St. PHONE: 3-7147. TRANSMITTER  
LOCATION: Mitchellville. TIME ON THE AIR:  
6:00 A.M. to 1:00 A.M.; Sundays, 8:00 A.M.

to 12:00 midnight. MAINTAINS ARTISTS' BU-  
REAU. NEWS SERVICE: United Press and  
Transradio Press. TRANSCRIPTION SERVICE:  
NBC Thesaurus

## Personnel

President.....Col. B. J. Palmer  
V.P. & Treasurer.....D. D. Palmer  
Secretary.....William Brandon  
V.P. & Station Manager.....J. O. Maland  
Artists' Bureau Head.....Irving Grossman  
Sales Manager.....Hale Bondurant  
Publicity Director.....Woody Woods  
Program Director.....Harold Fair  
Technical Director.....Paul A. Loyet

## POLICIES

Advertising of alcoholic beverages not ac-  
cepted.

Merchandising services of the station staff  
will be furnished for spot broadcasting sched-  
ules without additional charge, except for cash  
expenditures which are paid by advertiser

## REPRESENTATIVE

Free & Peters, Inc.

# K D T H \*

DUBUQUE—EST. 1937

FREQUENCY: 1340 Kc. POWER: 500 Watts.  
OWNED BY: Telegraph Herald. OPERATED  
BY: Telegraph Herald. BUSINESS ADDRESS:  
Eighth Ave. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: Not determined. TIME  
ON THE AIR: Daytime. NEWS AFFILIATION:  
Dubuque Telegraph Herald.

## Personnel

Not selected at press time.

## POLICIES

Liquor advertising will not be accepted.  
Other policies not determined at present time.

## REPRESENTATIVE

William J. Arndt

\*C.P. by FCC (issue being determined by  
Court of Appeals, Washington, D. C.)

# W K B B

DUBUQUE—EST. 1933

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1500 Kc. POWER: 250 Watts.  
d., 100 Watts-n. OWNED BY: Sanders Bros.  
Radio Station. OPERATED BY: Sanders  
Bros. Radio Station. BUSINESS ADDRESS:  
Hotel Julien. PHONE: Dubuque 572, East  
Dubuque 145. STUDIO ADDRESS: Hotel  
Julien. TRANSMITTER LOCATION: East Du-  
buque, Ill. TIME ON THE AIR: 6:30 A.M. to  
Midnight (daily), 8:00 a.m. to Midnight (Sun-

day). **NEWS SERVICE:** Transradio Press.  
**TRANSCRIPTION SERVICE:** World Broadcast-  
 ing System, C. P. MacGregor.

**Personnel**

President.....Walter E. Klauer  
 Station Manager.....James D. Carpenter  
 Chief Announcer.....Vaughn Gayman  
 Publicity Director.....A. L. Link  
 Musical Director.....M. K. Galliard  
 Chief Engineer.....Leonard Carlson

**POLICIES**

Advertising of alcoholic beverages not ac-  
 cepted, excepting beer and wine.  
 Merchandising includes regular mailing to  
 list of grocers and druggists.

**WSUI**

**IOWA CITY—EST. Code—1911—  
 Broadcast—1919**

**FREQUENCY:** 880 Kc. **POWER:** 1000 watts,  
 d.; 500 watts, n. **OWNED BY:** State Univ. of  
 Iowa. **OPERATED BY:** State Univ. of Iowa.  
**BUSINESS ADDRESS:** Iowa City. **PHONE:**  
 University 237-8162. **STUDIO ADDRESS:** Iowa  
 City. **TRANSMITTER LOCATION:** Iowa City.  
**TIME ON THE AIR:** 8:30 A.M. to 10:00 P.M.  
**NEWS SERVICE:** Associated Press. **TRAN-**  
**SCRIPTION SERVICE:** Usual facilities.

**Personnel**

Chairman Radio Board.....Bruce E. Mahan  
 Station Director.....Carl H. Menzer  
 Program Director.....Pearl B. Broxam  
 Production Manager  
 Prof. H. Clay Harshberger  
 Staff Announcer.....William H. Seiler  
 Chief Engineer.....S. J. Ebert

**POLICIES**

Station WSUI is non-commercial station  
 owned and operated by State University of  
 Iowa. This station engages in no advertising  
 or commercial broadcasting.

**KFJB**

**"IN THE HEART OF IOWA"  
 MARSHALLTOWN—EST. 1923**

**FREQUENCY:** 1200 Kc. **POWER:** 250 Watts,  
 d.; 100 Watts, n. **OWNED BY:** Marshall Elec-  
 tric Co. **OPERATED BY:** Marshall Electric Co.  
**BUSINESS ADDRESS:** 1603 W. Main St.  
**PHONE:** 3361. **STUDIO ADDRESS:** 1603 W.  
 Main St. **TRANSMITTER LOCATION:** 2 miles  
 northwest of town. **TIME ON THE AIR:** 6:00  
 A.M. to 9:00 P.M. (daily); 11:00 to 7:00 P.M.  
 (Sunday). **NEWS SERVICE:** United Press.  
**TRANSCRIPTION SERVICE:** C. P. MacGregor.

**Personnel**

President and Station Manager...Earl Peak  
 Advertising Manager.....C. Leinhaus  
 Chief Announcer.....Bob Weitzel  
 Publicity Director.....Robert Dobbin

Program Director.....O. L. Russell  
 Musical Director.....Paul Ziegler  
 Chief Engineer.....Wayne Peak

**POLICIES**

No hard liquor. No foreign language.  
 Cooperation with local merchants on pub-  
 licizing on nationally advertised merchandise.

**KGLO**

**MASON CITY—EST. 1937**

**COLUMBIA BROADCASTING SYSTEM**

**FREQUENCY:** 1210 Kc. **POWER:** 250 watts,  
 d.; 100 watts, n. **OWNED BY:** Mason City  
 Globe Gazette Co. **OPERATED BY:** Mason  
 City Globe Gazette Co. **BUSINESS ADDRESS:**  
 Hotel Hanford. **PHONE:** 2800. **STUDIO AD-**  
**DRESS:** Hotel Hanford. **TRANSMITTER LO-**  
**CATION:** 2 miles west of M. C. on Highway  
 18. **TIME ON THE AIR:** 6:00 A.M. to 12:00  
 P.M. (daily); 7:00 A.M. to 12:00 P.M. (Sun-  
 day). **NEWSPAPER AFFILIATION:** Mason City  
 Globe-Gazette. **NEWS SERVICES:** United  
 Press and Globe Gazette City Reporters and  
 correspondents in North Iowa and Southern  
 Minn. **TRANSCRIPTION SERVICE:** NBC The-  
 saurus, Standard Radio, and NAB Library.

**Personnel**

Station Manager.....F. C. Eighmey  
 Chief Announcer.....John J. Price  
 Program Director.....Nick Scheel  
 Production Manager.....Jim Woods  
 Publicity Director.....Henry Hook  
 Chief Engineer.....Leo Born

**POLICIES**

Accept beer accounts; no wine or liquor  
 advertising.

Full time merchandising man available to  
 advertisers. Complete program log daily in  
 Mason City Globe Gazette. Regular bulletins  
 sent to leading grocers and druggists in  
 North Iowa and Southern Minnesota.

**REPRESENTATIVE**  
 Weed & Co.

**KFNF**

**"THE FRIENDLY FARMER STATION"  
 SHENANDOAH—EST. 1924**

**FREQUENCY:** 890 Kc. **POWER:** 5000 watts,  
 d.; 1000 watts, n. **OWNED BY:** KFNF, Inc.  
**OPERATED BY:** KFNF, Inc. **BUSINESS AD-**  
**DRESS:** 407 Sycamore. **PHONE:** No. 1—de-  
 partmental connections. **STUDIO ADDRESS:**  
 407 Sycamore St. **TRANSMITTER LOCATION:**  
 407 Sycamore St. **TIME ON THE AIR:** (daily)  
 5:30 A.M. to 4:00 P.M.; 5:00 P.M. to 9:00 P.M.;  
 (Saturday) 5:30 A.M. to 10:00 P.M. **NEWS**  
**SERVICE:** International News Service. **TRAN-**  
**SCRIPTION SERVICE:** C. P. McGregor.

# MORNING, NOON and NIGHT...

POWER	8:00 A.M. - 12:30 NOON Morning Listeners		12:30 to 6:00 P.M. Afternoon Listeners		6:00 P.M. to 12 P.M. Evening Listeners		GRAND TOTALS	
	ACTUAL NO.	APPROX. %	ACTUAL NO.	APPROX. %	ACTUAL NO.	APPROX. %		
<b>KSCJ</b> 5,000 Day 1,000 Nite	1,796	52 %	1,626	50 %	3,321	53 %	6,743	52 %
NEBRASKA STATION <b>B</b> 5,000 Day 1,000 Nite	870	25 %	1,025	32 %	1,873	30 %	3,768	29 %
S. DAKOTA STATION <b>C</b> 5,000 Day 1,000 Nite	303	9 %	198	6 %	520	8 %	1,021	8 %
NEBRASKA STATION <b>D</b> 10,000 Day	202	1 %	117	3 %	282	4 %	601	4 %
MINN STATION <b>E</b> 50,000 Day	48	6 %	30	1 %	34	1 %	112	1 %
MISCEL STATIONS <b>F</b>	253	7 %	249	8 %	253	4 %	755	6 %
<b>TOTAL</b>	<b>3,472</b>	<b>100 %</b>	<b>3,245</b>	<b>100 %</b>	<b>6,283</b>	<b>100 %</b>	<b>13,000</b>	<b>100 %</b>

## IT'S **KSCJ** *The JOURNAL* Sioux City, Iowa

QUESTIONS: "Is your radio turned on? If so, what station are you listening to?"

Day after day, throughout a five-month period in 1938 trained investigators for Midwest Consumers Research asked these questions throughout the rich, extensive KSCJ area. Every period of the day was explored, checked again and again 38,350 calls were made. One-third of them 13,000 were listening to their radios. And 52% of them were listening to KSCJ. So valuable was this daily survey in KSCJ program planning and guidance to KSCJ advertisers that it has never been discontinued. Today it is known as the KSCJ PERPETUAL SURVEY—a constant yardstick for station programming—an amazing test-tube in determining effective advertising.

Wouldn't you like to know more about it?

Over 1,688,070 Listeners in  
**KSCJ .02 Millivolt Area!**



# KSCJ

AFFILIATED WITH C. B. S.  
Represented by GEORGE HOLLINGBERY  
*C. W. CORKHILL Manager*



## Personnel

Manager.....M. H. Peterson  
 Program Director.....Henry Field

## POLICIES

No wines, beer or liquor advertising accepted, no commercial broadcasts on Sundays. Price quoting permitted on all commercial programs, foreign language programs are being carried without restrictions of any kind. Primary regulation is to meet Federal Trade Commission rulings and general policies of good advertising taste and broadcasting practice.

Station will mail cards, letters or other mail pieces, contact local retailers or dealers, arrange displays or windows, etc. All merchandising service at cost. Also gives ample and generous advance promotion on new programs by way of its own facilities and local newspaper space.

# K M A

"KEEPS MILLIONS ADVISED"  
**SHENANDOAH—EST. 1925**

NBC—BLUE AND MUTUAL  
 IOWA BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Earl E. May Seed Co. OPERATED BY: Earl E. May Seed Co. BUSINESS ADDRESS: Lowell & Elm Sts. PHONE: 192. STUDIO ADDRESS: Lowell & Elm Sts. TRANSMITTER LOCATION: Shenandoah Rt. 48. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Program Service.

## Personnel

President.....Earl E. May  
 Station Manager.....J. (Cy.) Rapp  
 Commercial Manager.....Ken Marsh  
 Chief Announcer.....Fred Greenlee  
 Musical Director.....Faylon Geist  
 Chief Engineer.....Ray Schroeder

## POLICIES

Beer accounts handled only after 9 P.M. No liquor advertising.

Special mailing service to clients dealers. Local newspaper promotion in many county seat newspapers in KMA service area.

## REPRESENTATIVE

Howard Wilson & Co.

# K S C J

"HEAR IT AS IT HAPPENS OVER KSCJ;  
 READ IT IN THE SIOUX CITY JOURNAL"

## SIOUX CITY—EST. 1927

### COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Perkins Bros. Co. OPERATED BY: Same. BUSINESS ADDRESS: 415 Douglas. PHONE: 57993-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 5000 Floyd River Road. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Sioux City Journal. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

## Personnel

Station Manager.....C. W. Corkhill  
 Program Director.....Bertha Reese  
 Studio Director.....Ruth Fachman  
 Publicity Director.....Roberta Deany  
 Musical Director.....Bertha Reese  
 Chief Engineer.....S. C. Dier

## POLICIES

Beer and wine accounts accepted; no distilled liquors.

## REPRESENTATIVE

George P. Hollingsbery Co.

# K T R I

## SIOUX CITY—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Sioux City Broadcasting Co. OPERATED BY: Dietrich Dirks and The Tribune Co. BUSINESS ADDRESS: Commerce Bldg., 8th & Nebraska Sts. PHONE: 8-0165. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Sioux City Tribune. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President .....Eugene Kelly  
 General Manager.....Dietrich Dirks  
 Program Director.....Bill Tredway  
 Commercial Manager.....Ray Jensen  
 Chief Engineer.....Carleton Gray

## POLICIES

Complete merchandising facilities available at actual cost.

# KANSAS

Population 1,864,000

Number of Families 501,000

Number of Radio Homes 367,800

Retail Sales \$448,261,000

Auto Registrations 495,000

## K F B I

"POLICIES THAT PROTECT"

ABILENE—EST. 1923

FREQUENCY: 1050 Kc. POWER: 5000 Watts. OWNED BY: Farmers & Bankers Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 410 N.W. 3rd. PHONE: 1200. STUDIO ADDRESS: 410 N.W. 3rd. TRANSMITTER LOCATION: Milford. TIME ON THE AIR: 6:00 A.M. to sunset (Pacific time). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, and Standard Radio.

### Personnel

President ..... H. K. Lindsley  
Station Manager ..... K. W. Pyle  
Advertising Manager ..... M. Eberhardt  
Chief Announcer ..... Harry D. Peck  
Sales Manager ..... K. W. Pyle  
Publicity Director ..... J. W. Eberhardt  
Musical Director ..... Marie Gunzelman  
Chief Engineer ..... G. H. Johnstone

### POLICIES

No beer or liquor advertising accepted. Foreign language programs accepted.

### REPRESENTATIVE

Howard H. Wilson Company

## K V A K \*

ATCHINSON—EST. 1937

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Carl Latenser. OPERATED BY: Carl Latenser. BUSINESS ADDRESS: Atchinson. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Atchinson. TIME ON THE AIR: Daytime Schedule.

\* Station was licensed to operate under a C. P. at time of going to press.

## K G G F

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: Hugh J. Powell & Stanley Platz.

d/b as Powell & Platz. OPERATED BY: Same. BUSINESS ADDRESS: Journal Bldg. PHONE: 147-41. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Coffeyville. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-PAPER AFFILIATION: The Coffeyville Journal. NEWS SERVICE: The Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Station Manager ..... Hugh J. Powell  
Commercial Manager ..... W. B. Darrah  
Advertising Manager ..... W. B. Darrah  
Chief Announcer ..... Richard Campbell  
Sales Manager ..... W. B. Darrah  
Publicity Director ..... Clair Foster  
Musical Director ..... Clair Foster  
Chief Engineer ..... J. Fred Case

### POLICIES

No liquor advertising accepted; takes foreign language accounts.

Merchandising cooperation given advertisers is similar to that given by newspapers.

### REPRESENTATIVE

The Katz Agency

## K G N O

DODGE CITY—EST. 1930

FREQUENCY: 1340 Kc. POWER: 250 Watts. OWNED BY: Dodge City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: First Nat'l Bank Bldg. PHONE: 1100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Westview Park. TIME ON THE AIR: 6:30 A.M. to 2:00 P.M. and 4:00 P.M. to 9:00 P.M. NEWS PAPER AFFILIATION: Dodge City Globe. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President ..... J. C. Denious  
Business Manager ..... N. C. Petersen  
Commercial Manager ..... Vaughn Kimball  
Chief Announcer ..... John Drake  
Program Director ..... Fay Ljungdahl  
Chief Engineer ..... Emil Doane

## POLICIES

Does not accept liquor or foreign language accounts.

Will make surveys, assist with distribution or secure any information desired, as merchandising aids.

## REPRESENTATIVE

Arthur H. Hagq and Associates

# K T S W \*

## EMPORIA—EST. 1939

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Emporia Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Emporia. TIME ON THE AIR: Daytime license. TRANSCRIPTION SERVICE: Standard Radio.

\* Station was licensed to operate under a construction permit. No further information was available at time of going to press.

# K I U L

"VOICE OF WESTERN KANSAS"

## GARDEN CITY—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Garden City Broadcasting Co. OPERATED BY: Garden City Broadcasting Co. BUSINESS ADDRESS: 404 N. Main. PHONE: 666-999. STUDIO ADDRESS: 404 N. Main. TRANSMITTER LOCATION: Warner Terrace. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Library.

## Personnel

President.....F. D. Conard  
Station Manager.....Clem Morgan  
Publicity Director.....Clem Morgan  
Musical Director.....George Goulding  
Chief Engineer.....Chester Fouquet

## POLICIES

No special policies, as to foreign language programs. Liquor still illegal in the state of Kansas.

Complete merchandising cooperation at all times.

## REPRESENTATIVE

Cox and Tanz

# K V G B

"THE VOICE OF GREAT BEND"

## GREAT BEND—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: E. E. Ruehlen. OPERATED BY: E. E. Ruehlen. BUSINESS ADDRESS: 2103½

Forest. PHONE: 1080-1. STUDIO ADDRESS: Cork Bldg. TRANSMITTER LOCATION: 2 miles south of Great Bend on Highway No. 8. TIME ON THE AIR: 6:30 A.M. to 8:00 P.M. (unlimited time). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacrGegor.

## Personnel

Station Manager.....E. E. Ruehlen  
Commercial Manager.....Vern Minor  
Advertising Manager.....Dave Wilson  
Assistant Manager.....Vern Minor  
Musical Director.....Earl Brewster  
Chief Engineer.....Leo Legleiter

## POLICIES

No intoxicating liquor advertising accepted.

# K W B G

"THE STATION IN THE CENTER OF THE NATION"

## HUTCHINSON—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Nation's Center Broadcasting Co., Inc. OPERATED BY: W. B. Greenwald. BUSINESS ADDRESS: 101 Ave. A. East. PHONE: 5202. STUDIO ADDRESS: 101 Ave. A. East. TRANSMITTER LOCATION: Hutchinson. TIME ON THE AIR: (winter) 6:30 A.M. to 10:30 P.M.; (summer) 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President-General Manager..W. B. Greenwald  
Advertising Manager.....W. P. Robinson  
Chief Announcer.....Ed Letson  
Station Manager.....W. B. Greenwald  
Program Director.....J. B. Lake  
Publicity Director.....W. P. Robinson  
Musical Director.....Willie Anz  
Chief Engineer.....Harold Bourrell

## POLICIES

Will accept beer advertising. No foreign language accounts.

Merchandising as required.

# K C K N

"DOMINANT NEWS STATION OF THE TWO KANSAS CITIES"

## KANSAS CITY—EST. 1925 (as WLBF) 1936 (as KCKN)

### KANSAS NETWORK

FREQUENCY: 1300 Kc. POWER: 100 Watts. OWNED BY: The KCKN Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 901 N. 8th St. PHONE: Drexel 4300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION:

Same. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Operated by The Kansas City Kansan. Capper Publication, only daily newspaper in Kansas City, Kansas. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library, C. P. MacGregor Library, Lang-Worth, NAB Library.

**Personnel**

President ..... W. A. Bailey  
 Vice-President-General  
 Manager ..... Ellis Atteberry  
 Commercial Manager ..... Owen Balch  
 Program Director ..... Ralph Nelson  
 Director of Publicity ..... Ruth Kendall  
 Continuity Editor ..... Evan Fry  
 News Commentator ..... Olaf Soward  
 Musical Director ..... Ruth Royal  
 Chief Engineer ..... C. E. Salzer, Jr.

**POLICIES**

No beer or alcoholic beverage accounts accepted.

Complete cooperation with commercial clients in merchandising and exploitation. Planned, arranged and executed by station. Clients bear actual cost only.

**REPRESENTATIVE**

Capper Publications

**K F K U**

**LAWRENCE**

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: University of Kansas. OPERATED BY: University of Kansas. BUSINESS ADDRESS: Lawrence, Kans. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time with WREN.

**Personnel**

Director ..... Harold G. Ingham

**POLICIES**

Station does not sell time.

**W R E N**

**LAWRENCE—EST. 1926**

NBC-BLUE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The WREN Broadcasting Co. OPERATED BY: The WREN Broadcasting Co. BUSINESS ADDRESS: WREN Bldg. PHONE: Lawrence 110. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Between Lawrence and Kansas City, Mo. TIME ON THE AIR: Shares time KFRU, Sunday 8:00 A.M. to 12:00 midnight; week days, 7:00 A.M. to 2:30 P.M. and 3:00 P.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Manager ..... Vernon H. Smith

**REPRESENTATIVE**

George P. Hollingbery Co.

**K S A C**

"AN EDUCATIONAL PROGRAM FOR EVERY LISTENING MEMBER OF THE FAMILY"

**MANHATTAN—EST. 1924**

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Kansas State College of Agriculture and Applied Science. OPERATED BY: Kansas State College of Agriculture and Applied Science. BUSINESS ADDRESS: Manhattan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daily except Sundays, 9:30 A.M. to 10:30 A.M.; 12:30 P.M. to 2:00 P.M.; Saturdays, 2:00 P.M. to 2:30 P.M. and 4:30 to 5:30 P.M.

**Personnel**

President ..... F. D. Farrell  
 Director ..... H. Umberger  
 Program Director ..... L. L. Longsdorf

**POLICIES**

Station does not sell time. Station presents only educational non-commercial programs.

**K O A M**

**PITTSBURG—EST. 1937**

NATIONAL BROADCASTING CO.  
 (RED & BLUE)

FREQUENCY: 790 Kc. POWER: 1000 Watts. OWNED BY: Pittsburg Broadcasting Co. OPERATED BY: Pittsburg Broadcasting Co. BUSINESS ADDRESS: Commerce Bldg. PHONE: 2165-6. STUDIO ADDRESS: Commerce Bldg. and at Joplin, Mo. TRANSMITTER LOCATION: 2½ miles southeast of Pittsburg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President ..... E. Victor Baxter  
 Commercial Manager ..... Ed. Cunliff  
 Station Manager ..... Ed. Cunliff  
 Sales Manager ..... R. G. Patterson  
 Chief Announcer ..... Spencer Allen  
 Program Director ..... J. L. Simmons  
 Chief Engineer ..... W. L. Brown

**POLICIES**

Will accept beer accounts; also foreign language programs.

Has special merchandising department that will work with commercial advertisers

**REPRESENTATIVE**

Howard H. Wilson & Co.

# K S A L

"YOUR FRIEND OF THE AIRWAYS"

**SALINA—EST. 1937**

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: R. J. Laubengayer. OPERATED BY: R. J. Laubengayer. BUSINESS ADDRESS: Journal Bldg. PHONE: 100-104. STUDIO ADDRESS: Journal Bldg. TRANSMITTER LOCATION: State St. Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Salina Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

## Personnel

Owner ..... R. J. Laubengayer  
Station Manager..... Merle E. Tucker  
Commercial Manager..... H. C. Fagerstrom  
Chief Engineer..... N. E. Vance, Jr.

## POLICIES

All commercial programs including name of sponsor, are published in Salina Journal each day. Journal has approximately 14,000 daily circulation.

## REPRESENTATIVE

The Katz Agency

# W I B W

"THE VOICE OF KANSAS"

**TOPEKA—EST. 1925**

**CBS—KANSAS NETWORK**

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Capper Publications, Inc. OPERATED BY: Capper Publications, Inc. BUSINESS ADDRESS: Box 119. PHONE: 3-2377. STUDIO ADDRESS: 1035 Topeka Blvd. TRANSMITTER LOCATION: Near Topeka. TIME ON THE AIR: 4:30 A.M. to midnight (daily); 8:00 A.M. to midnight (Sunday), CST. NEWSPAPER AFFILIATION: Capper Publications, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library, NAB Library.

## Personnel

General Manager..... Ben Ludy  
Chief Engineer..... Karl Troeglen

## POLICIES

No beer or liquor advertising.  
Publicity in Capper Publications, Inc. Personal calls and window displays as part of merchandising aids.

## REPRESENTATIVE

Capper Publications, Inc.

# K A N S

**WICHITA—EST. 1936**

**NATIONAL BROADCASTING COMPANY**

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: The KANS Broadcasting Co. OPERATED BY: The KANS Broadcasting Co. BUSINESS ADDRESS: Hotel Lassen. PHONE: 4-2387. STUDIO ADDRESS: Hotel Lassen. TRANSMITTER LOCATION: Hotel Lassen. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President..... Chas. C. Theis  
General Manager..... Herb Hollister  
Commercial Manager..... Herb Hollister  
Chief Announcer..... Jack Todd  
Publicity Director..... Phil McKnight  
Musical Director..... Raymond Shelley  
Chief Engineer..... Glenn Ritter

## POLICIES

Accept beer but not liquor.  
Maintains a merchandising department.

## REPRESENTATIVE

The Katz Agency

# K F H

"KANSAS' FRIENDLY HOST"

**WICHITA—EST. 1925**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1300 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Radio Station KFH Co. OPERATED BY: Same. BUSINESS ADDRESS: York Rite Temple. PHONE: 35254-5-6. STUDIO ADDRESS: York Rite Temple. TRANSMITTER LOCATION: 6 miles East of Downtown Wichita. TIME ON THE AIR: (Daily) 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: The Wichita Eagle. TRANSCRIPTION SERVICE: Associated Libraries, C. P. MacGregor.

## Personnel

Vice President-General Mgr.... M. M. Murdock  
Business Manager..... P. S. Clark  
Production Manager..... Vernon E. Reed  
Local Sales Manager..... E. F. Scrapper  
National Sales Manager..... Clark A. Luther  
Chief Engineer..... Amos C. Dadisman

## POLICIES

Station offers cooperation and a complete merchandising service for advertisers. Beer accounts are accepted but no liquor advertising.

## REPRESENTATIVE

Edward Petry & Co.

# WAVE STILL ISN'T REACHING CHINA!

**(OR CHICKEN BRISTLE, KENTUCKY!)**

No, Sub-Station WAVE is glad to report that we're still content to be sitting on top of the *biggest market in Kentucky*. . . leaving the Whangpoo (and the Kentucky mountains) for the *other fellows!*

But still we say, *don't be deceived!* Louisville ALONE gives you 80.7% of the income-tax payers in the entire Trading Area—74% of the drug sales—67.8% of the food sales!

And the *WAVE Listening Area* still gives you almost *twice* as many income-tax payers as the remaining 93 Kentucky counties, combined!—63% *more* passenger cars—64% *more* wired homes!

Also—the cost of WAVE is so low that you'll hardly notice the addition to your budget. Why not write for the whole story?

*An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives*

*Station* **WAVE** *Louisville*  
1000 WATTS INCORPORATED 940 K. C.

# KENTUCKY

Population 2,920,000

Number of Families 708,000

Number of Radio Homes 494,900

Retail Sales \$388,278,000

Auto Registrations 351,100

## W C M I

"WHERE COAL MEETS IRON"  
ASHLAND—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Ashland Broadcasting Co. Operated BY: Ashland Broadcasting Co. BUSINESS ADDRESS: WCMI Bldg. PHONE: 363. STUDIO ADDRESS: WCMI Bldg. TRANSMITTER LOCATION: WCMI Bldg. TIME ON THE AIR: 6:30 A.M. to 1200 midnight. NEWSPAPER AFFILIATIONS: Ashland Daily Independent. NEWS SERVICE: Associated Press (non-commercial). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....J. T. Norris  
Managing Director.....Jos. F. Kyler  
Chief Announcer.....Paul L. Ruble  
Sales Manager.....Jack Bell  
Publicity Director.....Paul L. Ruhle  
Musical Director.....Hester Kyler  
Chief Engineer.....Paul Holton

### POLICIES

Advertising of alcoholic beverages accepted.

### REPRESENTATIVE

Burn-Smith Co.

## W C K Y

COVINGTON, KY.

(See Cincinnati, O.)

## W L A P

"THE THOROUGHbred STATION  
OF THE NATION"  
LEXINGTON—EST. 1934

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: American Broadcasting Corp. of Kentucky. OPERATED BY: American Broadcasting Corp. of Kentucky. BUSINESS ADDRESS: Radio Bldg., Walnut & Short Sts. PHONE: 1721-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walton Bldg., Main & Esplanade. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President-Genl. Mgr.....Gilmore N. Nunn  
Vice President.....J. Lindsay Nunn  
Secretary-Treasurer.....Warren G. Davis  
Commercial Manager.....Winston L. Clark  
Chief Announcer.....Ted Grizzard  
Station Manager.....Winston L. Clark  
Publicity Director.....Ted Grizzard  
Musical Director.....Miller Welch  
Chief Engineer.....Sanford Helt

### POLICIES

No liquor advertising accepted before 8 P.M. No restrictions on beer and light wines. No restrictions on foreign language broadcasts. Complete merchandising department at the disposal of the advertiser.

### REPRESENTATIVE

Burn-Smith Co.

## W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY  
FREQUENCY: 940 Kc. POWER: 1000 Watts. OWNED BY: WAVE, Inc. OPERATED BY: WAVE, Inc. BUSINESS ADDRESS: Brown Hotel. PHONE: Jackson 8391-2. STUDIO ADDRESS: Brown Hotel. TRANSMITTER LOCATION: Brown Hotel. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

### Personnel

President.....Geo. W. Norton, Jr.  
Commercial Manager.....James F. Cox  
Station Manager.....Nathan Lord  
Sales Manager.....James F. Cox  
Publicity Director.....George Patterson  
Musical Director.....Clifford Shaw  
Chief Engineer.....Wilbur E. Hudson

### POLICIES

Liquor accounts are not accepted. Beer accounts at any time. No foreign language accounts. All copy subject to station approval and FTC regulations.

Station undertakes merchandising to the extent of publicizing programs and calls on wholesalers and certain key retailers in district.

### REPRESENTATIVE

Free & Peters, Inc.

# W H A S

"IN THE HEART OF THE RICH  
OHIO VALLEY"

LOUISVILLE—1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 820 Kc. POWER: 50,000 Watts.  
OWNED BY: Barry Bingham. OPERATED BY:  
Louisville Times Company. BUSINESS AD-  
DRESS: 300 W. Liberty St. PHONE: Wa 2211.  
STUDIO ADDRESS: 300 W. Liberty St. TRANS-  
MITTER LOCATION: New Eastwood. TIME  
ON THE AIR: 5:30 A.M. to 1:00 A.M. daily;  
8:00 A.M. to midnight Sunday. NEWSPAPER  
AFFILIATION: Courier Journal and Louisville  
Times. NEWS SERVICE: United Press. MAIN-  
TAINS AN ARTISTS BUREAU. TRANSCRIP-  
TION SERVICE: Associated Music Publisher  
Library.

## Personnel

Owner ..... Barry Bingham  
Radio Director ..... Credo Harris  
Executive Manager ..... W. Lee Coulson  
Commercial Manager ..... Joe Eaton  
Program Manager ..... Robert L. Kennett  
Chief Announcer ..... Meador Lowrey  
Studio Director ..... Meador Lowrey  
Publicity Director ..... Dolly Sullivan  
Technical Advisor ..... Orrin W. Towner

## POLICIES

Accept beer accounts. Medicinal advertising

must conform to Federal Trade Commission regulations and station standards.

Merchandising: Supply daily listings, pictures and highlights in Courier-Journal and Louisville Times, plus publicity in magazines and trade journals; contact dealers, retailers, neighborhood groups, etc. By direct mail postage only is charged to advertiser. Surveys, window displays, counter cards handled by merchandising service at small cost to advertiser.

## REPRESENTATIVE

Edward Petry & Company

# W O M I

"RADIO VOICE OF THE OWENSBORO  
MESSENGER AND INQUIRER"  
OWENSBORO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts.  
d.; 100 Watts. n. OWNED BY: Owensboro  
Broadcasting Co., Inc. OPERATED BY: Owens-  
boro Broadcasting Co., Inc. BUSINESS AD-  
DRESS: Byers Ave. & Livermore Road. PHONE:  
420. STUDIO ADDRESS: Byers Ave. & Livermore  
Road. TRANSMITTER LOCATION: Same. TIME  
ON THE AIR: 16 hours daily; 15 hours Sunday.  
NEWSPAPER AFFILIATIONS: Owensboro Mes-  
senger (morning); Owensboro Inquirer (evening).  
NEWS SERVICE Associated Press (non-com-  
mercial). TRANSCRIPTION SERVICE: NBC The-  
saurus.

*Before you Buy*  
... borrow the Blind  
Goddess' Scales



**DURING** the next year you will doubtless use this book more than once in connection with buying radio time.

When you come to consider the Louisville market, we ask just one thing—that you borrow the scales of the blind goddess and weigh media in relation to market.

Gauge first the market in its entirety—a market that encompasses most of Kentucky, sizable and wealthy portions of Indiana and Ohio as well. Here live 1,932,307 people, 1,267,519 families. Here are owned 901,999 radio sets, 962,233 automobiles. Here is spent, annually, \$2,738,119,583! This vast and wealthy market lies completely with-

in the WHAS primary listening area, is reached and covered every day by WHAS advertisers. Because of its central location WHAS is the logical station to cover this complete market.

When you have weighed two billion dollars, you will agree that here is a market rich in sales opportunities. We believe you will also consider it too important for half measures, that you will choose the medium which can and does deliver all of it at once and at low cost.

# WHAS

COURIER-JOURNAL AND  
LOUISVILLE TIMES STATION

50,000 Watts—CBS—Cleared Channel • Edward Petry & Co., Natl. Repr.



## Personnel

President.....Lawrence W. Hager  
Vice President.....W. B. Hager  
Secretary-Treasurer.....G. M. Fuqua  
General Manager.....Lyell L. Ludwig  
Commercial Manager.....George C. Blackwell

## POLICIES

No foreign language programs. Liquor advertising only after 8 P.M. in evening (week-days only).

Merchandising and publicity through newspaper tie-up.

# W P A D

"VOICE OF WESTERN KENTUCKY"

PADUCAH—EST. 1930

FREQUENCY: 1420 Kc. POWER: 250 Watts,  
d.; 100 Watts, n. OWNED BY: Paducah Broad-

casting Co., Inc. OPERATED BY: Paducah Broadcasting Co., Inc. BUSINESS ADDRESS: 8th and Terrell. PHONE: 4100. STUDIO ADDRESS: 8th and Terrell. TRANSMITTER LOCATION: 8th and Terrell. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Paducah-Sun Democrat. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: C. P. MacGregor.

## Personnel

President & Genl. Mgr.....Pierce E. Lackey  
Secretary.....E. Ezell Lackey  
Treasurer & Coml. Mgr.....W. Prewitt Lackey  
Chief Announcer.....Gene Peak  
Station Manager.....Gene Peak  
Sales Manager.....Gene Peak  
Publicity Director.....Pierce E. Lackey  
Musical Director.....Gene Peak  
Chief Engineer.....C. G. Sims

## POLICIES

No whiskey advertising accepted.

# LOUISIANA

Population 2,132,000

Number of Families 510,000

Number of Radio Homes 297,400

Retail Sales \$344,393,000

Auto Registrations 244,274

# K A L B

"IN THE HEART OF LOUISIANA"

ALEXANDRIA—EST. 1935

LOUISIANA NETWORK

FREQUENCY: 1210 Kc. POWER: 250 Watts,  
d.; 100 Watts, n. OWNED BY: Alexandria Broadcasting Co., Inc. OPERATED BY: Alexandria Broadcasting Co., Inc. BUSINESS ADDRESS: 3rd & Jackson. PHONE: 65. STUDIO ADDRESS: 3rd & Jackson. TRANSMITTER LOCATION: Upper 4th St. extension. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sunday, 9:00 A.M. to 5:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

## Personnel

President.....Walter H. Allen  
General Manager.....C. Edly Rogers  
Sales Manager.....I. F. Welch  
Program Director.....Virgil Evans  
Publicity Director.....Wallace Kendall  
Musical Director.....Virgil Evans  
Chief Engineer.....Truman Stanley

## POLICIES

No special policies or restrictions.

Special build-up announcements prior to commercial programs.

# W J B O

BATON ROUGE—EST. 1934

NBC (BLUE) LOUISIANA NETWORK  
NETWORK

FREQUENCY: 1120 Kc. POWER: 500 watts.  
OWNED BY: Baton Rouge Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Magnolia and Fifth Sts. PHONE: 3647. STUDIO ADDRESS: Magnolia and 5th. TRANSMITTER LOCATION: Roosevelt Road. TIME ON THE AIR: 6:45 A.M. to midnight; Mondays, same except off 8:00 to 9:00 P.M. NEWSPAPER AFFILIATIONS: Baton Rouge State-Times, Baton Rouge Morning Advocate. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Chas. P. Manship, Jr.  
Chief Announcer.....Paul Goldman  
Vice Pres. & Genl. Mgr.....H. Vernon Anderson  
Sales Manager.....J. Roy Dabadie  
Chief Engineer.....Wilbur T. Golson

## REPRESENTATIVE

George P. Hollingbery Co.

# KVOL

"VOICE OF LAFAYETTE"  
LAFAYETTE—EST. 1935  
SOUTHERN NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Evangeline Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 300 Jefferson St. PHONE: 336-1280. STUDIO ADDRESS: Evangeline Hotel. TRANSMITTER LOCATION: Scott Road. TIME ON THE AIR: 7:00 A.M. to 1:00 P.M.—4:00 P.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Advertiser-Gazette. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President ..... Morgan Murphy  
Station Manager ..... Geo. H. Thomas  
Commercial Manager ..... R. A. Escudier  
Chief Announcer ..... Earl Peterson  
Program Director ..... A. B. Craft  
Chief Engineer ..... J. G. Cooper

## POLICIES

No stated special policies.

# KPLC

"VOICE OF THE POPULAR PORT"  
LAKE CHARLES—EST. 1935  
LOUISIANA NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts.



## Now 50,000 Watts

*Tell - Sell*

over

## WWL-New Orleans

Vincent F. Callahan, Gen'l Mgr.

Represented by  
The Katz Agency, Inc.

d., 100 Watts, n. OWNED BY: Calcasieu Broadcasting Co. OPERATED BY: Calcasieu Broadcasting Co. BUSINESS ADDRESS: 333 Pujoe St. PHONE: 81-82. STUDIO ADDRESS: Majestic Hotel. TRANSMITTER LOCATION: La Grange St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President ..... L. M. Sepaugh  
Commercial Manager ..... F. C. Carroll  
Chief Announcer ..... K. McDaniel  
Station Manager ..... C. R. Porter  
Publicity Director ..... H. L. Barnett  
Chief Engineer ..... E. C. Moses

## POLICIES

Only good taste and F.C.C. requirements. Accept French programs.

## REPRESENTATIVE

Burn-Smith Co.

# KMLB

"VOICE OF MONROE"  
MONROE—EST. 1930  
LOUISIANA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, Night. OWNED BY: Liner's Broadcasting Station, Inc. BUSINESS ADDRESS: Frances Hotel. PHONE: 4321-4564. STUDIO ADDRESS: Frances Hotel. TRANSMITTER LOCATION: Milhaven Rd. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICES: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System; NBC Thesaurus.

## Personnel

President ..... J. C. Liner, Sr.  
Commercial Manager ..... J. C. Liner, Jr.  
Station Manager ..... J. C. Liner, Sr.  
Sales Manager ..... Don Breitenmoser  
Chief Engineer ..... O. L. Morgan

## POLICIES

None other than that programs must be in good taste, with all programs subject to rejection by station management.

Merchandising and exploitation is done only at expense of advertiser.

# WBNO

"WE BOOST NEW ORLEANS"  
NEW ORLEANS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Coliseum Place Baptist Church. OPERATED BY: Coliseum Place Baptist Church. BUSINESS ADDRESS: 720 Common St. PHONE: Raymond 0423. STUDIO ADDRESS: St. Charles Hotel. TRANSMITTER LOCATION: S. White & Ephrosene. TIME ON THE AIR: Noon to 5:00 P.M. and 8:00 to 11:00 P.M. NEWSPAPER AFFILIATIONS: Christian Science Monitor. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth.

## Personnel

Station Manager.....Edward R. Musso  
 Sales Manager.....W. Bradberry  
 Publicity Director.....Walter J. Williams  
 Musical Director.....Mildred Elliott  
 Chief Engineer.....W. Bradberry

## POLICIES

Advertising of alcoholic beverages accepted.

## REPRESENTATIVE

Cox & Tanz

# W D S U

"FIRST WITH THE LATEST AND ALWAYS  
 A FEW HEAD LINES AHEAD"

## NEW ORLEANS—EST. 1923

NBC (BLUE)—LOUISIANA NETWORK  
 FREQUENCY: 1250 Kc. POWER: 1000 Watts.  
 OWNED BY: WDSU, Inc. OPERATED BY:  
 WDSU, Inc. BUSINESS ADDRESS: Hotel Monte-  
 leone. PHONE: Raymond 7135. STUDIO  
 ADDRESS: Hotel Monteleone. TRANSMITTER  
 LOCATION: Gretna. TIME ON THE AIR: 7:00  
 A.M. to midnight. NEWS SERVICE: United  
 res. TRANSCRIPTION SERVICE: C. P. Mac-  
 Gregor.

## Personnel

President.....Joseph H. Uhalt  
 Commercial Manager.....P. K. Ewing  
 Station Manager.....Joseph H. Uhalt  
 Sales Manager.....P. K. Ewing  
 Chief Engineer.....Fred Fabre

## POLICIES

No stated special program policies. Adver-  
 tising of alcoholic beverages accepted but pro-  
 gram must be in the late hours.

## REPRESENTATIVE

John Blair & Co.

# W J B W

"THE FRIENDLY ORIGINAL ALL NIGHT  
 STATION"

## NEW ORLEANS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
 OWNED BY: Charles C. Carlson. OPERATED  
 BY: Charles C. Carlson. BUSINESS ADDRESS:  
 947 Howard Ave. STUDIO ADDRESS: God-  
 chaux Bldg. TRANSMITTER LOCATION: New  
 Orleans. TIME ON THE AIR: 6:00 A.M. to  
 noon, 5:00 P.M. to 8:00 P.M. and 11:00 P.M. to  
 6:00 A.M.; Sundays, 7:00 A.M. to 10:00 A.M.,  
 1:00 P.M. to 5 P.M. and 9:00 P. M. to 1:00 A.M.  
 Shares time with WBNO. TRANSCRIPTION  
 SERVICE: Lang-Worth.

## Personnel

General Manager.....C. C. Carlson  
 Program Director and  
 Chief Announcer.....A. H. Nigocia

# W S M B

"AMERICA'S MOST INTERESTING CITY"  
 NEW ORLEANS—EST. 1925

NBC (RED)

FREQUENCY: 1320 Kc. POWER: 5000 Watts,  
 d., 1000 Watts, n. OWNED BY: Maison Blanche  
 & Saenger Theaters. OPERATED BY: WSMB,  
 Inc. BUSINESS ADDRESS: 901 Canal St.  
 PHONE: MA. 5920. STUDIO ADDRESS: 901  
 Canal St. TRANSMITTER LOCATION: Algiers.  
 TIME ON THE AIR: 7:00 to 12:00 midnight.  
 NEWS SERVICE: United Press. MAINTAINS  
 ARTISTS BUREAU. TRANSCRIPTION SER-  
 VICE: NBC Thesaurus.

## Personnel

President.....E. V. Richards  
 General Manager.....H. Wheelahan  
 Artists' Bureau Head.....Wm. Brengel  
 Chief Announcer.....Wm. Brengel  
 Sales Manager.....T. J. Fontelieu  
 Publicity Director.....T. J. Fontelieu  
 Musical Director.....Y. Lebaron  
 Chief Engineer.....H. G. Nebe

## POLICIES

No stated special policies or restrictions on  
 programs.

Merchandising aid given where requested.

## REPRESENTATIVE

Edward Petry & Company

# W W L

## NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 50,000  
 Watts. OWNED BY: Loyola University. OP-  
 ERATED BY: WWL Development Co., Inc.  
 BUSINESS ADDRESS: Roosevelt Hotel. PHONE:  
 Raymond 2196-7-8. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Kannerville. TIME  
 ON THE AIR: 5:30 A.M. to 12:10 A.M. NEWS  
 SERVICE: United Press. TRANSCRIPTION SER-  
 VICE: Standard Radio Library.

## Personnel

General Manager.....Vincent F. Callahan  
 Program Manager.....Jimmie Willson  
 National Advertising Manager...Beverly Brown  
 Chief Announcer.....Jimmie Willson  
 Sales Manager.....W. P. Beville  
 Director of Merchandising.....Louis Read  
 Social Events Director.....Henry Dupre  
 Publicity Director.....Henry Dupre  
 Musical Director.....Pinky Vidacovich  
 Chief Engineer.....J. D. Bloom, Jr.

## POLICIES

No whiskey advertisements, no foreign lan-  
 guage accounts accepted; special restrictions  
 on medicines.

Merchandising: WWL has a full time mer-

chandising 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.

**REPRESENTATIVE**  
The Katz Agency

# K R M D

"SHREVEPORT'S FRIENDLY STATION"  
SHREVEPORT—EST. 1928

LOUISIANA NETWORK  
FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KRMD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1712. PHONE: 6171-2. STUDIO ADDRESS: New Jefferson Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President ..... R. M. Dean  
General Manager ..... L. M. Sepaugh  
Treasurer ..... T. B. Lanford  
Station Manager ..... G. V. Wilson  
Program Director ..... Travis Cabiness

Chief Announcer ..... Jack Simpson  
Chief Engineer ..... R. M. Dean

**POLICIES**

All copy and programs are subject to approval of station management and must comply with all municipal, state and Federal laws. Merchandising aids through advance announcements. Display card tie-in at strategic points.

**REPRESENTATIVE**  
J. J. Devine & Associates

# K T B S

SHREVEPORT—EST. 1928  
NATIONAL BROADCASTING CO.—

DIXIE NETWORK  
FREQUENCY: 1450 Kc. POWER 1000 Watts. OWNED BY: Tri-State Broadcasting System. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P.O. Box 17. PHONE: 4171. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Dixie Gardens. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS-PAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press.

**Personnel**

President ..... John D. Ewing  
General Manager ..... John C. McCormack  
Commercial Manager ..... J. A. Oswald

"MAINE'S OLDEST  
BROADCASTING SERVICE"

# WABI

"BANGOR'S ONLY  
COLUMBIA OUTLET"

Represented by  
GENE FURGASON & CO.

Program Director.....B. G. Robertson  
Publicity Director & Merchandising

Jack Keasler  
Chief Engineer.....C. H. Haddox

### POLICIES

Advertising of alcoholic beverages accepted.

Merchandising department offers full cooperation.

### REPRESENTATIVE

The Branham Company

# K W K H

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 10,000  
Watts. OWNED BY: International Broadcasting  
Corp. OPERATED BY: The Shreveport Times.  
BUSINESS ADDRESS: P. O. Box 17. PHONE:  
4171. STUDIO ADDRESS: Commercial Bldg.

TRANSMITTER LOCATION: Mooringsport Road.  
TIME ON THE AIR: 6:00 A.M. to 12:00 mid-  
night. NEWSPAPER AFFILIATIONS: The  
Shreveport Times. NEWS SERVICE: United  
Press. TRANSCRIPTION SERVICE: Standard  
Radio, NAB Library.

### Personnel

President.....John D. Ewing  
General Manager.....John C. McCormack  
Commercial Manager.....J. A. Oswald  
Program Director.....Fred Ohl  
Publicity Director & Merchandising

Jack Keasler  
Chief Engineer.....W. E. Antony

### POLICIES

Advertising of alcoholic beverages accepted.

Merchandising department lends full cooperation.

### REPRESENTATIVE

The Branham Company

# MAINE

Population 856,000

Number of Families 221,000

Number of Radio Homes 201,000

Retail Sales \$232,599,000

Auto Registrations 156,000

## WRDO

"THE FRIENDLY VOICE FROM THE  
HEART OF MAINE"

AUGUSTA—EST. 1932

NBC—MBS

YANKEE and COLONIAL NETWORKS

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
OWNED BY: WRDO, Inc. OPERATED BY:  
Same. BUSINESS ADDRESS: 1 Commercial  
St. PHONE: 2285. STUDIO ADDRESS: 1 Com-  
mercial St. TRANSMITTER LOCATION: 341  
Water St. TIME ON THE AIR: 8:00 A.M. to  
12:00 midnight. NEWS SERVICE: Yankee Net-  
work.

### Personnel

Station Manager.....Conrad E. Kennison  
Chief Engineer.....Harold T. Dinsmore

### POLICIES

Accepts beer and wine advertising and for-  
eign language programs.

Contact by mail or personal call dealers  
in territory in behalf of an advertiser's prod-  
uct, if desired.

## WABI

"MAINE'S OLDEST BROADCASTING  
SERVICE"

BANGOR—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts.  
OWNED BY: Community Broadcasting Service,  
Inc. OPERATED BY: Community Broadcasting  
Service, Inc. BUSINESS ADDRESS: 57 State  
St. PHONE: 6658-4243. STUDIO ADDRESS:  
57 State St. TRANSMITTER LOCATION:  
Brewer, Maine. MAINTAINS ARTISTS' BU-  
REAU. NEWSPAPER AFFILIATION: Bangor  
Daily Commercial. NEWS SERVICE: Asso-  
ciated Press.

### Personnel

President.....F. B. Simpson  
Station Manager.....R. M. Wallace  
Program Director.....Maurice Dolbier  
Chief Engineer.....Nelson Lawson

### POLICIES

Advertising of beers and wines accepted.  
Merchandising—Publicity through news-  
paper affiliation.

### REPRESENTATIVE

Gene Furgason & Co.

# W L B Z

"THE MAINE STATION FOR MAINE PEOPLE"

BANGOR—EST. 1926  
NBC—MBS

FREQUENCY: 620 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Maine Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 Main St. PHONE: 6023. STUDIO ADDRESS: 100 Main St. TRANSMITTER LOCATION: Outer Broadway. TIME ON THE AIR: 8:00 A.M. to midnight; Sundays, 8:45 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth Features, World Broadcasting System.

## Personnel

General Manager . . . Thompson L. Guemsey

## POLICIES

Advertising of distilled alcoholic beverages not accepted.

## REPRESENTATIVE

Weed & Company

# W C O U

"MAINE'S BUSIEST STATION"  
LEWISTON—EST. 1938  
MUTUAL BROADCASTING SYSTEM  
YANKEE-COLONIAL NETWORKS

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Twin City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 223 Lisbon St. PHONE: 3140. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East End Ave. PHONE: 2904. TIME ON THE AIR: Full Time License. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President . . . . . Jean B. Couture  
Treasurer . . . . . Faust O. Couture  
Secretary . . . . . Valdor L. Couture  
General Manager . . . . . Bernard R. Howe  
Program Director . . . . . Roger Levenson  
Office Manager . . . . . Oscar Normand  
Musical Director . . . . . Bertrand Cote  
Chief Engineer . . . . . Leslie R. Hall

## POLICIES

No hard liquor advertising is accepted; limited amount of beer and wine accounts.

Merchandising: Station publishes the WCOU Times, a house organ. All other promotional and merchandising activities charged at cost.

# W C S H

PORTLAND—EST. 1925  
NBC-RED YANKEE NETWORK  
FREQUENCY: 940 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Congress Square Hotel Co. OPERATED BY: Congress

# WBAL

Baltimore's Powerful Voice — 10,000 Watts ★ Two Networks — NBC and Mutual ★ Two News Services — INS and U. P. ★ Member of the World Transcription System "Gold Group" ★ Affiliated with the Baltimore News-Post — (Largest Circulation in the South) ★ Nationally Represented by International Radio Sales ★

*means business  
in Baltimore*

AMERICA'S 8th MARKET

RETAIL SALES MORE THAN \$300,000,000 ANNUALLY

Square Hotel Co. BUSINESS ADDRESS: 579 Congress St. PHONE: Portland 3-9667. STUDIO ADDRESS: 579 Congress St. TRANSMITTER LOCATION: Scarborough, Maine. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 midnight; week days, 7:15 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Supervisor.....George F. Kelley, Jr.  
 Station Manager.....Linwood T. Pitman  
 Program Director.....Albert W. Smith  
 News Editor.....John M. Cooper  
 Merchandising Director...Arthur E. Bucknam  
 Chief Engineer.....G. Fred Crandon

**POLICIES**

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Gratis service confined to pre-announcements or brief previews of program of quarter hour or longer and telephone calls to dealers and distributors within local exchange limits. Letters to trade on station stationery.

**REPRESENTATIVE**

Weed & Co.

**W G A N**

"640 ON THE DIAL"

**PORTLAND—EST. 1937**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts. OWNED BY: Portland Broadcasting System, Inc. OPERATED BY: Portland Broadcasting System, Inc. BUSINESS ADDRESS: 645A Congress St. PHONE: 2-7480; 2-7489. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to approximately 3 hours after sunset. NEWSPAPER AFFILIATION: Gannett Publishing Co. TRAN-

SCRIPTION SERVICE: Associated Recording Program Service.

**Personnel**

President-Treasurer.....Guy P. Gannett  
 Assistant Treasurer.....Laurence H. Stubbs  
 General Manager.....Creighton E. Gatchell  
 Program Manager.....Richard E. Bates  
 Chief Announcer.....Sam Henderson  
 Chief Engineer.....Rodger D. Hodgkins

**POLICIES**

Beer and wine advertising accepted. All programs and announcements subject to station approval and FCC regulations.

**REPRESENTATIVE**

Paul H. Rayner Co.

**W A G M**

**PRESQUE ISLE—EST. 1930**

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Aroostook Broadcasting Corp. OPERATED BY: Aroostook Broadcasting Corp. BUSINESS ADDRESS: National Bank Bldg. PHONE: Presque Isle 8821. STUDIO ADDRESS: National Bank Bldg. TRANSMITTER LOCATION: National Bank Bldg. TIME ON THE AIR: 11:00 A.M. to 7:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....R. W. MacIntosh  
 Commercial Manager.....L. E. Hughes  
 Chief Announcer.....Ted Coffin

**POLICIES**

Malt beverage and spirituous liquor advertising accepted; not restricted as to position. Not more than three such advertisers accepted during any one day. French language programs accepted and not restricted to certain hours.

**MARYLAND**

Population 1,679,000

Number of Families 410,000

Number of Radio Homes 355,100

Retail Sales \$462,874,000

Auto Registrations 336,050

**W B A L**

"BALTIMORE'S POWERFUL VOICE"

**BALTIMORE—EST. 1925**

NBC (Blue) MUTUAL

FREQUENCY: 1060 Kc. (6:00 A.M. to 12:00 midnight), 760 Kc. (9:00 P.M. to 12:00 midnight).

POWER: 10,000 Watts. OWNED BY: WBAL Broadcasting Co. OPERATED BY: WBAL Broadcasting Co. BUSINESS ADDRESS: Lexington Bldg. PHONE: Plaza 4900. STUDIO ADDRESS: Lexington Bldg. TRANSMITTER LOCATION: Pikesville, Md. TIME ON THE AIR: (daily) 6:00 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12 midnight. NEWSPAPER AFFILIATIONS.

Baltimore News-Post, Baltimore Sunday American. NEWS SERVICES: International News Service, United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth Features.

**Personnel**

Station Manager . . . . . Harold C. Burke  
 Program Manager . . . . . Paul Girard  
 Program Supervisor . . . . . Walter Linthicum  
 Publicity Director . . . . . Dorothy Smith  
 Chief Engineer . . . . . Gerald W. Cooke

**POLICIES**

No foreign language programs accepted.  
 Membership: Programs are publicized by station advertisements in the Baltimore News-Post; fifty letters sent free, balance at cost; pre-program announcements used for new programs.

**REPRESENTATIVE**

International Radio Sales

**W C A O**

"THE VOICE OF BALTIMORE"  
 BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Monumental Radio Co. OPERATED BY: Same. BUSINESS ADDRESS: 811 West Lanvale St. PHONE: Madison 7222-3-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to midnight. (Sunday) 8:45 A.M. to midnight. NEWS SERVICE: International News Service.

**Personnel**

President and Treasurer . . . Lewis M. Milbourne  
 Chief Announcer . . . . . William J. O'Toole  
 Publicity Director . . . . . Dwight W. Burroughs  
 Musical Director . . . . . Jack Lederer  
 Chief Engineer . . . . . Martin L. Jones

**POLICIES**

Station does not accept liquor advertising, nor encourage foreign language accounts.

**REPRESENTATIVE**

Paul H. Raymer Co.

**W C B M**

BALTIMORE—EST. 1924

INTER-CITY

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Baltimore Broadcasting Corp. OPERATED BY: Baltimore Broadcasting Corp. BUSINESS ADDRESS:

Hearst Tower Bldg. PHONE: Plaza 5359-1; Calvert 2480-1. STUDIO ADDRESS: Keith Theater. TRANSMITTER LOCATION: 1100 East Cold Spring Lane. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library.

**Personnel**

President and Commercial  
 Manager . . . . . John Elmer  
 Vice-President . . . . . J. Purdon Wright  
 Treasurer . . . . . J. Lawrence Schanberger  
 Station Manager . . . . . Geo. H. Roeder  
 Sales Manager . . . . . John Elmer  
 Publicity Director . . . . . Newell Warner  
 Chief Engineer . . . . . G. Porter Houston

**POLICIES**

Does not accept liquor advertisements.

**W F B R**

"MARYLAND'S PIONEER BROADCAST STATION"

BALTIMORE—EST. 1922

NBC (RED)

FREQUENCY: 1270 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Baltimore Radio Show, Inc. OPERATED BY: The Baltimore Radio Show, Inc. BUSINESS ADDRESS: 7 St. Paul St. PHONE: Plaza 6030-1-2-3-4. STUDIO ADDRESS: 7 St. Paul St. TRANSMITTER LOCATION: 5801 Radio Road. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System. Maintains own complete recording equipment.

**Personnel**

President . . . . . Robert S. Maslin  
 Station Manager . . . . . Hops H. Barroll, Jr.  
 Commercial Manager . . . . . Purnell H. Gould  
 Advertising Manager . . . . . Robert S. Maslin, Jr.  
 Artists' Bureau Head . . . . . Jos. Imbrogio  
 Production Manager . . . . . Bert Hanauer  
 Sales Manager . . . . . Purnell H. Gould  
 Publicity Director . . . . . Robert S. Maslin, Jr.  
 Musical Director . . . . . Jos. Imbrogio  
 Chief Engineer . . . . . Wm. Q. Ranft

**POLICIES**

Does not accept liquor advertising or foreign language accounts.

Special merchandising: Tie-ups with six county papers. Use quarter page in each weekly. Tie-ups with eight movie houses. Use trailers. Tie-ups with three magazines. Trade notices to wholesalers.

**REPRESENTATIVE**

Edward Petry & Co., Inc.



# WTBO

CUMBERLAND—EST. 1928

MARYLAND COVERAGE AND  
QUAKER NETWORK

FREQUENCY: 800 Kc. POWER: 250 Watts.  
OWNED BY: Associated Broadcasting Corp.  
OPERATED BY: Associated Broadcasting Corp.  
BUSINESS ADDRESS: 31 Frederick St. PHONE:  
Cumberland 299. STUDIO ADDRESS: 31 Frederick St. TRANSMITTER LOCATION: Fort Hill. TIME ON THE AIR: 7:30 A.M. to local sunset, at Dallas, Tex.; Sunday, 8:30 A.M. to local sunset at Dallas. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Roger W. Clipp  
Vice-President.....Frank V. Becker  
Secretary.....Chas. Z. Heskett  
Treasurer-General  
Manager.....H. Bliss McNaughton  
Chief Announcer.....Robert Rosamond  
Chief Engineer.....George H. Lenhart

## POLICIES

All advertising copy must be in good taste. Must comply with FCC and Federal Trade Commission regulations.

Merchandising through dealer contact and assistance.

## REPRESENTATIVE

Joseph Hershey McGillvra

# WFMD

"IN THE HEART OF MARYLAND"

FREDERICK—EST. 1936

FREQUENCY: 900 Kc. POWER: 500 Watts.  
OWNED BY: Monocacy Broadcasting Co.  
OPERATED BY: Same. BUSINESS ADDRESS: Winchester Hall. PHONE: 1466. STUDIO ADDRESS: Winchester Hall Bldg., and Hippodrome Theatre Bldg., Baltimore, Md. TRANSMITTER LOCATION: Jefferson Pike. TIME ON THE AIR: 6:30 A.M. to local sunset; Sunday, 9:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

## Personnel

General and Commercial  
Manager.....A. V. Tidmore  
Chief Announcer.....R. L. Longstreet  
Program Director.....R. L. Longstreet

Publicity Director.....Hugh F. Ferguson  
Artists Bureau Head.....Winston Shipley  
Musical Director.....Winston Shipley  
Chief Engineer.....John A. Fels

## POLICIES

No stated special policies.

# WJEJ

HAGERSTOWN—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 Watts, d.; 50 Watts, n. OWNED BY: Hagerstown Broadcasting Co. OPERATED BY: Hagerstown Broadcasting Co. BUSINESS ADDRESS: 16 West Washington St. STUDIO ADDRESS: 16 West Washington St. TRANSMITTER LOCATION: Hagerstown. TIME ON THE AIR: Monday, Wednesday and Friday: 6:30 A.M. to local sunset; Tuesday, Thursday, Saturday and Sunday, 6:30 A.M. to 1:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

General Manager.....Grover C. Crilley

# WSAL

"THE EASTERN SHORE'S OWN STATION"  
"THE RADIO VOICE OF THE DELMARVA PENINSULA"

SALISBURY—EST. 1937

MARYLAND COVERAGE NETWORK  
FREQUENCY: 1200 Kc. POWER: 250 Watts.  
OWNED BY: Frank M. Stearns. OPERATED BY: Same. BUSINESS ADDRESS: 415 E. Main St. PHONE: 1540-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 6:30 A.M. to local sunset; (Sunday) 8:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library and NAB Library radio transcripts.

## Personnel

Owner and Station Manager..Frank M. Stearns  
Program Manager and Chief  
Announcer.....Deane Long  
Musical Director.....H. Fulton Brewington  
Publicity Director.....Robert Rogers  
Continuity Chief.....Major Robb  
Chief Engineer.....Richard W. Bullers

## POLICIES

No liquor advertising accepted. All advertising presented on highest standards and copy must conform with station policies and FTC.

Merchandising: Station will cooperate on all types of merchandising upon request.

## REPRESENTATIVE

Weed & Co.

good for 1939 or any year

**A**ll year long WEEI delivers the biggest and richest market of any Boston station... the entire Boston Retail Trading Area (Metropolitan and Greater Boston) PLUS 27 just-as-important outside counties from the Canadian border to Cape Cod.\*

Night and day WEEI speeds into New England radio homes those audience-building local and Columbia network programs which have helped make WEEI the most popular station in both parts of the All-Boston market.\*

*That's WEEI's story, good for a year... any year. It's a twelve-month's tale worth telling... \*Shall we send you the details?*



**WEEI**

**BOSTON · A CBS STATION**

Operated by Columbia Broadcasting System. Represented by **RADIO SALES**

# MASSACHUSETTS

Population 4,426,000

Number of Families 1,104,000

Number of Radio Homes 1,019,200

Retail Sales \$1,461,180,000

Auto Registrations 733,800

## W O C B \*

**BARNSTABLE TOWNSHIP—  
EST. 1939**

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harriet M. Alleman and Helen W. MacLellan. OPERATED BY: Cape Cod Broadcasting Co. BUSINESS ADDRESS: Osterville, Mass. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License. NEWS SERVICE: Transradio Press.

\* Station was licensed under a C. P. at time of going to press and expected to start regular operations by April, 1939.

## W A A B

**"KEY STATION—COLONIAL NETWORK"  
BOSTON—EST. 1930**

**MUTUAL—COLONIAL**

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 7:00 A.M. to 1:30 A.M.; Sunday, 7:30 A.M. to 1:30 A.M. NEWS SERVICE: Colonial Network News Service, International News Service, Universal Service. ARTISTS BUREAU: Colonial Network Artists Bureau. TRANSCRIPTION SERVICE: Associated Library, Colonial Network Transcription Service.

### **Personnel**

President.....John Shepard, 3rd  
Vice-President in Charge of  
Station Operations.....R. L. Harlow  
Vice-President in Charge of  
Sales and Production.....Linus Travers  
Commercial Manager.....Wm. Warner  
Merchandising Manager.....C. McVarish  
Artists Bureau Head.....Van Sheldon  
Sales Manager.....Wm. Warner  
Assistant Sales Manager.....Gerald Harrison  
Publicity Director.....A. J. Stephenson  
Musical Director.....Andrew Jacobson  
Chief Engineer.....Irving B. Robinson  
Tech. Director.....Paul A. DeMars

## POLICIES

Foreign language accounts accepted in daytime only and adjacent to present foreign language programs. Must be accompanied by strict translation of subject matter. All continuity subject to approval of Better Business Bureau and the proprietary association. All continuity subject to station's standards and must be approved before being broadcast.

Merchandising department which contacts the principal chain store buyers and key wholesalers and jobbers. Tie-up with the New England Poultrymen where station provides advertising to clients in this field. Maintain complete mailing lists on the principal retail trades and send out a radiogram form to this trade charging only 1 cent postage. A limited number of personal letters will be sent charging the client for postage. All services depend on volume of business and type of broadcast.

## REPRESENTATIVES

Edward Petry & Co., Inc.

## W B Z & W B Z A

**BOSTON & SPRINGFIELD  
EST. 1921**

**NATIONAL BROADCASTING CO.  
(BASIC BLUE)**

FREQUENCY: 990 Kc. POWER: WBZA—Springfield—1,000 Watts. WBZ—Boston—50,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: WBZ, Hotel Bradford, Boston. WBZA, Hotel Kimball, Springfield. PHONE: WBZ—Hancock 4261. WBZA—Springfield 6-8336. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: WBZ—Millis. WBZA—Springfield. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### **Personnel**

President.....Geo. H. Bucher  
Station Manager.....John A. Holman  
Program Manager.....John F. McNamara  
Chief Announcer.....Robert E. Waite  
Sales Manager.....Frank R. Bowes  
Publicity Director.....George A. Harder

Musical Director..... John H. Wright  
 Plant Manager..... Dwight A. Myer (WBZ)  
 Plant Manager..... H. E. Randol (WBZA)

**POLICIES**

Accepts beer and ale accounts. Does not accept wine, liquor or foreign language accounts. NBC policies apply otherwise.

Merchandising: Station has illuminated display cabinets for client use in studio lobby and picture easel in hotel lobby. Also makes pre-announcements for clients placing new shows on WBZ & WBZA.

**REPRESENTATIVE**

National Broadcasting Co., Inc.

**W C O P**

**BOSTON—EST. 1935**

FREQUENCY: 1120 Kc. POWER: 500 wats. OWNED BY: Mass. Broadcasting Corp. OPERATED BY: Mass. Broadcasting Corp. BUSINESS ADDRESS: Copley Plaza Hotel. PHONE: Commonwealth 1717. STUDIO ADDRESS: Copley Plaza Hotel. TRANSMITTER LOCATION: Speedway, Brighton. TIME ON THE AIR: Daytime to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President..... Harold A. Lafount  
 General Manager..... Gerald H. Slattery

Sales Manager..... Arthur Leary  
 Program Director..... Katherine F. Batchelder  
 Production Manager..... Arthur Hall  
 Public Relations Director. John K. Gowen, 3rd  
 Chief Announcer..... Morton Blender  
 Artists' Bureau Head..... Eleanor Kane  
 Chief Engineer..... Whitman N. Hall

**POLICIES**

Liquor advertising accepted. Foreign language translations required.

Complete merchandising facilities, including advance telegrams to dealers, mail breakdown and tabulation, are supplied.

**W E E I**

"COLUMBIA'S FRIENDLY VOICE IN BOSTON"

**BOSTON—EST. 1924**

COLUMBIA BROADCASTING SYSTEM  
 NEW ENGLAND NETWORK

FREQUENCY: 590 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Boston Edison Co. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 182 Tremont St. PHONE: Hubbard 2323. STUDIO ADDRESS: 182 Tremont St. TRANSMITTER LOCATION: Medford. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 8:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Boston Herald-Traveler. NEWS SERVICE: United



**The Dawn of a New Day**

**A** DISTINGUISHED station serving the cultural center of America . . . in a manner befitting the best traditions of Boston's cherished position in American history and American culture.



**W C O P**

Copley Plaza Hotel • Boston, Mass.

Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Station Manager.....H. E. Fellows  
Sales Manager.....Kingsley Horton  
Production Manager.....L. G. Del Castillo  
Musical Director.....C. R. Hector  
Chief Engineer.....P. K. Baldwin  
Chief Announcer.....C. H. Dickerman

### POLICIES

No liquor advertising; no foreign language accounts. Follows CBS network policies.

No special merchandising or exploitations. Attempt always to achieve good publicity and to use the station's facilities to interest the radio audience in new programs, new events, and new policies.

### REPRESENTATIVE

Radio Sales, Inc.

## W H D H

"THE VOICE FROM HOME"

BOSTON—EST. 1929

FREQUENCY: 830 Kc. POWER: 1000 watts. OWNED BY: Matheson Radio Co., Inc. OPERATED BY: Matheson Radio Co., Inc. BUSINESS ADDRESS: Hotel Touraine, 62 Boylston St. PHONE: Hancock 0900-1-2. STUDIO ADDRESS: Hotel Touraine, 62 Boylston St. TRANSMITTER LOCATION: Saugus. TIME ON THE AIR: 7:00 a.m. until sunset in Denver (approximately two hours after local sunset). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Langworth Features.

### Personnel

President.....John J. Matheson  
Station Manager.....Ralph G. Matheson  
Commercial Manager.....Ralph G. Matheson  
Chief Announcer.....Frederick Garrigus  
Sales Manager.....Ralph G. Matheson  
Publicity Director.....John J. Matheson  
Musical Director.....Kenneth Wilson  
Chief Engineer.....Watson Kownaski

### POLICIES

Liquor advertising accepted but with all due restrictions.

## W M E X

"FIRST IN PROGRAMS; FIRST ON YOUR DIAL"

BOSTON—EST. 1934

INTER-CITY

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Northern Corporation. OPERATED BY: Same. BUSINESS ADDRESS: WMEX Bldg., 70 Brookline Ave. PHONE: Com. 3900-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsea (has C. P. for 5000 watt transmitter on 1470 Kc. to be located at Milton). TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Christian Science Monitor. TRANSCRIPTION SERVICE: NAB Library.

### Personnel

President.....John E. Reilly  
Station Manager.....A. J. Pote  
Commercial Manager.....W. S. Pote  
Sales Manager.....S. Wasser  
Publicity Director.....Vivienne Cameron  
Musical Director.....John Kiley  
Chief Engineer.....A. J. Pote

### POLICIES

Station does not accept liquor advertising; station will accept foreign language accounts. Station uses a planned series of strategic billboard advertisements. All advertising subject to approval of station management.

### REPRESENTATIVE

Craig & Hollingsbery, Inc.

## W N A C

"KEY STATION—YANKEE NETWORK"

BOSTON—EST. 1922

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Yankee Net., Inc. OPERATED BY: The Yankee Net., Inc. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 6:00 a.m. to 1:05 a.m. (daily), 8:00 a.m. to 1:05 a.m. (Sunday). NEWS SERVICES: Yankee Network News Service, International News Service, Universal Service. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICES: Associated Library, Yankee Network Transcription Service.

### Personnel

President.....John Shepard, 3rd  
Vice-President in Charge of  
Station Operations.....R. L. Harlow  
Vice-President in Charge of  
Sales and Production.....Linus Travers  
Merchandising Manager.....G. McVarish  
Artists Bureau Head.....Van Sheldon  
Assistant Sales Manager.....Gerald Harrison  
Publicity Director.....A. J. Stephenson  
Musical Director.....Francis J. Cronin  
Chief Engineer.....Irving B. Robinson  
Tech. Director.....Paul A. DeMars

### POLICIES

No foreign language accounts accepted. All continuity subject to approval of Better Business Bureau and the proprietary association. All continuity subject to our station's standards and must be approved before being broadcast.

A merchandising department which contacts the principal chain store buyers and key wholesalers and jobbers. A tie-up with the Apothecary Magazine, official New England Pharmaceutical Association organ. Maintains complete mailing lists on the principal retail trades and send out a radiogram form to this trade chaging only 1 cent postage. A limited number of personal letters will be sent charging the client for postage. All services depend

on volume of business and type of broadcast.

**REPRESENTATIVE**  
Edward Petry & Co., Inc.

# W O R L D

"BOSTON'S INDEPENDENT STATION"  
NEWS OF THE HOUR, ON THE HOUR,  
EVERY HOUR

**BOSTON—EST. 1926**

FREQUENCY: 920 Kc. POWER: 500 Watts.  
OWNED BY: Broadcasting Service Organization, Inc. OPERATED BY: Broadcasting Service Organization, Inc. BUSINESS ADDRESS: Myles Standish Hotel, 610 Beacon St. PHONE: Commonwealth 5100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Needham. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio Library.

### Personnel

President . . . . . Harold A. Lafount  
Station Manager . . . . . George Lasker  
Promotion Manager . . . . . Frederick Bailey  
Artists' Bureau Head . . . . . John P. Samuels  
Chief Announcer . . . . . Richard Bates  
Program Director . . . . . Robert N. Perry  
Publicity Director . . . . . Marjorie L. Spriggs  
Chief Announcer . . . . . George Crowell  
Musical Director . . . . . Jack Berry

Primary Coverage includes  
Lawrence Lowell  
Haverhill Lynn  
Melrose Salem  
Nashua Exeter  
Beverly Peabody  
Newburyport  
Etc.

680 Kilocycles

National Rep. WEED & CO.

# WLAW

in the Heart of  
Industrial New England

Not the biggest market in the United States but WLAW's own exclusive market.

The Merrimack Valley of New England is completely covered by WLAW—the only medium serving all of the 862,520 persons in this rich industrial and agricultural district with its 0.5 mv. area.

Owned and operated by  
Hildreth & Rogers Co.  
Lawrence, Massachusetts

## POLICIES

Liquor advertising not acceptable. Special merchandising features in connection with commercial programs include: Telegrams announcing campaign and program sent to all dealers; Promotional photographs; Commercial programs promoted in station's weekly flyers sent to extensive mailing list.

Active research and market analysis. New programs publicized in all New England newspapers and by courtesy announcements.

## REPRESENTATIVE

Burn-Smith Co.

# W S A R

"WE SHOW ADVERTISING RESULTS"

**FALL RIVER—EST. 1921**

MUTUAL—COLONIAL & YANKEE

FREQUENCY: 1450 Kc. POWER: 1000 Watts. OWNED BY: Doughty & Welch Elec. Co., Inc. OPERATED BY: Doughty & Welch Electric Co., Inc. BUSINESS ADDRESS: 417 Academy of Music Bldg. PHONE: Fall River 450-1. STUDIO ADDRESS: 417 Academy of Music Bldg. TRANSMITTER LOCATION: South Somerset. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service. Local news service compiled by local news reporter. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President and Treasurer . . . . . Wm. T. Welch  
Sales Manager . . . . . Leonard C. Cox  
Program Director and Artists' Bureau Head . . . . . J. Y. Welch  
Production Manager and Publicity Director . . . . . F. J. McLaughlin, Jr.  
Musical Director . . . . . J. Y. Welch  
Chief Engineer . . . . . John C. Pavao

## POLICIES

Does not solicit liquor advertising. Carries foreign language programs.

Special merchandising tie-ins are made in radio publications, calling special attention to the program. A local house organ—This Week, calls attention to local programs and network features. In the latter instance, the local representative of the product is also mentioned, even though that representative does not participate in the program.

## REPRESENTATIVE

Joseph Hershey McGillvra

# W H A I

"THIS IS THE TRI-STATE BROADCASTING SERVICE"

**GREENFIELD—EST. 1938**

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: John W. Haigis. OPERATED BY:

John W. Haigis. BUSINESS ADDRESS: Mansion House. STUDIO ADDRESS: Mansion House. TRANSMITTER LOCATION: Woodard Road. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Owner ..... John W. Haigis  
 Manager..... James L. Spates  
 Commercial Manager..... Edward J. McHugh  
 Program Director..... Warren Greenwood

**POLICIES**

Complete merchandising facilities available to meet the requirements of individual clients. Will not accept hard liquor advertising.

**W L A W**

"THE VOICE OF NORTHERN NEW ENGLAND"

**LAWRENCE—EST. 1937**

**INTERCITY**

FREQUENCY: 680 Kc. POWER: 1000 Watts. OWNED BY: Hildreth & Rogers Co. OPERATED BY: Hildreth & Rogers Co. BUSINESS ADDRESS: 278 Essex St. PHONE: 4171 and 4107. STUDIO ADDRESS: 278 Essex St. TRANSMITTER LOCATION: Andover. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Lawrence Daily Eagle, The Evening Tribune. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

**Personnel**

President..... A. H. Rogers  
 General Manager..... Irving E. Rogers  
 Commercial Manager..... David M. Kimel  
 Program Director..... Stanley N. Schultz  
 Production Manager..... H. Harrison Flint  
 Chief Engineer..... George R. Luckey

**POLICIES**

Adhere to ethics of N. A. B.

**REPRESENTATIVE**

Weed & Company

**W L L H**

"VOICE OF THE MERRICK VALLEY"

**LOWELL-LAWRENCE—EST. 1934**

**MUTUAL—YANKEE & COLONIAL**

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Merrimac Broadcasting Co., Inc. BUSINESS ADDRESS: Rex Center. PHONE: Lowell 2121. STUDIO ADDRESS: Rex Center; also Cregg Bldg., Lawrence. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICES: Yankee Network News Service (INS); Complete local news coverage. HAS ARTISTS' BUREAU AFFILIATION. TRANSCRIPTION SERVICE: Associated Music.

**Personnel**

President..... A. S. Moffat  
 Station Manager..... Robert F. Donahue  
 Commercial Manager..... Haskell Bloomberg  
 Production Manager..... Thomas Clayton  
 Chief Engineer..... Anthony Michaels

**POLICIES**

Copy on liquor advertisements must not tend to stimulate the use of alcohol.

**REPRESENTATIVE**

Edward Petry & Co., Inc.

**W N B H**

"THE STANDARD-TIMES STATION"  
**NEW BEDFORD—EST. 1921**

**COLONIAL—YANKEE—MUTUAL**

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: E. Anthony & Sons, Inc. OPERATED BY: E. Anthony & Sons, Inc. BUSINESS ADDRESS: 251 Union St. PHONE: 5533. STUDIO ADDRESS: 251 Union St. TRANSMITTER LOCATION: Fairhaven. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M. (daily); 7:30 A.M. to midnight (Saturday); 8:45 A.M. to 11:30 P.M. (Sunday). NEWSPAPER AFFILIATIONS: Standard-Times, Morning Mercury. NEWS SERVICE: Associated Press, International News Service, United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

General Manager..... Irving Vermilya  
 Assistant Manager..... Sol Chain  
 Chief Engineer..... Clyde Pierce

**POLICIES**

Advertising of alcoholic beverages, excepting beers and wines, not accepted. Foreign programs must be open to all advertisers. Laxative not accepted.

Programs contracted for 13 weeks or more receive ten-inch advertisement in Standard-Times and Morning Mercury.

**W B R K**

"VOICE OF THE BERKSHIRES"  
**PITTSFIELD—EST. 1938**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: 8 Bank Row. STUDIO ADDRESS: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

**PERSONNEL**

Owner and General Manager.. Harold Thomas  
 Commercial Manager..... Bruff W. Olin  
 Program Director..... Walcott A. Wyllie  
 Chief Engineer..... Norman Blake

**POLICIES**

No hard liquor advertising accepted; beer and wines accepted (preferably after 10 P.M.).

**REPRESENTATIVE**

Gene Furgason & Co.

# W M A S

"THE VOICE OF WESTERN MASSACHUSETTS"

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts. d.: 100 Watts, n. OWNED BY: Radio Station WMAS, Inc. OPERATED BY: Radio Station WMAS, Inc. BUSINESS ADDRESS: Hotel Charles. PHONE: 7-1414-5. STUDIO ADDRESS: Hotel Charles. TRANSMITTER LOCATION: Pyncheon Park, West St. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 8:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

## Personnel

President. . . . . A. S. Moffat  
General Manager. . . . . A. W. Marlin  
Program Director. . . . . F. Turner Cooke  
Chief Announcer. . . . . Carl Raymond  
Chief Engineer. . . . . Earl G. Hewinson

## POLICIES

Foreign language programs acceptable. English copy must be submitted in advance, announcements carefully edited. Copy restrictions: Accept beer, wine, and liquors, subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval.

## REPRESENTATIVE

Edward Petry & Co., Inc.

# W S P R

SPRINGFIELD—EST. 1936

MUTUAL BROADCASTING SYSTEM—

YANKEE and COLONIAL NETWORKS

FREQUENCY: 1140 Kc. POWER: 500 Watts. OWNED BY: Connecticut Valley Broadcasting Co. OPERATED BY: Connecticut Valley Broadcasting Co. BUSINESS ADDRESS: 63 Chestnut St. PHONE: Springfield 6-2757. STUDIO ADDRESS: 63 Chestnut St. TRANSMITTER LOCATION: West Springfield. TIME ON THE AIR: 7:00 A.M. to sunset (at Birmingham, Ala.). NEWSPAPER SERVICE: Transradio Press and Yankee Network News Service. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President-Station Manager. Quincy A. Brackett  
Treasurer. . . . . Lewis B. Breed  
Program Director. . . . . W. H. Latham  
Chief Announcer. . . . . Elwin Tacy  
Chief Engineer. . . . . H. W. Holt

## POLICIES

Wine and beer advertising accepted. No hard liquor advertising accepted.

Foreign language programs accepted in limited number.

## REPRESENTATIVE

George P. Hollingbery Co.

# W O R C

"BROADCASTING HOUSE"

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: A. F. Kleindienst. OPERATED BY: Same. BUSINESS ADDRESS: 65 Elm St. PHONE: 5-3101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburn. TIME ON THE AIR: 8:00 A.M. to midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

Owner. . . . . A. F. Kleindienst  
Station Manager. . . . . E. E. Hill  
Chief Engineer. . . . . A. F. Kleindienst

## POLICIES

Does not accept programs in foreign language. Liquor advertising restricted to light wines and ales.

## REPRESENTATIVE

George P. Hollingbery

# W T A G

"THE VOICE FROM THE HEART OF NEW ENGLAND"

WORCESTER—1924

NBC (RED)—YANKEE NETWORK

FREQUENCY: 580 Kc. POWER: 1000 watts. OWNED BY: Worcester Telegram Pub. Co., Inc. OPERATED BY: Worcester Telegram Pub. Co., Inc. BUSINESS ADDRESS: 18 Franklin St. PHONE: Worcester 5-4321. STUDIO ADDRESS: 18 Franklin St. TRANSMITTER LOCATION: Holden. TIME ON THE AIR: 7:30 a.m. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Worcester Telegram, Evening Gazette, Sunday Telegram; All published by the Worcester Telegram Pub. Co., Inc. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Vice-President-General  
Manager. . . . . George F. Booth  
Director. . . . . Edward E. Hill  
Commercial Manager. . . . . H. J. Perry  
Chief Announcer. . . . . Chester Gaylord  
Publicity Director. . . . . Frederick L. Rushton  
Program Director. . . . . Lillian Moynihan  
Chief Engineer. . . . . Hobart H. Newell

## POLICIES

Does not take liquor advertising, foreign language accounts or sell announcements in the news.

## REPRESENTATIVE

Weed & Company, New York



# MICHIGAN

Population 4,830,000

Number of Families 1,220,000

Number of Radio Homes 1,122,200

Retail Sales \$1,388,236,000

Auto Registrations 1,245,441

## W E L L

**BATTLE CREEK—EST. 1925**  
NATIONAL BROADCASTING CO.  
MICHIGAN RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts.  
OWNED BY: Enquirer-News Co. OPERATED BY: Same. BUSINESS ADDRESS: 1 West Michigan Ave. PHONE: 5655-7166. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Enquirer-News. NEWS SERVICE: Associated Press (Non-Commercial).

### Personnel

President ..... A. L. Miller  
General Manager ..... D. E. Jayne  
Commercial Manager ..... F. F. Owen  
Program Director ..... A. H. Haight  
Chief Engineer ..... R. B. Roof

### POLICIES

No spirituous liquor advertising accepted; no foreign language programs. Right reserved to discontinue programs for reasons sufficient to station. All copy subject to station approval.

Merchandising service available plus special newspaper cooperation in publicity.

### REPRESENTATIVE

Burn-Smith Co.

## W B C M

"THE VOICE OF NORTHEASTERN MICHIGAN"

**BAY CITY—EST. 1928**

NBC—MICHIGAN RADIO NETWORK  
FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Bay Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 104 Center Ave. PHONE: 4700-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Sunday) 6:00 A.M. to 12:00 midnight; (daily) 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Standard Library.

### Personnel

President ..... James E. Davidson  
Station Manager ..... S. W. Edwards  
Chief Engineer ..... Ralph H. Carpenter

### REPRESENTATIVE

George P. Hollingbery Co.

## W H D F

"MICHIGAN'S TIP-TOP STATION"

**CALUMET—EST. 1929**

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Upper Michigan Broadcasting Co. OPERATED BY: Upper Michigan Broadcasting Co. BUSINESS ADDRESS: Hotel Scott, Hancock, Mich. PHONE: Hancock 1; and Calumet 869. STUDIO ADDRESS: 515 Scott St.; and Hotel Scott. TRANSMITTER LOCATION: Laurium. TIME ON THE AIR: 11:30 A.M. to 7:00 P.M. NEWS SERVICE: Associated Press and local news. NEWSPAPER AFFILIATIONS: The Daily Morning Gazette, The Evening News-Journal. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

### Personnel

General Manager ..... John W. Rice  
Commercial Manager ..... Merrill F. Trapp  
Program Director ..... Albert W. Payne  
Technical Supervisor ..... George W. Burgan

### POLICIES

Accepts beer and liquor ads.

Run daily programs of WHDF in the morning in the Gazette and in the evening in the News, also free newspaper publicity and mats if the contract warrants such cooperation.

### REPRESENTATIVE

Small & Brewer, Inc.

## W J B K

"TWENTY-FOUR HOUR STATION"

**DETROIT—EST. 1928**

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: James F. Hopkins, Inc. OPERATED BY: James F. Hopkins, Inc. BUSINESS ADDRESS: 6559 Hamilton. PHONE: Trinity 2-2000. STUDIO ADDRESS: 6559 Hamilton. TRANSMITTER LOCATION: 12897 Woodward Ave. TIME ON THE AIR: 24 hours per day. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music, Standard Popular Library, NAB (Public Domain).

### Personnel

President ..... James F. Hopkins  
Commercial Manager ..... Paul Y. Clark

Chief Announcer.....Charles Starrett  
 Station Manager.....James F. Hopkins  
 Publicity Director.....Frank Perkins  
 Musical Director.....Sybil Krieghoff  
 Chief Engineer.....Paul Frinke

**POLICIES**

No liquor advertising before 10:00 P.M.  
 Extensive foreign hours.

**REPRESENTATIVE**

Howard H. Wilson Co.

**W J R**

"GOODWILL STATION"  
 DETROIT—EST. 1925

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 750 Kc. POWER: 50,000 watts.  
 OWNED BY: WJR Goodwill Station. OPERATED BY: WJR Goodwill Station. BUSINESS ADDRESS: Fisher Bldg. PHONE: Madison 4440. STUDIO ADDRESS: Fisher Bldg. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M. MAIN-TAINS ARTISTS' BUREAU. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System. Standard Radio. NAB Library.

**Personnel**

President.....G. A. Richards  
 Vice-President and  
 General Manager.....Leo Fitzpatrick  
 Secretary-Treasurer.....P. M. Thomas  
 Artists' Bureau Head.....Norman White  
 Chief Announcer.....Franklin C. Mitchell  
 Sales Manager.....Owen Uridge  
 Publicity Director.....Neal Tomy  
 Musical Director.....Sam Benavie  
 Chief Engineer.....A. Friedenthal

**POLICIES**

Do not handle foreign programs. Advertising of alcoholic beverages accepted only in the form of high class programs scheduled for release after 10:00 P.M. No other special restrictions.

**REPRESENTATIVE**

Edward Petry & Co.

**W M B C**

"THE HOME STATION"  
 DETROIT—EST. 1925

FREQUENCY: 1420 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: Mich. Broadcasting Co. OPERATED BY: Mich. Broadcasting Co. BUSINESS ADDRESS: 7310 Woodward. PHONE: Madison 9100. STUDIO ADDRESS: 7310 Woodward. TRANSMITTER LOCATION: 7310 Woodward. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, Associated.

**Personnel**

President.....E. J. Hunt

Vice-President.....E. A. Woolen  
 General Manager.....H. M. Steed  
 Production Manager.....Wm. Jory  
 Sales Manager.....H. M. Steed  
 Musical Director.....Taras Hubicki  
 Chief Engineer.....Edw. Clark

**POLICIES**

Broadcast foreign language accounts. Liquor advertisements accepted after 10 p.m.  
 Merchandising department is maintained by station.

**W W J**

DETROIT—EST. 1920

NATIONAL BROADCASTING CO. (RED)  
 FREQUENCY: 920 Kc. POWER: 5,000 Watts.  
 OWNED BY: Evening News Assn. OPERATED BY: Same. BUSINESS ADDRESS: 630 W. Lafayette. PHONE: Randolph 2000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eight Mile and Meyer Rds. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWSPAPER AFFILIATION: The Detroit News. NEWS SERVICE: United Press, Transradio Press.

**Personnel**

Station Manager.....W. J. Scripps  
 Sales Manager.....Harry Bannister  
 Musical Director.....Herbert Martz  
 Chief Engineer.....Walter Hoffman

**POLICIES**

Does not accept liquor advertising except light wines and beer; no foreign language accounts; no medicinal advertising.

**REPRESENTATIVE**

George P. Hollingbery Co.

**W X Y Z**

"THE FAMILY STATION"  
 DETROIT—EST. 1930

NBC (BLUE)—CBC—(KEY STATION MICHIGAN RADIO NETWORK)  
 FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17th Floor—Stroh Bldg. PHONE: PBX Cherry 8321. STUDIO ADDRESS: Atop Maccabees Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press-Radio News Service. TRANSCRIPTION SERVICE: Has wide range of transcription library.

**Personnel**

President.....George W. Trendle  
 Treasurer and General  
 Manager.....H. Allen Campbell  
 Assistant General Manager.....Harry Sutton, Jr.  
 Studio Manager.....Harold True  
 Promotion and Advertising  
 Manager.....Charles C. Hicks  
 Sales Manager.....Arch Shawd

Publicity Director.....Felix Holt  
 Musical Director.....Benny Kyte  
 Chief Engineer.....Lynn Smeby

Publicity Director.....R. V. Osgood  
 Musical Director.....William Geyer  
 Chief Engineer.....Frank D. Fallain

**POLICIES**

No liquor advertising accepted except under approval of Michigan State Liquor Commission, and not to be broadcast before 9:00 P.M. No foreign language broadcasts accepted. All copy for all programs, commercial and sustaining must be submitted in advance of broadcasting time for approval by WXYZ's management.

Merchandising: Station claims the most effective and highly praised Merchandising Service ever offered by any broadcaster. A department of specially trained men who contact dealers and jobbers—take initial orders for goods, arrange for placing of displays and advertising, and constantly survey progress of advertised goods as regards sales volume and competitive products.

**REPRESENTATIVE**

Paul H. Raymer Co.

**W K A R**

**EAST LANSING—EST. 1922**

FREQUENCY: 850 Kc. POWER: 1000 watts (C. P. for 5000 watts). OWNED BY: Michigan State College. OPERATED BY: Michigan State College. BUSINESS ADDRESS: East Lansing. PHONE: 59113, Ext. 398. STUDIO ADDRESS: Campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 7:00 A.M. to 5:00 P.M. except Sunday. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

Station Manager.....Robert J. Coleman  
 Chief Engineer.....Norris Grover

**POLICIES**

An educational station—Policy is no advertising, no controversial religious or political programs.

**W F D F**

**FLINT—EST. 1922**

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Flint Broadcasting Co. OPERATED BY: Flint Broadcasting Co. BUSINESS ADDRESS: Union Industrial Bldg. PHONE: 2-7158. STUDIO ADDRESS: Union Industrial Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 6:00 a.m. to 12:00 midnight, (Sunday) 8:00 a.m. to 12:00 midnight. NEWS SERVICES: Transradio Press and WFDF News Bureau (local). TRANSCRIPTION SERVICE: N.B.C. Thesaurus.

**Personnel**

Station Manager.....Howard M. Loeb  
 Commercial Manager.....F. S. Loeb  
 Program Director.....Adrian R. Cooper

**POLICIES**

Station accepts no hard-liquor advertising or foreign language accounts. All advertising scrutinized for conformity with laws and regulations of Federal Trade Commission, Pure Food and Drugs Administration, Post Office Dept., and Federal Communications Commission.

Merchandising service is available only to advertisers using programs (i.e. not to announcement buyers). There is no charge for the service, except where indicated.

Advance plugs. 50-word announcements given several days preceding start of program series.

Listing of program titles in newspapers totalling over 100,000 circulation weekly.

Listing of sponsor's program title and name in WFDF's daily resume of programs.

Use of WFDF's studios (capacity 75 persons) for dealers' sales meetings, with "pep" addresses by WFDF sales executives, when desired.

Preparing, writing and mailing of letters to dealers or consumers (this service performed at cost).

**W O O D - W A S H**

"THIS IS GRAND RAPIDS"

**GRAND RAPIDS—EST. 1923**

NBC (RED & BLUE) MICHIGAN RADIO NETWORK

FREQUENCY: 1270 Kc. POWER: 500 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: King-Trendle Broadcasting Corp. BUSINESS ADDRESS: 16th floor g. r., National Bank Bldg. PHONE: 9-4211. STUDIO ADDRESS: 16th floor, g. r. National Bank Bldg. TRANSMITTER LOCATION: Bridge Road. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press from Michigan Network, Press Radio Bureau. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Program Service.

**Personnel**

President.....George W. Trendle  
 Traffic Manager.....David H. Harris  
 Station Manager.....Stanley W. Barnett  
 Sales Manager.....Stanley W. Barnett  
 Publicity Director.....T. Wilcox Putnam  
 Musical Director.....Sandy Meek  
 Chief Engineer.....Lynne C. Smeby

**POLICIES**

Good taste and public confidence are the bases for all copy and programs—including liquor. No foreign languages accepted.

Merchandising includes theatre trailers—shown at nine local theaters—on all programs featuring big names.

**REPRESENTATIVE**

Paul H. Raymer Co.

# W J M S

"VOICE OF THE GOGEBIC RANGE"

**IRONWOOD—EST. 1931**

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WJMS, Inc. OPERATED BY: WJMS, Inc. BUSINESS ADDRESS: St. James Hotel Annex. PHONE: 20. STUDIO ADDRESS: St. James Hotel Annex. TRANSMITTER LOCATION: North of Ironwood on U. S. No. 2 near Douglas Blvd. TIME ON THE AIR: Unlimited time; regular schedule 7:00 A.M. to 7:30 P.M.; Sunday, 10:00 A.M. to 6:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

## Personnel

General Manager . . . . . Noel C. Ruddell  
(Directs also Advertising & Publicity.)  
Program and Musical Director . . . Harry Willis  
Chief Engineer . . . . . R. L. Johnson  
Sports & News . . . . . Dick Hasbrook

## POLICIES

Liquor, beer and wine advertising accepted. Foreign language programs accepted as there is large foreign element in this area.

Station gives merchandising service in proportion to the size of the schedule. Service includes designing and distributing placards, arranging window displays, etc.

## REPRESENTATIVE

Mitchell & Ruddell, Inc.

# W I B M

**JACKSON—EST. 1925**

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WIBM, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 306 W. Michigan Ave. PHONE: 6121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President . . . . . Herman Radner  
Vice-President and Station  
Manager . . . . . Roy Radner  
Program Director . . . . . Willie Dunn  
Publicity Director . . . . . Walter H. Johnson  
Musical Director . . . . . William Cizek  
Chief Engineer . . . . . C. W. Wirtanen

## POLICIES

Spirituous liquors may be advertised by programs only; beer and wine advertising have no restrictions.

# W K Z O

"590 ON YOUR DIAL"

**KALAMAZOO—EST. 1923**

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 590 Kc. POWER: 1000 Watts (C. P. for 250 Watts, n.). OWNED BY: WKZO, Inc. OPERATED BY: WKZO, Inc. BUSINESS ADDRESS: Burdick Hotel. PHONE: Kalamazoo 3-1223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Parchment. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

President-General Manager . . . John E. Fetzer  
Sales Manager . . . . . Guy Stewart  
Program Director . . . . . Merun Stonehouse  
Office Manager . . . . . Harriet Ribble  
Chief Engineer . . . . . Edwin Rector

## POLICIES

Advertising of alcoholic beverages accepted. Merchandising: Will contact retail trade for checking as well as for building promotions. Will assist in setting up displays. Will supply market data of area.

## REPRESENTATIVE

Howard H. Wilson Co.

# W J I M

**LANSING—EST. 1934**

NBC—BLUE

MICHIGAN RADIO NETWORK—CBC

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WJIM, Inc. OPERATED BY: Same. BUSINESS ADDRESS: City Nat'l Bldg. PHONE: 2-1333-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

Station Manager . . . . . Harold F. Gross  
Publicity Director . . . . . H. K. Finch

## POLICIES

All contracts subject to government regulations and station owner's approval.

# W M P C

"WHERE MANY PREACH CHRIST"

**LAPEER—EST. 1926**

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: The First Methodist Protestant Church of Lapeer. OPERATED BY: The First Methodist Protestant Church of Lapeer. BUSINESS ADDRESS: 803 Liberty. PHONE: 455 J-455 M. STUDIO AD-

DRESS: 803 Liberty. TRANSMITTER LOCATION: Lapeer. TIME ON THE AIR: 9:00 A.M. to 10:30 P.M. except Saturday.

### Personnel

President.....Frank S. Hemingway  
Chief Announcer.....Nora Eastman  
Station Manager.....Frank S. Hemingway  
Musical Director.....A. O. Voorheis  
Chief Engineer.....H. F. Hayes

### POLICIES

Non-commercial.

## W B E O

MARQUETTE—EST. 1931

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: The Lake Superior Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Mining Journal Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marquette. TIME ON THE AIR: 9:30 A.M. to 1:30 P.M., and 4:30 P.M. to 7:30 P.M.; Sunday, 9:00 A.M. to 1:30 P.M. NEWSPAPER AFFILIATION: The Daily Mining Journal.

### Personnel

Secretary-Treasurer and  
General Manager.....Leo G. Brott  
Musical and Program Director.....John Trapp  
Business and Advertising.....Gordon Brozek

### POLICIES

Advertising of alcoholic beverages accepted.

### REPRESENTATIVE

Burn-Smith Co.

## W K B Z

"THE FRIENDLY VOICE OF WESTERN MICHIGAN"

MUSKEGON—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Ashbacker Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Michigan Theater Bldg. PHONE: 26-051. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Creston Ave. at City Limits. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Station Manager.....Grant F. Ashbacker  
Commercial Manager.....G. F. Ashbacker  
Artists' Bureau Head.....R. Van Wyck  
Chief Announcer.....Hilliard Eudelsky  
Publicity Director.....L. Collins  
Musical Director.....R. Van Wyck  
Chief Engineer.....Geo. Krivltzky

### POLICIES

No liquor advertising. Beer only. Maintains complete merchandising department.

### REPRESENTATIVE

J. J. Devine & Associates

## W H L S

"THE BLUE WATER STATION"

PORT HURON—EST. 1938

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Harmon LeRoy Stevens and Herman LeRoy Stevens. OPERATED BY: Port Huron Broadcasting Co. BUSINESS ADDRESS: WHLS Radio Building, 932 Military Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 540—32nd St. TIME ON THE AIR: Daytime to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library.

### Personnel

General Manager.....Angus Pfaff  
Production Manager.....Harmon L. Stevens  
Farm Relations Director.....Edward P. Dougherty  
Chief Announcer.....Fred Knorr  
Chief Engineer.....Wayne F. McDonnell

### POLICIES

Station provides facilities for merchandising promotion ideas as well as continuity and program production.

## W E X L

ROYAL OAK—EST. 1925

FREQUENCY: 1310 Kc. POWER: 50 Watts. OWNED BY: Royal Oak Broadcasting Co. OPERATED BY: Royal Oak Broadcasting Co. BUSINESS ADDRESS: Royal Oak. PHONE: Elmhurst 6524. STUDIO ADDRESS: 212 W. 6th St. TRANSMITTER LOCATION: 212 W. 6th St. TIME ON THE AIR: 8:00 A.M. to 4:00 A.M. NEWS SERVICE: International News Service.

### Personnel

President.....G. B. Hartrick  
Commercial Manager.....E. C. Thompson  
Chief Announcer.....K. Knight  
Station Manager.....E. C. Thompson  
Sales Manager.....E. C. Thompson  
Publicity Director.....K. Knight  
Chief Engineer.....J. McFarland

### POLICIES

No liquor—no patent medicines, laxatives or medicinal remedies.

# MINNESOTA

Population 2,652,000

Number of Families 652,000

Number of Radio Homes 556,900

Retail Sales \$820,010,000

Auto Registrations 708,000

## K A T E

"GATEWAY TO TEN THOUSAND LAKES COUNTRY"

ALBERT LEA—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM  
—ASSOCIATED NORTHWEST BROADCASTERS

FREQUENCY: 1420 Kc. POWER: 250 Watts (C.P. 100 Watts, n.). OWNED BY: Albert Lea-Austin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 332 South Broadway. PHONE: 2338. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset; Sunday, 8:00 A.M. to local sunset. NEWS SERVICE: United Press TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting Co. and Standard Radio.

Southern Minnesota's popular radio station in the center of the country's richest farming area where farmers have a daily cash income industry providing year round employment. Studios in Albert Lea and Austin.

*Now Operating Full Time*

ALBERT LEA,  
MINN.



## K A T E

ALBERT LEA-AUSTIN  
BROADCASTING CO.

E. L. HAYEK, President  
Rep.: Gene Furgason & Co.

### Personnel

President and Station Manager... E. L. Hayek  
Program Director... Sherman Boem  
Publicity Director... Dorothy Hogg  
Musical Director... Peggy Lee  
Chief Engineer... George Church

### POLICIES

No liquor advertising except beer permitted. Foreign language accounts accepted.

Maintains merchandising aids through special programs, exploiting and featuring merchandise.

## K D A L

"FIRST ON YOUR DIAL"

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Red River Broadcasting Co. OPERATED BY: Red River Broadcasting Co. BUSINESS ADDRESS: 218 Bradley Bldg. PHONE: Melrose 2230. STUDIO ADDRESS: Bradley Bldg. TRANSMITTER LOCATION: Park Point. TIME ON THE AIR: 6:30 a.m. to 11:00 p.m. NEWS SERVICE: Transradio Press - Radio Bureau. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Station Manager... Dalton LeMasurier  
Commercial Manager... A. H. Flaten  
Merchandising Manager... Darrell Bandy  
Publicity Director... Sam L. Levitan  
Chief Engineer... Robert A. Dettman  
Program Director... Gilbert Fawcett

### POLICIES

Beer and wine advertising is accepted. Foreign language broadcasts subject to approval by station management.

Merchandising department affords surveys, market data, buyer contacts and complete merchandising service

## W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING COMPANY  
NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Head of

Lakes Broadcasting Co. OPERATED BY: Head of Lakes Broadcasting Co. BUSINESS ADDRESS: WEBC Bldg.; Androy Hotel, Hibbing. PHONE: Melrose 1537. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Superior, Wisc. TIME ON THE AIR: Unlimited; Sunday, 16 hours per day; week days, 17 hours per day. NEWSPAPER AFFILIATION: Stockholders interested in newspapers in Minnesota. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

**Personnel**

General Manager.....Walter C. Bridges  
Business Manager.....Thomas W. Gavin

**POLICIES**

Advertising of hard liquor accepted after 10:30 P.M.

**REPRESENTATIVES**

George P. Hollingbery Co.

**K G D E**

"THE LAKE REGION STATION"

**FERGUS FALLS—EST. 1926**

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. L. Jaren. OPERATED BY: Same. BUSINESS ADDRESS: Fergus Falls. PHONE: 898. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAIN-TAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....C. L. Jaren  
Program and Personnel  
Manager .....A. B. Woodard  
Chief Announcer and  
Musical Director.....Hub Warner

**POLICIES**

Station reserves right to cancel all programs of objectionable character; to re-schedule any commercial period subject to immediate cancellation if not acceptable to advertiser.

Cooperates in placing displays or material for tie-in with programs; contacting retail outlets for cooperation for displays; and other assistance to give programs a chance to produce; cooperation in distribution of product to retail outlets.

**REPRESENTATIVE**

Burn-Smith Co.

**W M F G**

**HIBBING—EST. 1935**

COLUMBIA BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Head of the Lakes Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Androy Hotel. PHONE: 1150. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Superior (Wis.) Telegram. NEWS SERVICE: Press Radio News.

**Personnel**

President .....Morgan Murphy  
Commercial Manager .....H. S. Hyett  
Station Manager .....H. S. Hyett  
Chief Engineer .....C. B. Persons

**POLICIES**

Liquor advertising after 9 P.M. and in programs only.

Extends full merchandising cooperation.

**REPRESENTATIVE**

George P. Hollingbery Co.

**K Y S M**

**MANKATO—EST. 1938**

ASSOCIATED NORTHWEST BROADCASTERS

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: F. B. Clements & Co. OPERATED BY: Southern Minnesota Supply Co. BUSINESS ADDRESS: 101 North Second St. PHONE: 4673. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: U. S. Highway No. 14, Nicollet County. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, Associated.

**Personnel**

Manager.....Bob Kaufman  
Program Director.....Jack Holbrook

**POLICIES**

Advertising of alcoholic beverages are not accepted, with the exception of beer. Beer advertising will be sold only after 9:00 P.M. week days and not at all on Sundays. Internal medicine accounts subject to individual approval by station.

**W C C O**

"NORTHWEST'S MOST POWERFUL  
RADIO STATION"

**MINNEAPOLIS-ST. PAUL—EST. 1924**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 810 Kc. POWER: 50,000 watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 625 Second Ave., South. PHONE: Main 1202 (Minneapolis), Cedar 7666 (St. Paul). STUDIO ADDRESS: 625 Second Ave., South. TRANSMITTER LOCATION: Anoka, Minn. TIME ON THE AIR: 6:00

A. M. to midnight; Sunday, 8:00 A. M. to midnight; Saturday, 6:00 A. M. to 1:00 A. M. **MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS:** Minneapolis Star. **NEWS SERVICE:** United Press.

**Personnel**

General Mgr. . . . . E. H. Gammons  
 Assistant General Manager. . . John McCormick  
 Production Manager . . . . . Hayle C. Cavanor  
 Sales Manager. . . . . Carl J. Burkland  
 Artists Bureau Head . . . . . Al Sheehan  
 Sales Promotion Director. . . Robert L. Hutton, Jr.  
 Chief Engineer . . . . . Hugh S. McCartney

**POLICIES**

Advertising of alcoholic beverages or laxative medicines not accepted.

Special publicity arrangement with the Minneapolis Star. Food and drug accounts receive special advertisements in Northwestern Druggist or Grocers Commercial Bulletin trade magazines. Other special services available.

**REPRESENTATIVE**

Radio Sales

**W D G Y**

"THE MUSICAL STATION"

**MINNEAPOLIS-ST. PAUL—EST. 1923**

**MUTUAL BROADCASTING SYSTEM**

**FREQUENCY:** 1180 Kc. **POWER:** 5000 Watts, d.; 1000 Watts, n. **OWNED BY:** Geo. W. Young **OPERATED BY:** Geo. W. Young. **BUSINESS ADDRESS:** Hotel Nicolle. **PHONE:** Cherry 3377-8-9, Midway 6363. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Superior Blvd. **TIME ON THE AIR:** 6:00 A. M. to 8:15 P. M. **MAINTAINS ARTISTS' BUREAU NEWS SERVICES:** Trans-radio news service, Gertrude Lewis, special correspondents in 9 cities on Women's News. **TRANSCRIPTION SERVICES:** Standard Radio, Lang-Worth, NAB Library.

**Personnel**

President and  
 General Manager. . . . . Geo. W. Young  
 Assistant General Manager. . . Edw. P. Shurick  
 Artists Bureau Head . . . . . M. Pettrick  
 Chief Announcer. . . . . Dick Day  
 Publicity Director . . . . . Paul Presbrey  
 Chief Engineer. . . . . Meredith Lowe

**POLICIES**

Liquor advertising accepted on general copy, but no mention of whiskey

Complete merchandising service under direction merchandising manager.

**REPRESENTATIVE**

Howard H. Wilson Co.  
 Edward S. Townsend (San Francisco)

**W L B**

"FOR GOOD MUSIC, TUNE IN 760"

**MINNEAPOLIS—EST. 1922**

**FREQUENCY:** 760 Kc. **POWER:** 5000 Watts (Construction Permit for 5000 watts). **OWNED BY:** University of Minnesota. **OPERATED BY:** University of Minnesota. **BUSINESS ADDRESS:** Minneapolis. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** North Cleveland Ave. and County Rd. A.2, St. Paul. **TIME ON THE AIR:** Shares daytime hours with WCAL.

**Personnel**

Manager. . . . . Burton Paulu  
 Program Director . . . . . William H. Sever  
 Chief Engineer. . . . . Waldemar Klima

**POLICIES**

WLB is a strictly sustaining station, entirely non-commercial and carrying no advertising. It broadcasts programs of an educational and cultural nature.

**K V O X**

"THE VOICE OF THE VALLEY"

**MOORHEAD—EST. 1937**

**NORTH CENTRAL BROADCASTING SYSTEM**  
 —ASSOCIATED NORTHWEST BROADCASTERS

**FREQUENCY:** 1310 Kc. **POWER:** 250 Watts, d.; 100 Watts, n. **OWNED BY:** KVOX Broadcasting Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Comstock Hotel. **PHONE:** 1232-1233. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Moorhead. **TIME ON THE AIR:** 6:00 A. M. to 9:00 P. M. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** World Broadcasting System.

**Personnel**

President. . . . . R. K. Herbst  
 Commercial and Station Manager,  
 Manny Marget  
 Chief Announcer . . . . . Manny Marget  
 Chief Engineer . . . . . Robert Schulz

**POLICIES**

All accounts must comply with FCC and FTC requirements.

**W C A L**

**NORTHFIELD—EST. 1922**

**FREQUENCY:** 760 Kc. **POWER:** 5000 Watts. **OWNED BY:** St. Olaf College. **OPERATED BY:** Same. **BUSINESS ADDRESS:** St. Olaf College. **PHONE:** 731. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** Shares time.



## Personnel

Director.....Dr. Martin Hegland  
Chief Announcer.....David Johnson  
Station Manager.....M. C. Jensen  
Musical Director.....O. R. Overby  
Chief Engineer.....M. C. Jensen

## POLICIES

Non-commercial station.

# K R O C

"VOICE OF SOUTHERN MINNESOTA"

ROCHESTER—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Southern Minn. Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Rochester. PHONE: 3924-5-2727. STUDIO ADDRESS: Hotel Martin. TRANSMITTER LOCATION: Cascade Township. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President and General

Manager .....Gregory Gentling  
Commercial Manager.....E. Anson Thomas  
Artists' Bureau Head.....Dwight Merriam  
Studio Director.....Gerald Wing  
Program Director.....Peter Lyman  
Chief Engineer.....Fred C. Clark  
Assistant Chief Engineer.....Robert W. Cross

## POLICIES

No hard liquor accounts accepted.

Maintains merchandising and publicity department, window decorator tie-in, placards, letters, newspaper advertising, bill boards, etc. with clients' radio advertising.

# K F A M

"THE TIMES JOURNAL STATION"

"THE VOICE OF CENTRAL MINNESOTA"

ST. CLOUD—EST. 1938

ASSOCIATED NORTHWEST BROADCASTERS  
NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: The Times Publishing Co. OPERATED BY: The Times Publishing Co. BUSINESS ADDRESS: 16-18 Sixth Ave., North. STUDIO ADDRESS: Weber Bldg. TRANSMITTER LOCATION: Military Highway. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS PAPER AFFILIATIONS: St. Cloud Times Journal. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

General Manager.....George B. Bairey  
Program Director.....LaVell Waltman  
Commercial Manager.....Edgar Parsons

## POLICIES

Station maintains the usual observance and restrictions of FCC, state and local laws. Advertising of alcoholic beverages excepting beer, not accepted.

Merchandising facilities available to sponsors at cost. This includes extension of advertising campaigns in conjunction with station advertising.

# K S T P

"NORTHWEST'S LEADING RADIO  
STATION"

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC (RED)

FREQUENCY: 1460 Kc. POWER: 25,000 watts, d.; 10,000 watts, n. (C.P. for 50,000 watts). OWNED BY: National Battery Broadcasting Co. OPERATED BY: National Battery Broadcasting Co. BUSINESS ADDRESS: St. Paul Hotel. PHONE: Cedar 5511-St. Paul; Bridgeport 3222-Minneapolis. STUDIO ADDRESS: St. Paul Hotel, Radisson Hotel. TRANSMITTER LOCATION: Snelling Ave. & County Road C. St. Paul. TIME ON THE AIR: 6:00 a.m. to 1:00 a.m. (daily), a.m. to 1:00 a.m. (Sunday). NEWSPAPER AFFILIATIONS: Minneapolis Journal. NEWS SERVICE: United Press, Radio News Assoc. MAINTAINS ARTISTS BUREAU; TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, NAB Library & Standard Radio.

## Personnel

President.....Stanley E. Hubbard  
Vice President-Treasurer...Kenneth M. Hance  
Sales Manager.....Ray C. Jenkins  
Program Director .....Corrine Jordan  
Educational Director.....T. D. Rishworth  
Merchandising Director.....Fred Laws  
Artists Bureau Head.....Violet Murphy  
Technical Supervisor.....Hector Skifter

## POLICIES

No hard liquor before 10:30 p.m.

Advertising will not be accepted which is misleading, repulsive or suggestive or which attacks the integrity of persons, institutions or merchandise.

Station maintains Sales Promotion and Merchandising staff available to program advertisers, for mail publicity campaigns, special market surveys, poster campaigns (tying up program with retail outlets), and, distribution and sampling service, within the station's trading area. Station publishes Standard Market Data (annual) which contains general market information for its trading area. Station supplies temporary headquarters in St. Paul and Minneapolis for sales and advertising executives and offers complete audition facilities.

## REPRESENTATIVE

Edward Petry & Co.

# W M I N

"THE VOICE OF THE HOUR STATION"

ST. PAUL & MINNEAPOLIS

EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WMIN Broadcasting Co. OPERATED BY: WMIN Broadcasting Co. BUSINESS ADDRESS: St. Anthony & Syndicate. PHONE: Nestor 6501, St. Paul; Atlantic 6293, Minneapolis. STUDIO ADDRESS: St. Anthony & Syndicate, St. Paul; 200 Hodgson Bldg., Minneapolis. TRANSMITTER LOCATION: St. Anthony & Syndicate, St. Paul. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICES: International News Service, Universal News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio. C. P. MacGregor

## Personnel

President and General

Manager ..... Edward Hoffman  
Program Director.....Frank Devaney  
Chief Engineer.....Mat Walz

## POLICIES

No stated special program policies.  
Merchandising: Complete merchandising service for advertisers.

# W T C N

"OUT OF THE BLUE TO YOU"

ST. PAUL-MINNEAPOLIS

EST. 1928

NATIONAL BROADCASTING CO. (BLUE)  
FREQUENCY: 1250 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Minneapolis-St. Paul Dispatch Pioneer Press. OPERATED BY: Same. BUSINESS ADDRESS: Wesley Temple Bldg. PHONE: Main 6562. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Snelling Ave., County Rd. B. NEWSPAPER AFFILIATION: Minneapolis-St. Paul Dispatch. NEWS SERVICES: International News Service, Associated Press (non-commercial). TRANSCRIPTION SERVICE: Associated Music Library.

## Personnel

President.....L. E. Owens  
Station Manager ..... C. T. Hagman  
Commercial Manager.....L. L. Whiting  
Program Director.....Robert DeHaven  
Technical Director.....John M. Sherman

## POLICIES

Hard liquor advertising accepted only after 9:30 P.M. Restrictions on patent medicine advertising.

Merchandising service departments of St. Paul Dispatch, Pioneer Press and Minneapolis Tribune available.

## REPRESENTATIVE

Free & Peters

# W H L B

"ARROWHEAD'S QUEEN CITY"

VIRGINIA—EST. 1936

ARROWHEAD NETWORK

NORTH CENTRAL BROADCASTING SYSTEM

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Head of the Lakes B C Co. OPERATED BY: Head of the Lakes B C Co. BUSINESS ADDRESS: 6th Ave., W & 17th St., S. PHONE: 2000. STUDIO ADDRESS: Virginia. TRANSMITTER LOCATION: Virginia. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWS AFFILIATION: Duluth News-Tribune & Herald.

## Personnel

President.....W. C. Bridges  
Station Manager.....Harry Hyett  
Commercial Manager.....Barney Irwin  
Chief Announcer.....Wayne C. Byers  
Chief Engineer.....Chas. Persons

## POLICIES

Station places a friendly accent on service and sports as well as an educational activities in connection with schools in the area

Merchandising: Station offers promotional facilities but does not guarantee publicity in newspapers.

# K W N O

"VOICE OF THE CITY BEAUTIFUL"

WINONA—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Winona Radio Service. OPERATED BY: Winona Radio Service. BUSINESS ADDRESS: 216 Center St. PHONE: 4321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 831 Sarnia St. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Associated Press. NEWSPAPER AFFILIATION: Winona Republican-Herald. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....M. H. White  
General Manager.....L. L. McCurnin  
Program Director.....L. A. Gifford  
Production Manager.....Wayne Anders  
Chief Engineer.....Maurice Reutter

## POLICIES

Does not accept liquor advertising, excepting beer.

Merchandising service department is available to advertisers: use of Republican-Herald for program publicity; merchandising surveys on request; letters and bulletins to dealers at cost.

# MISSISSIPPI

Population 2,023,000

Number of Families 494,000

Number of Radio Homes 207,000

Retail Sales \$178,348,000

Auto Registrations 171,000

## W G R M

"VOICE OF NORTH MISSISSIPPI"

GRENADA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: P. K. Ewing. OPERATED BY: P. K. Ewing. BUSINESS ADDRESS: 500 Main St. PHONE: 222. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Fair Grounds 1½ Miles south of Grenada. TIME ON THE AIR: 6:30 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press.

### Personnel

President.....P. K. Ewing, Sr.  
General Manager.....P. K. Ewing, Jr.  
Chief Announcer.....Chas. Walters  
Chief Engineer.....C. A. Perkins

### POLICIES

Beer advertising accepted. No whiskey advertising permitted.

Merchandising department contacts all local outlets for national advertisers, and assists in decorating windows, etc.

## W F O R

"THE VOICE OF SOUTH MISSISSIPPI"

HATTIESBURG—EST. 1928

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Forrest Broadcasting Company. OPERATED BY: Same. BUSINESS ADDRESS: 109 Walnut St. PHONE: 55. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Road. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service.

### Personnel

President and General  
Manager.....Miles A. Metzger  
Commercial Manager.....G. V. Land  
Chief Announcer.....Lawrence Gibbs  
Chief Engineer.....George W. Wilson, Jr.  
President.....C. J. Wright  
Commercial Manager.....C. J. Wright  
Station Manager.....C. J. Wright  
Chief Engineer.....C. H. Dyess

## POLICIES

Does not accept liquor advertising.  
Maintains a merchandising service.

## REPRESENTATIVE

Burn-Smith Co.

## W J D X

"THE VOICE OF MISSISSIPPI"

JACKSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1270 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Lamar Life Insurance Co. OPERATED BY: Lamar Life Insurance Co. BUSINESS ADDRESS: Lamar Life Bldg. PHONE: (Studio) 7416; Adv. Dept.) 7415; (Transmitter) 7716-J. STUDIO ADDRESS: Heidelberg Hotel. TRANSMITTER LOCATION: Highway No. 51. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 10:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Station Manager.....Wiley P. Harris  
Commercial and Advertising  
Manager.....C. A. Lacy, Jr.  
Chief Announcer.....Maurice Thompson  
Sales Manager.....Frank Gentry  
Publicity Director.....Ralph Maddox  
Musical Director.....Maurice Thompson  
Chief Engineer.....P. G. Root

### POLICIES

Only beer and light wines can be legally advertised in state.

Various types merchandising service provided clients at cost.

## REPRESENTATIVE

George P. Hollingbery Co.

# W S L I

"THE FRIENDLY VOICE OF STANDARD LIFE"

JACKSON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Standard Life Insurance Co. OPERATED BY: Standard Life Insurance Co. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 4011. STUDIO ADDRESS: Same TRANSMITTER LOCATION: High at Larson St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Manager ..... L. M. Sepaugh  
Commercial Manager ..... T. H. Lathrop  
Merchandising Manager ..... F. E. Wilkerson, Jr.  
Chief Announcer ..... Roy Pickett  
Production Manager ..... Paul Goldman  
Program Director ..... George Philp  
Chief Engineer ..... Gail Benson

## POLICIES

Merchandising: Complete cooperation with the client with a merchandising department is at the client's services.

# W A M L

LAUREL—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: New Laurel Radio Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Central Ave. PHONE: 288. STUDIO ADDRESS: 312½ Central Ave. TRANSMITTER LOCATION: Washington Road. TIME ON THE AIR: 6:00 A.M. to 7:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President ..... D. A. Matison  
Station Manager ..... R. V. DeGruy  
Commercial Manager ..... H. M. Smith  
Program Director ..... Paul Wilson  
Chief Engineer ..... A. A. Touchstone

## POLICIES

Does not accept wine and liquor advertising. Beer accounts are accepted.

## REPRESENTATIVE

Burn-Smith Co.

# W C O C

"DOWN IN OLD MAGNOLIA STATE"

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Mississippi Broadcasting Co.,

Inc. OPERATED BY: Mississippi Broadcasting Co., Inc. BUSINESS ADDRESS: Strand Bldg. PHONE: 1042. STUDIO ADDRESS: Strand Bldg. TRANSMITTER LOCATION: Highway 45. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

## Personnel

General Manager ..... D. W. Gavlin

## POLICIES

Liquor advertising not legal in Mississippi. Station accepts beer advertising.

Station prepared to handle any merchandising or special exploitation campaigns desired by sponsors over any or all of territory served by station

# W G C M

"THE VOICE OF MISSISSIPPI GULF COAST"

MISSISSIPPI CITY-(BILOXI-GULF-PORT)—EST. 1929

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WGCM, Inc. OPERATED BY: WGCM, Inc. BUSINESS ADDRESS: Gulfport, Box 207; Biloxi, Buena Vista Hotel. PHONE: Gulfport 1111. STUDIO ADDRESS: Great Southern Golf Club, Mississippi City. TRANSMITTER LOCATION: Mississippi City. TIME ON THE AIR: Sunday, 8:00 A.M. to 10:00 P.M.; week days, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.

## Personnel

President ..... P. K. Ewing  
Vice-President ..... F. C. Ewing  
Secretary-Treasurer ..... M. M. Ewing

## REPRESENTATIVE

Burn-Smith Co.

# W Q B C

VICKSBURG

FREQUENCY: 1360 Kc. POWER: 1000 Watts. OWNED BY: Delta Broadcasting Co., Inc. OPERATED BY: Delta Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Vicksburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Vicksburg. TIME ON THE AIR: Day-time. NEWSPAPER AFFILIATION: The Vicksburg Evening Post. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

## Personnel

President ..... L. P. Cashman  
Station Director ..... O. W. Jones  
Chief Engineer ..... C. E. Drake

# MISSOURI

Population 3,989,000

Number of Families 1,072,000

Number of Radio Homes 822,800

Retail Sales \$946,125,000

Auto Registrations 705,000

## K F V S

CAPE GIRARDEAU—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Oscar C. Hirsch. OPERATED BY: Same. BUSINESS ADDRESS: KFVS Radio Home, 324 Broadway. PHONE: 2104-5. STUDIO ADDRESS: KFVS Radio Home, 324 Broadway; Hotel Marquette. TRANSMITTER LOCATION: 3½ miles N.W. of Girardeau. TIME ON THE AIR: Shares time, day and evening, with WEBQ. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President-General Manager...Oscar C. Hirsch  
Musical Director.....Virginia Bahn  
Chief Engineer.....R. L. Hirsch

### POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

## K F R U

"IN THE HEART OF MISSOURI"

COLUMBIA—EST. 1925

FREQUENCY: 630 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Star-Times Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 9th & Elm Sts. PHONE: 4141-2. STUDIO ADDRESS: 9th & Elm Sts. TRANSMITTER LOCATION: Campus Stephens College. TIME ON THE AIR: 6:00 A.M. to L. S. (Share night with WGBF.) NEWSPAPER AFFILIATION: Star-Times Pub. Co. (St. Louis). NEWS SERVICE: United Press and International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....Elzey Roberts  
Assistant Manager.....George Guyan  
Station Manager.....C. L. Thomas  
Commercial Manager.....Walter Weiler  
Artists Bureau Head.....Wm. Haley, Jr.  
Musical Director.....Foster Brown  
Chief Engineer.....Robert Haigh

### POLICIES

Do not accept hard liquor.

### REPRESENTATIVE

Weed & Co.

## K W O S

"THE NEWS AND TRIBUNE STATION"

JEFFERSON CITY—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tribune Printing Co. OPERATED BY: Tribune Printing Co. BUSINESS ADDRESS: 400 East Capitol Ave. PHONE: 4000-1. STUDIO ADDRESS: 400 East Capitol Ave. TRANSMITTER LOCATION: St. Mary's Blvd. TIME ON THE AIR: 6:30 A.M. to local sunset; Sunday, 8:30 A.M. to local sunset. NEWSPAPER AFFILIATION: Capitol News and Post Tribune. NEWS SERVICES: Associated Press (non-Commercial) and United Press. TRANSCRIPTION SERVICES: Standard Radio and World Broadcasting System.

### Personnel

President.....R. C. Goshorn  
Chief Announcer.....Randall Jessee  
Station Manager.....Ben T. Weaver  
Chief Engineer.....J. C. Haynes, Jr.

### POLICIES

No stated special program policies.

Merchandising department furnishes such cooperation as personal calls and letters to dealers, dealer and market surveys, preparation of dealer displays and newspaper publicity and other forms of merchandising.

### REPRESENTATIVE

Weed & Company

## W M B H

JOPLIN—EST. 1927

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Joplin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 401 Main St. PHONE: 330-1-2. STUDIO ADDRESS: 401 Main St. TRANSMITTER LOCATION: 1334 Roosevelt. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library MAINTAINS ARTISTS' BUREAU.

### Personnel

President-Station Manager.....D. J. Poynor  
Chief Announcer.....J. Chas. McIntire  
Assistant Manager.....Everette Smart

Sales Manager.....W. H. Clark  
 Production Manager.....Bruce Quisenberry  
 Chief Engineer.....Stewart Parsons

Production Manager.....Robert Grey  
 Chief Engineer.....Lloyd Sigmon

**POLICIES**

Liquor advertising accepted after 9:30 P.M. only. Has carried no foreign language programs.

**REPRESENTATIVE**

Sears & Ayer

**KCMO**

"KANSAS CITY, MISSOURI"  
 KANSAS CITY—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 watts. (C.P. for 1000 Watts, unlimited time on 1450 Kc.) OWNED BY: KCMO Broadcasting Co. OPERATED BY: KCMO Broadcasting Co. BUSINESS ADDRESS: Commerce Trust Bldg. PHONE: VI-2647. STUDIO ADDRESS: Commerce Trust Bldg. TRANSMITTER LOCATION: Commerce Trust Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....T. L. Evans  
 General Manager.....Larry Sherwood  
 Sales Manager.....Jack Neil

**POLICIES**

No hard liquor advertisements accepted. No foreign language programs accepted unless accompanied by English translation. No program of political philosophy accepted contrary to the Constitution of the United States.

Special merchandising features are given with accounts, consistent with contract and product, at cost.

**KITE**

"THE FRIENDLY FARMER STATION"

KANSAS CITY—EST. 1934

FREQUENCY: 1530 Kc. POWER: 1000 watts. OWNED BY: First National Television, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Fidelity Bldg. PHONE: Harrison 5818 STUDIO ADDRESS: Fidelity Bldg. TRANSMITTER LOCATION: 86th & Summit Sts. TIME ON THE AIR: 5:00 A.M. to 1:00 A.M.; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

Vice President and General Manager.....D. E. "Plug" Kendrick  
 Chief Engineer.....Paul Hauck

**KITE**

KANSAS CITY,  
 MISSOURI

is "The Friendly Farmer Station"

D. E. "PLUG" KENDRICK  
 Vice Pres.-Gen. Mgr.

*Radio Station*

*William G. Rambeau Company  
 National Representatives*



FIRST NATIONAL TELEVISION, INC. • FIDELITY BUILDING • KANSAS CITY, MISSOURI

## POLICIES

No special restrictive policies.

Merchandising and research department will supply data on coverage and market relating to radio advertising campaigns and plans for merchandising radio advertising campaigns.

## REPRESENTATIVE

William G. Rambeau Co.

# K M B C

"TO KEEP IN TOUCH WITH THE TIMES,  
KEEP TUNED TO KMBC"

## KANSAS CITY—EST. 1921

### COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 Watts, d.; 1000 Watts n. OWNED BY: Midland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Pickwick Hotel, 10th & McGee St. PHONE: Harrison 2650. STUDIO ADDRESS: Pickwick Hotel, 11th floor. TRANSMITTER LOCATION: 50th & Belinder Rd. TIME ON THE AIR: 5:30 A.M. to 12:03 A.M.; Sunday, 7:30 A.M. to 12:03 A.M. NEWS SERVICES: Transradio Press. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Program Library, NAB Public Domain Library.

## Personnel

### President and General

Manager ..... Arthur B. Church  
Vice-President ..... Karl Koerper  
Promotion Manager ..... M. F. Allison  
Artists Bureau Head ..... J. W. McConnell  
Director of Research ..... Mark N. Smith  
Program Director ..... Stuart Eggleston  
Sales Service Manager ..... Carter Ringlep  
Director Natl. Program Sales ..... Geo. E. Halley  
Studio Director ..... Kenneth Krahl  
News Editor ..... Erle H. Smith  
Publicity Director ..... M. F. Allison  
Musical Director ..... P. Hans Flath  
Technical Supervisor ..... Ray Moler

## POLICIES

No liquor advertising accepted. No foreign language programs; foreign constituent of radio audience is too small to be worthy of consideration. All programs subject to the approval of the management on the basis of good taste.

Merchandising: Two five-minute spots daily devoted to build-up of coming programs; in addition all unsponsored station breaks are given to publicity department for this purpose. Letters sent to manufacturer's distributors or jobbers in limited quantity. Personal sales calls also made to important buyers. Tire covers on Yellow Cabs also utilized to merchandise some commercials. One man employed for merchandising contacts and work of this nature almost exclusively. On Happy Kitchen and "Good Morning!" Farm Programs merchandising assistance includes a free display advertisement on the Kansas City Star and Kansas City Journal Post radio pages, and surveys with selected wholesale and retail dealers.

## REPRESENTATIVE

Free & Peters, Inc.

(See Page 292)

# W D A F

## KANSAS CITY—EST. 1922

### NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 610 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Kansas City Star Co. OPERATED BY: Same. BUSINESS ADDRESS: 1729 Grand Ave. PHONE: Harrison 1200. STUDIO ADDRESS: 1729 Grand Ave. TRANSMITTER LOCATION: 83rd & Mission Rd, Johnson County, Kansas. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Kansas City Star. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Station Manager ..... H. Dean Fitzer  
Assistant Manager ..... V. S. Batton  
Sales ..... R. Gardner Reames  
Program Manager ..... Harry J. Kaufmann  
Chief Engineer ..... Joseph A. Flaherty

## POLICIES

No foreign language broadcasts; advertising of alcoholic beverages not accepted.

## REPRESENTATIVE

Edward Petry & Co.

# W H B

"WHERE HEADLINERS BEGIN"

## KANSAS CITY—EST. 1922

### MUTUAL

FREQUENCY: 860 Kc. POWER: 1000 Watts. OWNED BY: WHB Broadcasting Co. OPERATED BY: WHB Broadcasting Co. BUSINESS ADDRESS: Scarritt Bldg. PHONE: Harrison 1161. STUDIO ADDRESS: Scarritt Bldg. TRANSMITTER LOCATION: North Kansas City. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Kansas City Journal-Post, Kansas City Daily Drivers' Telegram (farm newspaper). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated, NAB Library recorded tunes.

## Personnel

President ..... Donald Dwight Davis  
Station Manager ..... John T. Schilling  
Commercial Manager ..... D. D. Davis  
Artists Bureau Head ..... Charles Lee Adams  
Manager, Client Service Department  
M. H. Straight  
Program Director ..... Dick Smith  
Publicity Director ..... Frank Barhydt  
Musical Director ..... Andy Anderson  
Librarian ..... Connie Lane  
Chief Engineer ..... Henry E. Goldenberg



# THE ONLY

# STATION IN KANSAS CITY

... that offers so many reasons for the popularity KMBC enjoys among the two and one-third million radio listeners who daily buy and **buy** and **BUY** in our P.D.A. Some of the radio services which **only** KMBC provides in this Middle Western Mecca of Sales are shown here — there are many others. Perhaps most important of all is the fact that KMBC is the **only** station in Kansas City with an attractive array of Audience Tested, Selling Tested Programs ready for sponsorship NOW.



## KMBC is the ONLY Kansas City station

originating regular coast-to-coast network programs. The Texas Rangers with Tex Owens currently enjoy one of the highest CAB ratings of CBS sustaining shows. Sunday afternoons at 2:30, E. S. T.; Saturday nights at 6:45, E. S. T. in "Night Time on the Trail."



## KMBC is the ONLY Kansas City station

... with a full time news editor who has metropolitan newspaper experience, E. Smith — veteran of ten successful sponsorships!

J. ... with an exclusive household economics director, Beulah Karney. Under her direction the KMBC Happy Kitchen annually makes happy many participating advertisers.



... to develop locally personalities and programs that have become famous nationally. Here is Caroline Ellis, now doing "Caroline's Golden Store" for General Mills. Others are Margaret and Gordon Munro, Easy Aces. Life on Red Horse Ranch, Happy Hollow, PHENOMENON.



## KMBC is the ONLY Kansas City station

which dramatizes its talent to the audience in a big variety show — is, in fact, the **only** station with the talent to produce such a show, Brush Creek Follies, broadcast Saturday nights; playing to S. R. O. audiences, week after week.



The PROGRAM BUILDING and TESTING Station



## KMBC is the ONLY Kansas City station

which maintains a consistent policy of covering public events of special public interest, and KMBC is the **only** station with a short wave car to broadcast news where it happens, when it happens. Above, City Manager McElroy and Mayor Smith officially open new Police Courts building on KMBC.

Free & Peters, Inc., National Representatives  
George E. Halley, Director National Program Sales,  
400 Denning Place, Chicago



## POLICIES

Advertising of alcoholic beverages not accepted. Foreign language programs acceptable. Recommend only German, Italian, Spanish, French in this market. Commercial restrictions: No false or misleading claims; no disparagement of competitors nor their products; no lotteries; no appeals for funds (other than generally accepted worthy causes); no testimonials which cannot be authenticated; no advertising matter in bad taste or which station deems injurious or prejudicial to interests of public; commercial copy must not exceed 10½ minutes in hour program, 7½ minutes in three-quarter hour; 5½ minutes in half-hour; 3½ minutes in quarter-hour.

Merchandising features in connection with commercial programs: Station offers "UNIT PLAN" merchandising service which includes:

Classified listings of wholesale and retail outlets.

Mailing campaign on station letterheads (if desired).

Detailed cross section surveys of the retail trade.

Introduction of advertiser's salesmen to key buyers.

Arrangements for window displays.

Distribution of counter displays and cards.

Missionary work with sales outlets on advertising campaign.

Arrangement of auditions.

Station's publicity department publicizes programs through newspaper and trade publications as well as on sustaining broadcasts.

## REPRESENTATIVE

Wythe Walker (Chicago)

# KWOC

POPLAR BLUFF—EST. 1938

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Don M. Lidenton and A. L. McCarthy. OPERATED BY: Randall Jessee. BUSINESS ADDRESS: 417 Vine St. PHONE: 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Poplar Bluff. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

General Manager.....Randall Jessee  
Advertising Manager.....Cliff Atkinson  
Program Director.....Bill Bates  
Chief Engineer.....Don Lidenton

## POLICIES

Advertising of alcoholic beverages not accepted.

# KFEQ

ST. JOSEPH—EST. 1924

FREQUENCY: 680 Kc. POWER: 2500 Watts. OWNED BY: KFEQ, Inc. OPERATED BY:

KFEQ, Inc. BUSINESS ADDRESS: Schneider Bldg. PHONE: 6-1314. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1102 Elwood St. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: St. Joseph News-Press and Gazette. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

## Personnel

President.....Barton Pitts  
Vice-President.....S. Ralph Douglas  
Nat'l Advertising Manager..Glen G. Griswold  
Program Director.....Harry Packard  
Promotion Manager.....J. Ted Branson  
Chief Engineer.....J. Wesley Koch

## POLICIES

Accepts beer advertising, but does not accept the advertising of any other alcoholic beverage.

The Advertising and Merchandising Department will consider any special merchandising request and will co-operate with advertisers to the fullest extent possible.

## REPRESENTATIVE

Kelly-Smith Company

# KFVO

"THE GOSPEL VOICE"

ST. LOUIS—EST. 1924

FREQUENCY: 550 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Evangelical Lutheran Synod of Missouri, Ohio and Other States. OPERATED BY: Board of Control of Concordia Seminary. BUSINESS ADDRESS: 801 DeMun. PHONE: Cabany 2499. STUDIO ADDRESS: 801 DeMun. TRANSMITTER LOCATION: Clayton. TIME ON THE AIR: Shares time.

## Personnel

Station Manager.....Herman H. Hohenstein  
Musical Director.....Herman H. Hohenstein  
Chief Engineer.....Carl H. Meyer

## POLICIES

Non-commercial station.

# KMOX

"THE VOICE OF ST. LOUIS"

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1090 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: Mart Bldg. PHONE: Central 8240. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lemay Ferry and Baumgartner Rds. TIME ON THE AIR: 5:30 A.M. to 12:30 A.M.; Sunday, 7:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Associated Music.

## Personnel

General Manager.....Merle S. Jones  
Sales Manager.....Kenneth W. Church  
Program Director.....Chester Renier  
Sales Promotion Director.....I. Soulard Johnson  
Publicity Director.....Gerald Holland  
Public Affairs Dept. Director.....Jurien Hoekstra  
Chief Engineer.....Graham Tevis

## POLICIES

Governed by CBS policies.

A-D-C Merchandising Plan includes movie trailers, special newspaper listing, courtesy announcements calling attention to program, window displays, trade journal publicity, presentations to dealers, letters to dealers, special promotions in stores, store displays, etc. Specially work with dealers, or promotion work for a particular product, as distinguished from promotional work on the radio schedule, can be undertaken by station for the advertiser at actual cost.

## REPRESENTATIVE

Radio Sales

**K S D**

ST. LOUIS—EST. 1922

NBC (RED)

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pulitzer Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 12th & Olive St. PHONE: Main 1111. STUDIO ADDRESS: Post-Dispatch Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Post-Dispatch. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

## Personnel

General Manager.....George M. Burbach  
Commercial and Sales  
Manager.....Edward W. Hamlin  
Chief Engineer.....Robert L. Coe

## POLICIES

All broadcasting programs and announcements are subject to the approval of the station management. Station does not accept medical or liquor advertising.

## REPRESENTATIVE

Free & Peters, Inc.

**K W K**

ST. LOUIS—EST. 1927

MUTUAL—NATIONAL BROADCASTING CO.  
(BLUE)

FREQUENCY: 1350 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Thomas Patrick, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Chase. PHONE: Rosedale

3210. STUDIO ADDRESS: Hotel Chase. TRANSMITTER LOCATION: Baden. TIME ON THE AIR: Eighteen hours daily. NEWS SERVICE: United Press MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....R. T. Convey  
Sales Manager.....V. E. Carmichael  
Studio Supervisor.....Ray Dady  
Production Manager.....Layman Cameron  
Chief Announcer.....Allan Anthony  
Sales Promotion Manager.....Robert M. Sampson  
Program Director.....John Tinnea  
Publicity Director.....Gene Kemper  
Musical Director.....Al Sarli  
Continuity Chief.....Claire Harrison  
Chief Engineer.....James Burke

## POLICIES

Accepts all accounts which conform to local, state and Federal laws, and all laws of the FCC.

Has tie-in with St. Louis Globe-Democrat, receiving two hundred thirty-five lines per day, which is used to plug commercial features—local and network. Also a tie-in with group of community newspapers, receiving a total circulation of 250,000.

## REPRESENTATIVE

Paul H. Raymer & Company

**K X O K**

ST. LOUIS

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: Star-Times Publishing Co. OPERATED BY: Star-Times Publishing Co. BUSINESS ADDRESS: Star-Times Bldg., 12th & Delmar. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Venice, Ill. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Star-Times. TRANSCRIPTION SERVICE: Associated. NAB Library.

## Personnel

General Manager.....R. V. Hamilton  
Sales Manager.....Walter E. Weiler

## REPRESENTATIVE

Weed & Co.

**W E W**

"THE STATION YOU'LL TUNE IN AGAIN"  
ST. LOUIS—EST. 1921

FREQUENCY: 760 Kc. POWER 1000 watts. OWNED BY: St. Louis University. OPERATED BY: Same. BUSINESS ADDRESS: 3642 Lindell Blvd. PHONE: Franklin 5665. STUDIO ADDRESS: 3642 Lindell Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: In-

ternational News Service. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library Music.

**Personnel**

Faculty Director.....W. A. Burk, S.J.  
General Manager.....A. S. Foster  
Program Manager.....Arthur T. Jones  
Advertising Service Manager...Lloyd C. Smith  
Publicity Director.....Lewis B. Hagerman  
Musical Director.....Ralph Stein  
Chief Engineer.....George Rueppel

**POLICIES**

Will accept liquor advertising but will not mention price.

**W I L**

"THE MOST WELCOME SPOT ON THE DIAL"

**ST. LOUIS—EST. 1922**

FREQUENCY: 1200 Kc. POWER 250 Watts, d.; 100 Watts, n. OWNED BY: Missouri Brod. Corp. OPERATED BY: Same. BUSINESS ADDRESS: Melbourne Hotel, 3601 Lindell Blvd. PHONE: Jefferson 8403-4-5. STUDIO ADDRESS: Melbourne Hotel. TRANSMITTER LOCATION: 16th Floor (Roof) Melbourne Hotel. TIME ON THE AIR: 6:00 A.M. to 3:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, NAB Library.

**Personnel**

President and General Manager.....Lester A. Benson  
Vice-President.....Clarence W. Benson  
Commercial Manager.....Edgar Shutz  
Program Director.....Neil Norman  
Continuity Chief.....David Pasternak  
Public Relations Director.....Bill Durney  
Publicity Director.....Bart Slattery  
Musical Director.....Allister Wylie  
Chief Engineer.....Chal H. Stoup

**POLICIES**

No liquor programs accepted (beer and wine—OK). No foreign language programs accepted. Copy restrictions: Spot announcements have 75 word limit, 15-minute programs have 400 word limit.

**REPRESENTATIVE**

Reynolds-Fitzgerald, Inc.

**K G B X**

**SPRINGFIELD—EST. 1924**

NATIONAL BROADCASTING CO. (RED AND BLUE)

FREQUENCY: 1230 Kc. Power: 500 watts. OWNED BY: Springfield Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc.

NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus and World Broadcasting System.

**Personnel**

President.....Lester E. Cox  
General Manager.....Ralph D. Foster  
Business Manager.....C. Arthur Johnson  
Promotion Manager.....Carl S. Ward  
Musical Director.....Al Stone  
Chief Engineer.....Fritz Bauer  
National Sales Manager.....John E. Pearson  
Production Director.....George E. Wilson  
Chief Announcer.....Russ Davis  
Program Director.....Terry Moss  
Continuity Editor.....Ralph Nelms

**POLICIES**

Same as KWTO.

**REPRESENTATIVE**

Howard H. Wilson & Co.

**K W T O**

"KEEP WATCHING THE OZARKS"

**SPRINGFIELD—EST. 1933**

FREQUENCY: 560 Kc. POWER: 5000 watts. OWNED BY: Ozarks Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 5:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System and NBC Thesaurus.

**Personnel**

President and Station Manager.....Ralph D. Foster  
Business Manager.....Arthur Johnson  
Production Manager.....G. E. Wilson  
Chief Announcer.....Russ Davis  
National Sales Manager.....John E. Pearson  
Local Sales Manager.....Gordon Wardell  
Promotion Manager.....Carl S. Ward  
Program Director.....Terry Moss  
Continuity Editor.....Ralph Nelms  
Chief Engineer.....Fritz Bauer

**POLICIES**

Offers reasonable merchandising service at no cost, i.e. contacting of retail outlets and wholesalers by phone; personal calls and letters. Where there is a large volume of this service to be done station will do it on actual cost basis. Merchandising also includes displays of lobby posters, placing of window cards and pre-announcements on the air, etc.

**REPRESENTATIVE**

Howard H. Wilson & Co.

# MONTANA

Population 539,000

Number of Families 142,000

Number of Radio Homes 114,600

Retail Sales \$189,457,000

Auto Registrations 129,531

## K G H L

**BILLINGS—EST. 1928**  
NBC (RED AND BLUE)

FREQUENCY: 780 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Northwestern Auto Supply Co. OPERATED BY: Northwestern Auto Supply Co. BUSINESS ADDRESS: 5th and North Broadway. PHONE: 3121. STUDIO ADDRESS: 5th and North Broadway. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 9:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

### Personnel

President and Station Manager. C. O. Campbell  
Commercial Manager ..... Ed Yocum  
Advertising Manager ..... M. B. Braunberger  
Chief Announcer ..... T. W. Johnson  
Publicity Director ..... Lear Mucoy  
Musical Director ..... Julia Richards  
Chief Engineer ..... Jeff Kiichli

### POLICIES

Accepts wines and beer, no hard liquor.  
Accepts foreign language programs of interest to any sizeable group in audience. Listeners are 99 per cent English, however.  
Station will circularize trade, perform any other services within reason asked by client. All programs are publicized by station 24 hours and 12 hours before on air (new and old). Merchandising and promotion is largely determined by size of contract, policy being to keep special costs within 5 per cent of net dollar value of time purchase.

### REPRESENTATIVE

The Katz Agency

## K R B M \*

**BOZEMAN—EST. 1938**

FREQUENCY: 1340 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Robert McNab Co. OPERATED BY: Robert McNab Co. BUSINESS ADDRESS: Bozeman. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Bozeman. TIME ON THE AIR: Full Time License.

### Personnel

Owner-General Manager ..... A. J. Breitbach  
Owners ..... Arthur L. Roberts—R. B. McNab  
\* Station was licensed to operate under a C. P. and no further information was available at time of going to press.

## K G I R

**BUTTE—EST. 1929**

NATIONAL BROADCASTING CO. — Z-NET  
PACIFIC NORTHWEST COVERAGE GROUP  
FREQUENCY: 1340 Kc. POWER: 5000 Watts d.; 1000 Watts, n. OWNED BY: KGIR, Inc. OPERATED BY: KGIR, Inc. BUSINESS ADDRESS: Butte. PHONE: 22-3-44. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunday, 9:00 A.M. to midnight; Week Days, 7:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: Standard Radio, Titan, Lang-Worth, NAB.

### Personnel

Manager ..... Ed. B. Craney  
Sales Manager ..... Clair Heyer  
Musical Director ..... B. R. Sprague  
Chief Engineer ..... Jack Nicholas  
Program Director ..... Syd Lines

### POLICIES

Liquor accounts accepted subject to station approval of copy. Patent medicine accounts not accepted. Local programs sold on 13 minute basis, provision being made for 100-word announcements on either end of period. Chainbreak announcements limited to 30 words.

Merchandising service rendered at cost.

### REPRESENTATIVES

Gene Furgason & Co.

## K F B B

"ADVERTISING THAT SPEAKS FOR ITSELF"

**GREAT FALLS—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buttrey

Broadcast, Inc. OPERATED BY: Buttrey Broadcast, Inc. BUSINESS ADDRESS: 300 Central. PHONE: 4377-8. STUDIO ADDRESS: 300 Central Ave. TRANSMITTER LOCATION: 4½ miles west of Great Falls. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily), 9:00 A.M. to 10:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Great Falls Tribune. NEWS SERVICES: Tribune News. TRANSCRIPTION SERVICE: Standard Library.

**Personnel**

President.....F. A. Buttrey  
 Station Manager.....Jessie Jacobsen  
 Commercial Manager.....Jessie Jacobsen  
 Advertising Manager.....Joe Wilkins  
 Chief Announcer.....John Alexander  
 Sales Manager.....Joe Wilkins  
 Continuity Chief.....Bill Tredway  
 Publicity Director.....Kemp Toole  
 Musical Director.....Bill Cane  
 Chief Engineer.....John Parker

**POLICIES**

No liquor advertising except beer.  
 No foreign language broadcasts.

**REPRESENTATIVE**

Weed & Company  
 Walter Biddick Co. (Los Angeles & Seattle)

**K P F A**

"CAPITAL CITY STATION"

**HELENA—EST. 1937**

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Peoples Forum of the Air. OPERATED BY: Peoples Forum of the Air. BUSINESS ADDRESS: 1306 East 11th. PHONE: 857. STUDIO ADDRESS: 1306 East 11th. TRANSMITTER LOCATION: 1306 East 11th St. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....Barclay Craighead  
 Station Manager.....K. O. MacPherson  
 Sales Manager.....Clair Heyer

**POLICIES**

Advertising of alcoholic beverages accepted. All broadcasting programs of every description are subject to the approval and censorship of the station's directors without objection or liability.

**REPRESENTATIVE**

Gene Furgason & Co.

**K G E Z**

"THE FRIENDLY STATION SERVING WESTERN MONTANA FROM KALISPELL"

**KALISPELL—EST. 1927**

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Donald C. Treloar. OPERATED BY: Same. BUSINESS ADDRESS: 203 — 1st Ave. E. PHONE: 32-332. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2¼ miles south on Highway No. 93. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: United. Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

General Manager .....Donald C. Treloar

**POLICIES**

All advertising subject to station owner's approval.

**K G V O**

"THE GARDEN CITY STATION"

**MISSOULA—EST. 1931**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1260 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Mosby's, Inc. OPERATED BY: Mosby's, Inc. BUSINESS ADDRESS: 132 W. Front St. PHONE: 2155. STUDIO ADDRESS: 132 W. Front St. TRANSMITTER LOCATION: 4 miles west on Highway 10. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

**Personnel**

President and Station Manager.....A. J. Mosby  
 Secretary-Treasurer.....Edna Mae Mosby  
 Commercial Manager.....Jack Burnett  
 Comptroller.....Harry Miller  
 Advertising Manager.....Nick Moriana  
 Artists Bureau Head.....Vernon McGahan  
 Chief Announcer.....H. J. McAllister  
 Sales Manager.....Fred Elsethagen  
 Program and Publicity  
 Director.....James Alden Barber  
 Musical Director.....Marguerite Hood  
 Merchandising Manager.....Marion Dixon  
 Traffic Manager.....Loretta Matthesen  
 Chief Engineer.....Tom Atherstone

**POLICIES**

Advertising of alcoholic beverages and patent medicines not accepted.

No commercial copy may exceed 20% of time contracted for during daytime—15% evenings.

Station employs full time merchandising manager for servicing of national accounts.

# K G C X

WOLF POINT—EST. 1926

FREQUENCY: 1450 Kc. POWER: 1000 watts.  
OWNED BY: E. E. Kresbach. OPERATED BY:  
E. E. Kresbach. BUSINESS ADDRESS: Main  
and 4th St. PHONE: 102. STUDIO ADDRESS:  
Main and 4th St. TRANSMITTER LOCATION:  
Wolf Point. TIME ON THE AIR: 7:00 A.M. to  
11:30 P.M. NEWS SERVICE: Transradio Press.  
TRANSCRIPTION SERVICE: Standard Radio,  
NBC Thesaurus.

## Personnel

President..... E. E. Kresbach  
Station and Commercial  
Manager..... Milton J. Severson  
Chief Announcer and Publicity  
Director..... A. E. Richmond  
Musical Director..... Adolph Jystad  
Chief Engineer..... Harold Klempil

## POLICIES

No restrictions on beer and wine.  
No restrictions on foreign language ac-  
counts.

# NEBRASKA

Population 1,364,000

Number of Families 352,000

Number of Radio Homes 284,100

Retail Sales \$359,757,000

Auto Registrations 349,500

# K M M J

CLAY CENTER—EST. 1925

"THE OLD TRUSTY STATION"

FREQUENCY: 740 Kc. POWER: 1000 Watts.  
OWNED BY: KMMJ, Inc. OPERATED BY:

KMMJ, Inc. BUSINESS ADDRESS: Radio Bldg.  
STUDIO ADDRESS: Same. TRANSMITTER LO-  
CATION: C. P. Grand Island. TIME ON THE  
AIR: Sunday, 7:00 A.M. to local sunset; week  
days, 6:00 A.M. to local sunset. NEWSPA-  
PER AFFILIATION: Clay County Sun. NEWS  
SERVICE: United Press. TRANSCRIPTION  
SERVICE: Standard Radio, NAB Library.

## Personnel

Manager ..... Randy Ryan

## REPRESENTATIVE

Howard H. Wilson Co.

# K G F W

"THE MIDWAY STATION OF THE  
NATION"

KEARNEY—EST. 1928

FREQUENCY: 1310 Kc. POWER: 250 watts,  
d.; 100 watts, n. OWNED BY: Central Ne-  
braska Broadcasting Corp. OPERATED BY:  
Central Nebraska Broadcasting Corp. BUSI-  
NESS ADDRESS: South Central Ave. PHONE:  
31551. STUDIO ADDRESS: South Central Ave.;  
Pathfinder Bldg., Grand Island. TRANSMIT-  
TER LOCATION: South Central Ave. TIME  
ON THE AIR: 6:00 A.M. to 10:30 P.M. TRAN-  
SCRIPTION SERVICE: Standard Radio.

## Personnel

Manager and Chief Engineer... Walter M. Ely  
Assistant Manager..... Fred Christensen

## POLICIES

No advertising accepted for any alcoholic  
products.

## REPRESENTATIVE

Cox and Tanz  
Walter Biddick Co. (Pacific Coast)

# KFAB MAIL FACTS

• **369%** increase in mail for  
month January, 1939  
over January, 1938.

• **89%** of the mail response  
for January was  
COMMERCIAL!

• **4017** towns in 13 states;  
53 towns in 5 pro-  
vinces in Canada; 1 town in  
Puerto Rico, were represented in  
this ONE month's mail.

# KFAB

Serving Nebraska and Her  
Neighbors, from Lincoln.

# K F A B

"NEBRASKA'S MOST POWERFUL  
BROADCAST STATION"

**LINCOLN—EST. 1924**

**CBS—CENTRAL STATES BROADCASTING  
SYSTEM**

FREQUENCY: 770 Kc. POWER: 10,000  
Watts. OWNED BY: KFAB Broadcasting Co.  
OPERATED BY: KFAB Broadcasting Co. BUSI-  
NESS ADDRESS: Hotel Lincoln. PHONE: B-  
3214. STUDIO ADDRESS: Hotel Lincoln.  
TRANSMITTER LOCATION: 17th St. and Hol-  
dredge. TIME ON THE AIR: 4:45 A.M. to 12:00  
midnight. NEWSPAPER AFFILIATIONS: State  
Journal, Lincoln Star. NEWS SERVICES: Inter-  
national News Service. TRANSCRIPTION  
SERVICE: World Broadcasting System.

## Personnel

President.....Frank D. Throop  
General Manager.....Don Searle  
Sales Manager.....Frank Pellegrin  
Local Sales Manager.....W. Judson Woods  
Chief Announcer.....Phil Weaver  
Publicity Director.....Bruce Wallace  
Program Director.....Lowell "Jiggs" Miller  
Chief Engineer.....Mark Bullock

## POLICIES

Does not broadcast for liquor accounts.  
No foreign language accounts.

Merchandising: A program is plugged ex-  
tensively on the air for a week preceding its  
initial broadcast and from time to time there-  
after. It will be mentioned on the Radio  
Calendar of station. A special audition of the  
initial program is held with all of the sponsor's  
employees in attendance. A station representa-  
tive will be present to explain the aims of the  
program and to answer any questions which  
may arise. The employees can take advan-  
tage of this "advance showing" and pass the  
word along to their customers, advising them  
of the interesting program their company is  
sponsoring and urging them to listen.  
Promotion Department is ready at all  
times to work out special merchandising and  
exploitation with the sponsors.

All promotional stunts are designed to fit  
the sponsor, his product and the audience he  
is endeavoring to reach.

## REPRESENTATIVE

The Katz Agency

# K F O R

"THE VOICE OF LINCOLN"

**LINCOLN—EST. 1924**

**CBS—MUTUAL**

**CENTRAL STATES BROADCASTING SYSTEM**

FREQUENCY: 1210 Kc. POWER: 250 Watts.  
d.; 100 Watts, n. OWNED BY: Cornbelt Broad-  
casting Corp. OPERATED BY: Cornbelt Broad-  
casting Corp. BUSINESS ADDRESS: Hotel Lin-  
coln. PHONE: B-3214. STUDIO ADDRESS:

Hotel Lincoln. TRANSMITTER LOCATION:  
4607 South 48th. TIME ON THE AIR: 7:00 A.M.  
to midnight. NEWSPAPER AFFILIATIONS:  
State Journal, Lincoln Star. NEWS SERVICES:  
International News Service. TRANSCRIPTION  
SERVICE: World Broadcasting System.

## Personnel

President.....Frank D. Throop  
General Manager.....Don Searle  
Sales Manager.....Frank Pellegrin  
Local Sales Manager.....W. Judson Woods  
Chief Announcer.....Phil Weaver  
Program & Musical Director.....John Hanssen  
Publicity Director.....Don Finlayson  
Chief Engineer.....Mark Bullock

## POLICIES

Does not broadcast liquor accounts nor for-  
eign language accounts.

Merchandising: Station has a definite 7-Point  
Plus Plan which is automatically applied to  
all general rate accounts. Full details will be  
supplied on request.

## REPRESENTATIVE

The Katz Agency

# W J A G

"WITH JOY AND GLADNESS"

**NORFOLK—EST. 1922**

FREQUENCY: 1060 Kc. POWER: 1000 Watts.  
OWNED BY: Norfolk Daily News. OPERATED  
BY: Norfolk Daily News. BUSINESS AD-  
DRESS: 116 N. Fourth St. PHONE: 20. STUDIO  
ADDRESS: Hotel Norfolk. TRANSMITTER LO-  
CATION: W. Koenigstein Ave. TIME ON THE  
AIR: 6:30 A.M. to local sunset; Sunday, 10:00  
A.M. to local sunset. NEWSPAPER AFFILIA-  
TION: Norfolk Daily News. NEWS SERVICE  
USED: United Press and Associated Press.

## Personnel

President.....Gene Huse  
Station Manager.....Art Thomas  
Program Director.....Russell Jensen  
Chief Engineer.....Frank Weidenbach

## POLICIES

All advertising subject to approval. Station  
does not guarantee time of announcement or  
announcer. No announcements between news  
items. Competitive announcements and pro-  
grams must be separated by at least three  
minutes. Credit arrangements must be made  
in advance. Beer and liquor announcements  
are not accepted for the noon hour, on Sun-  
days or close to children's or devotional pro-  
grams. Station will not accept announcements  
concerning programs that are on other sta-  
tions at the same time as WJAG. Station  
does not supply sound effects for announce-  
ments but will broadcast transcribed an-  
nouncements. All announcements must be  
written in the third person and must con-  
form with the rules of the FCC and the code  
of ethics of the NAB. Station will not accept  
announcements that attempt to disguise the

fact. Station will not accept announcements of advertisers who are under investigation by the FTC, the Food and Drugs Administration or the Post Office. Station reserves the right to make schedule changes and cancellations for commercial contingencies as well as political or special event broadcasts. Station will supply on request special political broadcast regulations and also a list of forbidden words.

Merchandising: Station conducts individual merchandising campaign among the advertiser sales outlets; distributes counter cards and arranges window displays; conducts contests; etc. Publicity tie-up with the Norfolk Daily News.

**REPRESENTATIVE**

Howard H. Wilson Co.

**K G N F**

"WESTERN NEBRASKA'S DEPENDABLE DAYTIME STATION"

**NORTH PLATTE—EST. 1930**

FREQUENCY: 1430 Kc. POWER: 1000 Watts. OWNED BY: Great Plains Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1521 W. 12th. PHONE: 132. STUDIO ADDRESS: 1521 W. 12th. TRANSMITTER LOCATION: 1521 W. 12th. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE:

United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President and Station

Manager.....W. I. LeBarron  
Secretary-Treasurer.....J. T. LeBarron  
Chief Engineer.....J. B. Eaves

**POLICIES**

Liquor advertising not accepted.  
Merchandising aids through regular column in local newspaper and advance spot publicity campaigns.

**K O I L**

**OMAHA—EST. 1925**

NBC (Blue)—MUTUAL

FREQUENCY: 1260 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Central States Broadcasting Co. OPERATED BY: Central States Broadcasting Co. BUSINESS ADDRESS: Omaha. PHONE: Jackson 7626. STUDIO ADDRESS: Omaha Nat. Bank Bldg. TRANSMITTER LOCATION: Council Bluffs, Iowa. TIME ON THE AIR: 6:30 A.M. to midnight. NEWSPAPER AFFILIATION: Lincoln Star & Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....Frank Troup  
General Manager.....Don Searle  
Sales Manager.....Frank Pellegrin  
Acting Program Director.....Howard Hughes  
Merchandising Manager.....R. Bruce Wallace  
Chief Engineer.....Mark Bullock

**POLICIES**

No stated special commercial program restrictions.  
Merchandising: Station has a definite 7-Point Plus Plan which is automatically applied to all general rate accounts. Full details will be supplied on request.

**REPRESENTATIVE**

The Katz Agency

**W A A W**

**OMAHA—EST. 1922**

FREQUENCY: 660 Kc. POWER: 500 Watts. OWNED BY: World Publishing Co. OPERATED BY: World Publishing Co. BUSINESS ADDRESS: 7th Floor Omaha Grain Exchange Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northwest of Omaha. TIME ON THE AIR: Daytime. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Co-Managers.....F. E. Shoppen—W. F. Myers  
Program Director.....W. G. Goodrich  
Assistant Manager.....James C. Douglass  
Commercial Manager.....James Acuff

**APRIL  
30**

*Check this date on your calendar NOW!*

**COLUMBIA  
B A S I C  
G O E S  
K O I L!**

*A new holiday for the Omaha area and YOU!*

**APRIL  
30**



## POLICIES

Station offers a merchandising plan on a cooperative basis.

### REPRESENTATIVE

William G. Rambeau Co.

# W O W

"YOUR VOICE OF THE AIR"

OMAHA—EST. 1923

NBC (Basic Red)

CORNBELT WIRELESS NETWORK

FREQUENCY: 590 Kc. POWER: 5000 watts. OWNED BY: Woodmen of the World Life Insurance Society. OPERATED BY: Woodmen of the World Life Insurance Society. BUSINESS ADDRESS: Insurance Bldg. PHONE: Jackson 6844. STUDIO ADDRESS: Insurance Bldg. TRANSMITTER LOCATION: 56th and Kansas Ave. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus NAB Recorded Library.

### Personnel

President.....De E. Bradshaw  
Personnel Director.....William Reuss  
Station Manager.....John J. Gillin, Jr.  
Program Manager & Chief  
Announcer.....Harry Burke  
Promotion Manager.....Howard O. Peterson  
Publicity Director.....Bill Wiseman  
News Editor.....Foster May  
Production Manager.....Lyle De Moss  
Chief Engineer.....Wm. J. Kotera

## POLICIES

Does not accept liquor advertising nor foreign language accounts.

Station has a monthly publication devoted to advertisers and programs, and distributed to listeners. This eight-page publication "Radio News Tower" has a large paid net circulation.

Station has facilities to handle all types of merchandising cooperation.

### REPRESENTATIVE

John Blair & Company

# K K K Y

SCOTTSBLUFF—EST. 1930

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Hilliard Co., Inc. OPERATED BY: Hilliard Co., Inc. BUSINESS ADDRESS: 1517½ Broadway. PHONE: 856. STUDIO ADDRESS: 1517½ Broadway. TRANSMITTER LOCATION: Scottsbluff. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

### Personnel

President and Station Manager...L. I. Hilliard  
Advertising Manager.....R. M. Stewart  
Chief Announcer.....Al Mehling  
Publicity Director.....Bill Walter  
Chief Engineer.....Harlan Morrison

## POLICIES

Beer advertising accepted. Foreign language accounts accepted (German).

Assists advertisers in any reasonable merchandising venture.

# NEVADA

Population 101,000

Number of Families 30,000

Retail Sales \$43,932,000

Number of Radio Homes 28,500

Auto Registrations 31,500

# K O H

"THE VOICE OF NEVADA"

RENO—EST. 1930

COLUMBIA BROADCASTING SYSTEM  
CALIFORNIA RADIO SYSTEM

FREQUENCY: 1380 Kc. POWER: 500 watts. OWNED BY: The Bee, Inc. OPERATED BY: McClatchy Broadcasting Co. BUSINESS ADDRESS: 440 N. Virginia. PHONE: 5106-7. STUDIO ADDRESS: 440 N. Virginia. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: McClatchy Newspapers. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus and NAB Library.

### Personnel

Vice-President.....G. C. Hamilton  
Business Manager.....Howard Lane  
Station Manager.....Wallie D. Warren  
Chief Announcer.....Merrill Inch  
Chief Engineer.....Hewitt Kees

## POLICIES

Does not accept hard liquor advertising, only light wines and beers. No foreign language programs.

Merchandising: Station supports a complete merchandising department and is sufficiently staffed to conduct complete surveys of all merchandise outlets and care for displays and stimulate general good will toward the advertised product in the eyes of all outlets.

### REPRESENTATIVE

Paul H. Raymer Company

# NEW HAMPSHIRE

Population 510,000

Number of Families 136,000

Number of Radio Homes 124,400

Retail Sales \$152,583,000

Auto Registrations 100,700

## W L N H

"FRIENDLY VOICE OF  
NEW HAMPSHIRE"

LANCONIA—EST. 1922

MUTUAL—COLONIAL AND YANKEE  
NETWORKS

FREQUENCY: 1310 Kc. POWER: 100 watts.  
OWNED BY: Northern Broadcasting Co. OPERATED BY: Northern Broadcasting Co. BUSINESS ADDRESS: Masonic Temple Bldg. PHONE: 501. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brigham St. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News. Member of the Yankee Network Artists Bureau.

### Personnel

President.....Malcolm Jenney  
General Manager.....Edward J. Lord  
Chief Announcer.....Sherwin Greenlaw  
Chief Engineer.....Kenneth A. Taylor

### POLICIES

Liquor advertising, subject to the approval of the New Hampshire Liquor Commission. No foreign language accounts accepted.

All merchandising features available at minimum cost.

### REPRESENTATIVE

Weed & Company

## W F E A

MANCHESTER—EST. 1932

NBC (OPTIONAL BLUE AND RED)—YANKEE  
AND COLONIAL NETWORK

FREQUENCY: 1340 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: N. H. Broadcasting Co. OPERATED BY: N. H. Broadcasting Co. BUSINESS ADDRESS: Carpenter Hotel. PHONE: 7970-7520. STUDIO ADDRESS: Carpenter Hotel. TRANSMITTER LOCATION: Merrimack. TIME ON THE AIR: (daily) 8:00 A. M. to Midnight; Sunday 8:45 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

### Personnel

President.....Henry P. Rines  
Manager.....C. G. H. Evans  
Sales Manager.....L. F. Smith  
Publicity Director.....A. Soutar  
Chief Engineer.....V. H. Chandler

### POLICIES

Accept no "hard liquor" accounts; does accept beer and foreign language accounts. Restrict use of medicinal copy.

### REPRESENTATIVE

Weed & Company

## W H E B

"THE NATIONAL CHANNEL STATION  
THAT SERVES THE NORTHEAST'S  
COUNTRYSIDE"

PORTSMOUTH—EST. 1932

FREQUENCY: 740 Kc. POWER: 250 Watts. OWNED BY: Granite State Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 39 Congress St. PHONE: 2670-1. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to one hour after local sunset; Sunday, no commercial schedule. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor. MAINTAINS ARTISTS BUREAU.

### Personnel

President.....H. J. Wilson  
Treasurer.....J. H. Wilson  
Manager.....H. C. Wilson  
Artists Bureau Head.....Wm. Elliott  
Chief Announcer.....Donald Stevens  
Musical Director.....V. E. Bennett  
Chief Engineer.....Donald Stevens

### POLICIES

Advertising of beer and liquor not accepted. No commercials are accepted on Sunday. Foreign language programs accepted.

Merchandising staff and facilities are available at advertiser's expense.

# NEW JERSEY

Population 4,343,000

Number of Families 1,098,000

Number of Radio Homes 1,022,500

Retail Sales \$1,220,299,000

Auto Registrations 852,186

## W C A P

"THE VOICE OF CITY OF ASBURY PARK, NEW JERSEY, ONE OF AMERICA'S FOREMOST ALL-YEAR RESORT CITIES"

**ASBURY PARK—EST. 1927**

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: Radio Industries Broadcasting Co. OPERATED BY: Radio Industries Broadcasting Co. BUSINESS ADDRESS: 4 Convention Hall. PHONE: 1911-2955. STUDIO ADDRESS: 8, 10, 12 Convention Hall. TRANSMITTER LOCATION: Whitesville, N. J. TIME ON THE AIR: Shares time with WCAM and WTNJ. NEWS SERVICE: local news. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....George S. Ferguson  
Station Manager.....V. N. Scholes  
Commercial Manager.....D. Johanson  
Technical Advisor.....Thomas F. Burley  
Publicity Director.....William Cooper  
Musical Director.....G. H. Scott  
Chief Engineer.....Ernest G. Ruckle

### POLICIES

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

## W P G

"WORLD'S PLAYGROUND"

**ATLANTIC CITY—EST. 1924**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 5000 watts. OWNED BY: City of Atlantic City. OPERATED BY: City of Atlantic City. BUSINESS ADDRESS: Convention Hall. PHONE: 4-6538. STUDIO ADDRESS: Convention Hall. TRANSMITTER LOCATION: Airport. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Commercial Manager.....W. H. Appleby  
Station Manager.....Norman Reed  
Chief Announcer.....Ray Morgan  
Musical Director.....Margaret Keever  
Chief Engineer.....Earle Godfrey

## POLICIES

Accept liquor advertising, and also handle foreign language accounts (Jewish and Italian).

Assist advertisers in obtaining dealers for their products, and also arrange for displays and circularizing, etc.

## W S N J

"SERVING SOUTH JERSEY AND DELAWARE FROM BRIDGETON"

**BRIDGETON—EST. 1937**

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Eastern States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Bridgeton. PHONE: Bridgeton 1600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

### Personnel

President.....Howard S. Frazier  
Station Manager.....Paul Alger  
Commercial Manager.....Burt McKinnie  
Publicity Director.....Fred Wood  
Chief Engineer.....Russel Ely

### POLICIES

Accepts beer accounts, but no wine or liquor. Italian foreign language programs only.

Station publishes its own weekly radio news sheet, 7500 free circulation. Arrangements made with local chain stores for distribution of WSNJ advertised products.

### REPRESENTATIVE

Wellman Service

## W C A M

**CAMDEN—EST. 1926**

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: City of Camden. OPERATED BY: Same. BUSINESS ADDRESS: City Hall. PHONE: 9000-907-4523. STUDIO ADDRESS: City Hall. TRANSMITTER LOCATION: Civic Center. TIME ON THE AIR: Shares time with WCAP and WTNJ. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Station Manager.....Frederick Caperoon  
Program Director and Chief  
Announcer.....Robert Horn  
Musical Director.....E. Nelson Layman  
Chief Engineer.....C. E. Onens

## POLICIES

Liquor advertising confined to companies having warehouses in New Jersey.

Two hours per week allotted to foreign language accounts.

Merchandising through Camden City and County Newspapers.

## REPRESENTATIVE

Mack Radio Sales Co.

# W A A T

JERSEY CITY—EST. 1926

FREQUENCY: 940 Kc. POWER: 500 Watts. OWNED BY: Bremer Broadcasting Corp. OPERATED BY: Bremer Broadcasting Corp. BUSINESS ADDRESS: 50 Journal Square. PHONE: Journal Square 0716-7-8 and Rector 2-5878 and Market 3-0383. TIME ON THE AIR: 6:00 A.M. to 6:00 P.M. (E.S.T.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus, Standard Radio. MAINTAINS ARTISTS BUREAU.

## WHAT MAKES A STATION A GOOD STATION?

*GOOD* place on the dial (910 K.C.)  
*GOOD* signal strength (received as well as any 50,000 watts)  
*GOOD* market coverage (Metropolitan N. Y., Jersey City & Suburbs)  
*GOOD* audience acceptance (just ask us to prove it)

*And Most Important of All*

*LOW* comparative cost (look at our rate card)

# WAAT

JERSEY CITY

## Personnel

President and General  
Manager.....Paul H. LaStayo  
Program Director.....Gabrielle Haas  
Chief Announcer.....Maurice Hart  
Sales Manager.....A. B. Schillin  
Publicity Director.....Orth Bell  
Musical Director.....Fabe Nicholson  
Chief Engineer.....Anthony Castellani

## POLICIES

No foreign language or hard liquor advertising accepted. Light wine and beer advertising accepted.

No special merchandising features at present.

## REPRESENTATIVE

Burn-Smith Co.

# W H O M

"ON YOUR DIAL AT 1450"

JERSEY CITY—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: N. J. Broadcasting Corp. OPERATED BY: N. J. Broadcasting Corp. BUSINESS ADDRESS: 29 W. 57th St., New York City. PHONE: Journal Square 2; Plaza 3-4204, New York. STUDIO ADDRESS: 2870 Hudson Blvd.; 29 W. 57th St., New York City. TRANSMITTER LOCATION: Hoboken, N. J. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Press Radio Bureau. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Paul F. Harron  
Station and Commercial  
Manager.....Joseph Lang  
Program & Continuity  
Director.....West W. Willcox  
Musical Director.....G. DeLuca  
Office Manager.....Ida Mortenghi  
Chief Engineer.....Allison Burnham

## POLICIES

No hard liquor accepted. Wine and beers acceptable.

Specialize in foreign language programs.

Special merchandising department for all languages.

# W H B I

NEWARK—EST. 1922

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: May Radio Broadcasting Corp. OPERATED BY: May Radio Broadcasting Corp. BUSINESS ADDRESS: 100 Shipman St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Newark. TIME ON THE AIR: Part time.

## Personnel

President-General Manager..James L. Shearer

## REPRESENTATIVE

Burn-Smith Co.

# W O R

"ONE OF AMERICA'S GREAT STATIONS"  
NEWARK—EST. 1922

## MUTUAL BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 50,000  
Watts. OWNED BY: Bamberger Broadcasting  
Service. OPERATED BY: Same. BUSINESS  
ADDRESS: 131 Market St. PHONE: (Newark)  
Market 2-1212. (New York) Pennsylvania  
6-8383. STUDIO ADDRESS: 131 Market St.,  
Newark and 1440 Broadway, N. Y. C.  
TRANSMITTER LOCATION: Carteret. TIME  
ON THE AIR: (daily) 6:30 A.M. to 1:35 A.M.  
(Sunday) 8:00 A.M. to 2:00 A.M. NEWS SER-  
VICES: Transradio Press Service, Press Radio  
Bureau, General News Ticker (Sports).  
MAINTAINS ARTISTS BUREAU. TRANSCRIP-  
TION SERVICE: World Broadcasting System;  
Complete facilities plus own recording equip-  
ment.

### Personnel

President.....Alfred J. McCosker  
Vice president and general  
manager.....Theodore C. Streibert  
Vice president in charge of  
sales.....Frank Braucher  
Director of program  
operations.....Julius F. Seebach, Jr.  
Director of public relations and  
special features.....G. W. Johnstone  
Chief Engineer.....J. R. Poppele  
Director WOR Artists Bureau...Nat Abramson  
Director of Sales Promotion.....Joe Creamer  
Musical Director.....Alfred Wallenstein  
Assistant Sales Manager...Eugene S. Thomas

### POLICIES

Beer, wine and liquor advertising accepted  
subject to acceptability of the copy. Programs  
in foreign languages not accepted. Other re-  
strictions include the right to eliminate all or  
parts of programs which station may consider  
contrary to its policy or interest.

### REPRESENTATIVES

Paul A. Belaire, Boston, Mass.  
Harold C. Higgins, Chicago, Ill.  
Edward S. Townsend, San Francisco

# W B R B

"HOME TOWN STATION"  
RED BANK—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 watts.  
OWNED BY: Monmouth Broadcasting Co.  
OPERATED BY: Monmouth Broadcasting Co.  
BUSINESS ADDRESS: 63 Broad St. PHONE:  
980. STUDIO ADDRESS: 63 Broad St.  
TRANSMITTER LOCATION: 63 Broad St. TIME  
ON THE AIR: Divides time with WGBB—  
WGNV—WFAS. NEWS SERVICE: Local and  
country news gathered.

### Personnel

President.....Thomas F. Burley, Jr.  
Station Manager.....Lillian Mayhew  
Commercial Manager.....V. N. Scholes  
Chief Announcer.....Art Mayhew, Jr.  
Musical Director.....Betty Huhn  
Chief Engineer.....Robert Johnson

### POLICIES

Beer and wine accepted; no hard liquor.  
All copy subject to station approval and FCC  
rules and regulations.

# W T N J

TRENTON—EST. 1923

FREQUENCY: 1280 Kc. POWER: 500 Watts.  
OWNED BY: WOAX, Inc. OPERATED BY:  
WOAX, Inc. BUSINESS ADDRESS: 308 Com-  
monwealth Bldg. PHONE: Trenton 8149.  
STUDIO ADDRESS: Same. TRANSMITTER LO-  
CATION: Lincoln Highway. TIME ON THE  
AIR: 7:00 A.M. to 10:30 A.M. and 5:00 P.M. to  
8:00 P.M.; Saturday, 7:00 A.M. to 10:30 A.M.  
and 4:00 P.M. to 8:00 P.M.; Sunday, 5:00 P.M.  
to 8:00 P.M. NEWS SERVICE: United Press.  
TRANSCRIPTION SERVICE: NAB Library, As-  
sociated.

### POLICIES

Merchandising and advertising service  
available. Supporting Advertising will be  
arranged.

# W A W Z

"ARISE, GET THEE TO ZAREPHATH"  
(I KINGS 17:9)

ZAREPHATH—EST. 1931

FREQUENCY: 1350 Kc. POWER: 1000 Watts,  
d.; 500 Watts, n. (C.P. 1000 Watts, n.). OWNED  
BY: Pillar of Fire Church. OPERATED BY:  
Same. BUSINESS ADDRESS: Zarephath.  
PHONE: Bound Brook 223. STUDIO ADDRESS:  
Same. TRANSMITTER LOCATION: Alma  
White College. TIME ON THE AIR: 6:00 A.M.  
to 9:00 A.M. and 6:00 P.M. to 7:30 P.M., Mon-  
day, Wednesday, Thursday and Friday; 7:45  
A.M. to 8:45 A.M. and 6:00 P.M. to 7:30 P.M.,  
Tuesday and Saturday; 6:00 A.M. to 9:00 A.M.,  
11:00 A.M. to 12:30 P.M., 3:00 P.M. to 4:30 P.M.  
and 7:00 P.M. to 8:30 P.M. Sunday. TRAN-  
SCRIPTION SERVICE: Makes own transcrip-  
tions, also uses Federal Government transcrip-  
tions.

### Personnel

President.....Bishop Alma White  
Co-Manager.....Rev. Arthur K. White  
Station Manager.....Rev. Ray B. White  
Musical Director.....Orland A. Wolfram  
Chief Engineer.....N. L. Wilson

### POLICIES

Non-commercial outlet.

# NEW MEXICO

Population 422,000

Number of Families 102,000

Number of Radio Homes 62,300

Retail Sales \$88,751,000

Auto Registrations 97,857

## K G G M

"THE HIGH FIDELITY VOICE OF  
NEW MEXICO"

ALBUQUERQUE—EST. 1929  
COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 1000 Watts.  
OWNED BY: New Mexico Broadcasting Co.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Kimo Theater Bldg. PHONE: 929-930. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
East of town. TIME ON THE AIR: 7:00 A.M.  
to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M.  
TRANSCRIPTION SERVICE: World Broadcast-  
ing System and Standard Radio.

### Personnel

President ..... N. M. Switzer  
General Manager..... Mike Hollander  
Production Manager..... Elmer Fondren  
Merchandising Manager ..... C. E. Redman  
Musical Director ..... George Thorne  
Chief Engineer ..... Leonard Dodds

### POLICIES

Does not accept liquor advertising.

Merchandising department furnishes fresh continuity for every announcement, spot and program continuity broadcast on this station, except where client insists upon repetition. Station through its merchandising department cooperates with sponsors in every phase of merchandising.

### REPRESENTATIVE

Howard H. Wilson Co.

## K O B

"THE VOICE OF NEW MEXICO"

ALBUQUERQUE—EST. 1920  
NBC (RED AND BLUE SUP.)

FREQUENCY: 1180 Kc. POWER: 10,000  
watts. OWNED BY: Albuquerque Broadcast-  
ing Co. OPERATED BY: Albuquerque Broad-  
casting Co. BUSINESS ADDRESS: 424 W.  
Gold Ave. PHONE: 1180. STUDIO ADDRESS:

424 W. Gold Ave. TRANSMITTER LOCATION:  
Alameda. TIME ON THE AIR: 6:00 A.M. to  
9:00 P.M. NEWS SERVICE: Transradio Press.  
Radio News Assoc. TRANSCRIPTION SERV-  
ICE: NBC Thesaurus, MacGregor & Sollie.

### Personnel

President..... T. M. Pepperday  
Manager..... Frank Quinn  
Chief Engineer..... Geo. S. Johnson

### POLICIES

Advertising of alcoholic beverages not ac-  
cepted, except beer and wine.

Foreign language programs; Spanish only,  
accepted; English translation must be used.

All merchandising co-operation desired by  
client will be rendered. Client is expected to  
pay whatever may be the actual cost of such  
special merchandising or exploitation.

### REPRESENTATIVE

John G. Dale

## K L A H

"THE CAVERN CITY STATION"

CARLSBAD—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 watts,  
d.; 100 watts, n. OWNED BY: Jack Hawkins  
and Barney Hubbs. OPERATED BY: Jack  
Hawkins and Barney Hubbs. BUSINESS AD-  
DRESS: Crawford Hotel. PHONE: 244. STU-  
DIO ADDRESS: Crawford Hotel. TRANSMIT-  
TER LOCATION: Carlsbad. TIME ON THE  
AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE:  
Transradio Press. TRANSCRIPTION SERVICE:  
NBC Thesaurus.

### Personnel

Station Manager..... Jack Hawkins  
Commercial Manager..... Lucille Nelson  
Chief Announcer..... Bill Sharpe  
Chief Engineer..... Harry Boehnemann

### POLICIES

Accept liquor and wine, also accept Span-  
ish language programs.

Offer any reasonable merchandise aid to  
advertisers.

# K I C A

"THE FRIENDLY VOICE OF THE PLAINS"  
CLOVIS—EST. 1931

FREQUENCY: 1370 Kc. POWER: 100 watts.  
OWNED BY: Western Broadcasters, Inc. OPERATED BY: Western Broadcasters, Inc. BUSINESS ADDRESS: 412 Pile. PHONE: 3. STUDIO ADDRESS: 412 Pile. TRANSMITTER LOCATION: Hillcrest Park. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Radio News Ass'n, NEA. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President and Station

Manager.....Chas. C. Alsup  
Commercial Manager.....Leon Womack  
Advertising Manager.....Leon Womack  
Chief Announcer.....Lyman Brown  
Publicity Director.....Doris Williams  
Program Director.....Neyland Inabnit  
Musical Director.....Mrs. J. E. Alsup  
Chief Engineer.....James Sims

## POLICIES

Liquor advertising accepted. Foreign language not necessary in territory.

Station extends full merchandising cooperation.

# K A W M

"IN THE LAND OF ENCHANTMENT"  
GALLUP—EST. 1937

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: A. W. Mills. OPERATED BY: A. W. Mills. BUSINESS ADDRESS: 1100 E. Aztec. PHONE: 19. STUDIO ADDRESS: 1100 E. Aztec. TRANSMITTER LOCATION: 1100 E. Aztec. TIME ON THE AIR: 7:30 A.M. to 8:00 P.M.

## Personnel

Station Manager .....A. W. Mills  
Commercial Manager.....Don Mills  
Program Director.....Frances Dolan

## POLICIES

No liquor advertisements accepted. Foreign language programs accepted.

Merchandising: billboards and weekly newspaper tie-up.

# K W E W

"THE VOCAL ADVERTISING MEDIUM OF EASTERN NEW MEXICO"  
HOBBS—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: W. E. Whitmore. OPERATED BY: W. E. Whitmore. BUSINESS ADDRESS: Hobbs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

## Personnel

General Manager.....W. E. Whitmore  
Station Manager.....Ben Parker

# K G F L

"THE VOICE OF THE PECOS VALLEY"  
ROSWELL—EST. 1927

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: KGFL, Inc. OPERATED BY: KGFL, Inc. BUSINESS ADDRESS: 502 W. 2nd St. PHONE: 288. STUDIO ADDRESS: 502 W. 2nd St. TRANSMITTER LOCATION: 511 W. 16th St. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M. and 4:00 P.M. to 7:30 P.M. TRANSCRIPTION SERVICES: MacGregor and Solie.

## Personnel

Station Manager.....W. E. Whitmore  
Chief Announcer.....Bill Burck  
Chief Engineer.....G. C. Farmer

## POLICIES

No liquor advertising accepted.

# K R Q A

SANTE FE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: J. Laurance Martin. OPERATED BY: Sunshine Broadcasting System. BUSINESS ADDRESS: 750 Cerrillos Road. PHONE: 1456. STUDIO ADDRESS: 759 Cerrillos Road. TRANSMITTER LOCATION: 759 Cerrillos Road. TIME ON THE AIR: 7:00 A.M. to 2:00 P.M. and 4:30 P.M. to 9:30 P.M.; Sunday, 10:00 A.M. to 3:00 P. M. NEWS SERVICE: Transradio Press.

## Personnel

Station Manager-Chief Engineer...J. L. Martin  
Chief Announcer.....M. D. Marshall

## POLICIES

Station reserves right to have complete control over all copy.

Merchandising: Complete cooperation in seeing that local representation is achieved; stock checks on display and quantity.

# NEW YORK

Population 12,959,000

Number of Families 3,372,000

Number of Radio Homes 3,132,300

Retail Sales \$4,749,708,000

Auto Registrations 2,263,881

## W A B Y

ALBANY—EST. 1934

NBC (Blue)

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Adirondack Broadcasting Co., Inc. OPERATED BY: Adirondack Broadcasting Co., Inc. BUSINESS ADDRESS: Radio Center. PHONE: 4-4194. STUDIO ADDRESS: Strand Theater Bldg. TRANSMITTER LOCATION: Colonie, N. Y. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Associated.

**WAKO**  
DOMINATING  
THE  
PROSPERITY  
BELT  
ALBANY, N.Y.  
CHECK YOUR SURVEYS

John Blair & Co.  
National Rep.

**PROVED  
PROFIT  
MAKERS**

Harold E. Smith,  
(Gen. Mgr.)

George P. Hollingbery Co.  
National Rep.

TRY IT WHERE FOLKS ARE  
IN THE MONEY  
**WABY**  
ALBANY, N.Y.  
CHECK YOUR  
SURVEYS

### Personnel

General Manager.....Harold E. Smith  
Assistant Manager.....Deuel Richardson  
Sales Manager.....Harry Goldman  
Chief Engineer.....James A. Corey

### POLICIES

Liquor advertising accepted subject to strict supervision of copy.

Merchandising through limited personal calls, telephone calls, letters to trade, spot announcements plugging program; releases publicity to newspapers.

### REPRESENTATIVE

George P. Hollingbery Co.

## W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: WOKO, Inc. OPERATED BY: WOKO, Inc. BUSINESS ADDRESS: Hotel Ten Eyck. PHONE: 4-4193. STUDIO ADDRESS: Hotel Ten Eyck. TRANSMITTER LOCATION: Central Ave. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Langworth and NAB Library.

### Personnel

President.....Raymond M. Curtis  
General Manager.....Harold E. Smith  
Assistant Manager.....Deuel Richardson

### POLICIES

Liquor advertising not accepted.

Merchandising through limited personal calls and telephone calls on trade; letters to trade; spot announcements; publicity release to papers.

### REPRESENTATIVE

John Blair & Co.

## W M B O

"THE VOICE OF THE FINGER LAKES"  
AUBURN—EST. 1927

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WMBO, Inc. OPERATED BY: WMBO, Inc. BUSINESS ADDRESS: 141 Genesee St. PHONE: 433 Studio



—431 Transmitter. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: York and Division Sts. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATION: Auburn Citizen - Advertiser. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS BUREAU.

### Personnel

President.....Roy L. Albertson  
 Station Manager.....Frederick L. Keesee  
 Commercial Manager.....F. L. Keesee  
 Publicity Director.....Dorothy Bolin  
 Chief Engineer.....Herbert House

### POLICIES

Does not carry liquor accounts. Accepts foreign language accounts.

Merchandising aid through exploitation of programs and features over the station.

## W N B F

"WHY NOT BINGHAMTON FIRST"  
 BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Howitt-Wood Radio Co. OPERATED BY: Cecil D. Mastin, Mgr. BUSINESS ADDRESS: Arlington Hotel. PHONE: Binghamton 2-3461. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cleveland & Stokes. TIME ON THE AIR: (Daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 9:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press.

### Personnel

President.....John C. Clark  
 General Manager.....Cecil D. Mastin  
 Sales Manager.....Harry Trenner  
 Advertising Manager.....Fred Dodge  
 Chief Announcer.....Tony Wheeler  
 Musical Director.....Elizabeth Lamb  
 Chief Engineer.....Lester H. Gilbert

### POLICIES

Does not take any whiskey or liquor accounts and takes beer or wine accounts after 9 P.M. Maintains Slovak programs for six months in the year.

Merchandising: Station is fully equipped to assist in merchandising radio advertising programs.

### REPRESENTATIVE

Harry Trenner, New York

## W A R D

"THE INDEPENDENT METROPOLITAN STATION"

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: United States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS:

427 Fulton St. PHONE: Triangle 5-3301. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Long Island City. TIME ON THE AIR: Shares time. MAINTAINS ARTISTS BUREAU.

### Personnel

Station Manager.....Aaron Kronenberg  
 Program Director.....Franklin H. Small  
 Artists Bureau Head.....S. Medoff  
 Musical Director.....Samuel Medoff  
 Chief Engineer.....Abraham Haas

### POLICIES

Accepts no liquor advertising. All other advertising subject to code of ethics of the National Association of Broadcasters.

Station maintains a merchandising staff.

### REPRESENTATIVE

Crown Advertising Inc.

## W B B C

"BROOKLYN'S OWN STATION"  
 BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: Brooklyn Broadcasting Corp. OPERATED BY: Brooklyn Broadcasting Corp. BUSINESS ADDRESS: WBBC Bldg., 552-554 Atlantic Ave. PHONE: Triangle 5-6690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avenue X & East 70th. TIME ON THE AIR: Shares time with WARD, WLTH and WVFW. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

General Manager and Chief  
 Engineer.....Peter Testan  
 Commercial Manager.....Arnold J. Jaffe  
 Program Director.....Bert Child

### POLICIES

Merchandising: Advertisers are offered every assistance in establishing their product. Station sales department will advise and cooperate in dealer promotional campaigns.

## W B B R

BROOKLYN—EST. 1934

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Peoples Pulpit Assn. OPERATED BY: Peoples Pulpit Assn. BUSINESS ADDRESS: 124 Columbia Heights. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Staten Island. TIME ON THE AIR: Shares time.

### Personnel

Manager.....Andrew K. Wagner  
 Musical Director.....Carl Klein  
 Dramatic Director.....Max Freschel

### POLICIES

Station is operated non-commercially and for the dissemination of Bible Truths. Non-political.

Musical programs are limited to accepted standard classics (Jazz is banned).

# WCNW

"THE FIRST STATION ON THE DIAL"

BROOKLYN—EST. 1928

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Arthur Faske. OPERATED BY: Same. BUSINESS ADDRESS: 846 Flatbush Ave. PHONE: Ingersoll 2-1500, 6000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 180 Morgan Ave. TIME ON THE AIR: Shares day and evening with WWRL & WMBQ: 29 daytime hours per week; 16 night-time hours per week. MAINTAINS ARTISTS' BUREAU, NEWS SERVICE: Christian Science Monitor.

## Personnel

Owner . . . . . Arthur Faske  
General Manager . . . . . L. W. Berne  
Program Director . . . . . Roger Wayne  
Chief Announcer . . . . . Ray Baker  
Publicity Director . . . . . J. Ringgold  
Musical Director . . . . . Roger Wayne  
Chief Engineer . . . . . Milton Meyerowitz

## POLICIES

Foreign language programs accepted. Modified liquor advertising accepted.

Merchandising department maintained.

NBC RED NETWORK

WHEN YOU  
*tell*  
THE WBEN  
AUDIENCE, YOU  
*sell*  
ALL BUFFALO  
•  
NEW YORK STATE'S  
SECOND MARKET

# WLTH

"THE RADIO THEATRE OF THE AIR"

BROOKLYN—EST. 1925

FREQUENCY: 1400 Kc. POWER: 500 watts. OWNED BY: The Voice of Brooklyn, Inc. OPERATED BY: The Voice of Brooklyn, Inc. BUSINESS ADDRESS: 105 Second Ave., N. Y. C. PHONE: ORchard 4-1203-4-5. STUDIO ADDRESS: 105 Second Ave., N. Y. C. TRANSMITTER LOCATION: 2568 Flatbush Ave. TIME ON THE AIR: Quarter Schedule. NEWS SERVICE: Jewish Telegraphic Agency. TRANSCRIPTION SERVICE: Lang-Worth.

## Personnel

President and General  
Manager . . . . . Samuel J. Gellard  
Chief Announcer . . . . . Norman H. Warembud  
Publicity Director . . . . . Norman H. Warembud  
Musical Director . . . . . Doris Webb  
Chief Engineer . . . . . John Temple

## POLICIES

Specialize in Jewish programs. Advertising of alcoholic beverages accepted after 10:00 P.M.

Merchandising service. 500 of the leading grocery stores in Jewish neighborhoods organized under banner of WLTH to co-operate with food manufacturers. Station's merchandising men call daily on stores.

# WVFW

"VOICE OF THE VETERANS OF FOREIGN WARS"

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 watts. OWNED BY: Paramount Broadcasting Corp. OPERATED BY: Paramount Broadcasting Corp. BUSINESS ADDRESS: One Nevins St. PHONE: TRi 5-0313 TRi 5-2628. STUDIO ADDRESS: One Nevins St. TRANSMITTER LOCATION: Flatbush. TIME ON THE AIR: Shares time with WARD, WBBC and WLTH. TRANSCRIPTION SERVICE: Lang-Worth.

## Personnel

President . . . . . Harold J. Burke  
Managing Director . . . . . Salvatore D'Angelo  
Chief Announcer . . . . . Frank Daniels  
Musical Director . . . . . L. Delson  
Chief Engineer . . . . . Hermann Florez

## POLICIES

Liquor advertising not accepted.

# WBEN

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO. (RED)  
FREQUENCY: 900 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WBEN, Inc. OPERATED BY: WBEN, Inc. and The Buffalo Evening News. BUSINESS ADDRESS: Hotel Statler. PHONE: Cleveland 6400. STUDIO

ADDRESS: Hotel Statler. TRANSMITTER LOCATION: Martinsville. TIME ON THE AIR: 7:00 A.M. to midnight; Saturday, 7:00 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 12:00 midnight; 7:00 A.M. to 1:00 A.M. (Mon., Wed., Thurs. and Sat.). NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: Services of affiliated newspaper. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

**Personnel**

President.....Edward H. Butler  
Station Manager.....Edgar H. Twamley  
Vice-President.....A. H. Kirchhofer  
Commercial Manager.....Clifford M. Taylor  
Chief Announcer.....George Torge  
Publicity Directors.....Rod Reed;  
Joe Haeffner  
Musical Director.....Erwin Glucksman  
Chief Engineer.....Ralph J. Kingsley

**POLICIES**

No liquor or wines. Will accept beer adv. in programs only—not in announcements. No foreign language accounts accepted. Will do any type of merchandising at actual cost.

**REPRESENTATIVE**  
Edward Petry & Co., Inc.

**W B N Y**

“THE STATION PEOPLE LIKE AT ALL HOURS”

**BUFFALO—EST. 1935**

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Roy L. Albertson. OPERATED BY: Roy L. Albertson. BUSINESS ADDRESS: 485 Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 185 East Engle St. TIME ON THE AIR: 7:00 A.M. to 8:30 A.M., 10:00 A.M. to 2:00 P.M. and 3:00 P.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

**Personnel**

Owner and General  
Manager.....Roy L. Albertson

**POLICIES**

Advertising of alcoholic beverages restricted to type and hour.

**W E B R**

“BUFFALO’S FRIENDLY STATION”  
**BUFFALO—EST. 1924**

NBC (Blue)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WEBR, Inc. OPERATED BY: Buffalo Evening News. BUSINESS ADDRESS: Broadcasting House, 23 W.

North St. PHONE: Lincoln 7133. STUDIO ADDRESS: 23 W. North St. TRANSMITTER LOCATION: Larkin Terminal Bldg. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:30 A.M. to midnight. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: News from newspaper affiliate. TRANSCRIPTION SERVICE: Standard Radio, NAB Library, Lang-Worth. MAINTAINS ARTISTS’ BUREAU.

**Personnel**

President.....Edward H. Butler  
Vice-President.....A. H. Kirchhofer  
Station and Commercial  
Manager.....Hervey Carter  
Program Director.....C. Robert Thompson  
Continuity Editor.....Kenneth Thomas  
Chief Announcer.....Peter Krug  
Publicity Director.....Albert Zink  
Production Manager.....Hamilton Woodle  
Chief Engineer.....Lawrence Bailey

**POLICIES**

Polish and Italian programs carried prior to 12:00 noon. Transcriptions accepted at all hours. Station does all incidental merchandising work at cost.

**REPRESENTATIVE**  
Edward Petry & Co.

**NEWS COMES FIRST**  
at  
**W B N Y**  
Buffalo’s only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press service provides many outstanding beats . . . all Western New York follows WBNY’s newscasts.  
**W B N Y**  
Owned and Operated by  
**ROY L. ALBERTSON**  
485 Main Street Buffalo, N. Y.

# W G R

BUFFALO—EST. 1922  
MUTUAL-COLUMBIA BROADCASTING  
SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buffalo Broadcasting Corp. OPERATED BY: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Bldg. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Tonawonda. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Buffalo Times (Scripps-Howard) Buffalo Courier Express. NEWS SERVICE: United Press-Buffalo Times. TRANSCRIPTION SERVICE: World Broadcasting System, Inc. Associated Music.

## Personnel

Executive Vice-President... I. R. Lounsberry  
Advertising Manager... A. F. Busch  
Program Director... H. C. Rice  
Sales Manager... Lewis H. Avery  
Publicity Director... A. F. Busch  
Chief Engineer... Karl B. Hoffman

## POLICIES

Station maintains a merchandising department, the services of which are available to clients on a cost basis.

## REPRESENTATIVE

Free & Peters, Inc.

# W K B W

BUFFALO—EST. 1925  
MUTUAL—COLUMBIA BROADCASTING  
SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000 watts. OWNED BY: Buffalo Broadcasting Corp. OPERATED BY: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Building. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Tonawonda. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Buffalo Times (Scripps-Howard) Buffalo Courier Express. NEWS SERVICES: United Press and Buffalo Times. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Music.

## Personnel

Executive Vice-President... I. R. Lounsberry  
Program Director... Herbert C. Rice  
Sales Manager... Lewis H. Avery  
Publicity Director... A. F. Busch  
Chief Engineer... Karl B. Hoffman

## POLICIES

Station maintains a merchandising department, the services of which are available to clients on a cost basis.

## REPRESENTATIVE

Free & Peters, Inc.

# W S V S

BUFFALO—EST. 1925

FREQUENCY: 1370 Kc. POWER: 50 Watts. OWNED BY: Board of Education. OPERATED BY: Seneca Vocational High School. BUSINESS ADDRESS: Seneca Vocational High School. PHONE: Filmore 7190. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M. and 2:00 P.M. to 3:00 P.M.

## Personnel

Principal... Elmer S. Pierce  
Station Manager... Lowell C. Kitchin  
Chief Engineer... Paul J. Doddridge

## POLICIES

Non-commercial station.

# W C A D

"VOICE OF THE NORTH COUNTRY"  
CANTON—EST. 1924

FREQUENCY: 1220 Kc. POWER: 500 watts. OWNED BY: St. Lawrence University. OPERATED BY: St. Lawrence University. BUSINESS ADDRESS: Canton. PHONE: 276. STUDIO ADDRESS: Canton. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 12:30 to 1:30—3:00 to 4:00 (daily except Sunday). NEWS SERVICE: Christian Science Monitor.

## Personnel

President... Dr. Laurens H. Seelye  
Station Manager... H. K. Bergman  
Chief Announcer... Robt. Frear  
Musical Director... H. Wellington Stewart  
Chief Engineer... Dr. Ward C. Priest  
Radio Workshop Director... Ruth Willard

## POLICIES

Non-commercial station.

## REPRESENTATIVE

Richard C. Ellsworth

# W E N Y \*

ELMIRA—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Elmira Star-Gazette Inc. OPERATED BY: Same. BUSINESS ADDRESS: Mark Twain Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmira. NEWS AFFILIATION: Elmira Star-Gazette, Sunday Telegraph, Elmira Advertiser.

\* Station licensed to operate under a C. P. and expects to complete construction by June, 1939.

# W E S G

**ELMIRA—EST. (1921 as WEAL) 1932**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 850 Kc. POWER: 1000 Watts.  
OWNED BY: Cornell University. OPERATED BY: Elmira Star Gazette, Inc. (Commercially). BUSINESS ADDRESS: Mark Twain Hotel. PHONE: 5959-5181. STUDIO ADDRESS: Mark Twain Hotel. TRANSMITTER LOCATION: Forest Home, N. Y. TIME ON THE AIR: 7:15 A.M. to sundown (New Orleans). NEWS-PAPER AFFILIATIONS: Elmira Star Gazette, Inc., Elmira Sunday Telegram, Elmira Advertiser (all Gannett), United Press and Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Station Manager.....Dale L. Taylor  
Commercial Manager.....Dale L. Taylor  
Sales Manager.....Ernest Oliver  
Program Director.....Hal Wagner  
Publicity Director.....Glenn Williams  
Musical Director.....Harry Springer  
Chief Engineer.....True McLean

## POLICIES

Does not accept wine, liquor or beer advertising. Foreign language accounts acceptable with English translations. No medicinal advertising that deals in bodily functions.

Station will render reasonable merchandising service on minimum 26-time program order; service includes calls on trade, trade letters, assistance to salesman.

## REPRESENTATIVE

J. P. McKinney & Sons

# W G B B

"LONG ISLAND'S BROADCASTING STATION"

**FREEPORT—EST. 1924**

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: H. H. Carman. OPERATED BY: Same. BUSINESS ADDRESS: 44 S. Grove St. PHONE: Freeport 2418. STUDIO ADDRESS: 44 S. Grove St. TRANSMITTER LOCATION: 215 Edell St. TIME ON THE AIR: Shares time with WBBB, WFAS, WGNV. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

Owner and General Manager...H. H. Carman  
Chief Announcer.....J. Dudley  
Publicity Director.....A. Cheesman  
Chief Engineer.....A. E. Granbacka

## POLICIES

Continuity must be submitted with English translation for station approval on foreign language programs.

# W J T N

"YOUR FRIEND AND NEIGHBOR"

**JAMESTOWN—EST. 1936**

NATIONAL BROADCASTING CO. (BLUE)  
FREQUENCY: 1210 Kc. POWER: 250 watts,

d.; 100 watts, n. OWNED BY: James Broadcasting Co., Inc. OPERATED BY: James Broadcasting Co., Inc. BUSINESS ADDRESS: 208 Hotel Jamestown. PHONE: 7-151-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jones and Gifford Ave. TIME ON THE AIR: (daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

## Personnel

President.....Col. H. C. Wilder  
Station Manager.....Bosil F. Blizzard  
Manager.....Charles Denny  
Sales Manager.....Simon Goldman  
National Sales Manager.....Phil Hoffman  
Program Director.....G. T. Callison  
Chief Engineer.....Harold J. Kratzert

## POLICIES

Beer and light wine advertising accepted. No hard liquor advertising accepted.

No restrictions on foreign language accounts.

Competent staff is available to completely merchandise any type of commercial program on request.

## REPRESENTATIVE

Paul H. Raymer Company

# W G N Y

"THE ONLY STATION BETWEEN NEW YORK AND ALBANY"

**NEWBURGH—EST. 1933**

FREQUENCY: 1210 Kc. POWER: 100 Watts. (C.P.: 1220 Kc., 250 Watts, d.) OWNED BY: Peter Goelet. OPERATED BY: Same. BUSINESS ADDRESS: 161 Broadway. PHONE: Newburgh 4600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cochection Turnpike. TIME ON THE AIR: Part time schedule. NEWS SERVICE: Local news. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Director.....Peter Goelet  
Commercial Manager.....T. F. Allen  
Chief Engineer.....Irwin Moison

## POLICIES

Foreign language commercials accepted, subject to approval of station management. All copy subject to station approval.

Merchandising: Will co-operate with advertiser in setting up any advertising campaign, using any medium in conjunction with radio.

# W A B C

"THE KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM"

**NEW YORK CITY—EST. 1928**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 860 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 485 Madison Ave. STUDIO AD-

DRESS: 485 Madison Ave. and 799 Seventh Ave. TRANSMITTER LOCATION: Wayne Township, N. J. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M.; Saturday, 6:30 to 2:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated (Transcriptions to 9:00 A.M. only).

### Personnel

Sales Manager Arthur Hull Hayes  
 Sales Promotion Manager Edwin Reynolds  
 Program Director George Allen  
 Sales Representative Marlo L. Bloom  
 Sales Representative Robert C. Mayo  
 Sales Representative Beverly M. Middleton  
 (For additional personnel see listing of Columbia Broadcasting System, Inc., under networks.)

### POLICIES

For policies see listing of Columbia Broadcasting System, Inc., under networks.

### REPRESENTATIVE

Radio Sales

# W B I L

NEW YORK—EST. 1937

FREQUENCY: 1100 Kc. POWER: 5000 watts. OWNED BY: Arde Bulova. OPERATED BY: International Broadcasting Corp. BUSINESS ADDRESS: 132 West 43rd St. PHONE: BRyant

230.6 METERS  
1300 KILOCYCLES

**WEVD**

NEW YORK'S  
STATION  
OF DISTINCTIVE  
FEATURES

WEVD  
WEVD Building  
117-119 WEST 46th ST.  
NEW YORK

Year after year national and local advertisers renew their contracts — indisputable evidence of listener response.

Excels in response thru established features in

ENGLISH  
•  
JEWISH  
•  
ITALIAN  
•  
POLISH

9-6080. STUDIO ADDRESS: 132 W. 43rd St. TRANSMITTER LOCATION: Kearny, N. J. TIME ON THE AIR: 6:00-8:00 P.M.; (Sunday) 8:00-9:15 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BU REAU.

### Personnel

General Manager H. Kiczales  
 Program Director John C. Schramm  
 Sales Manager Ralph Nardella  
 Artists' Bureau Director Syd Leipzig  
 Publicity Director Adnan J. Flanter  
 Musical Director Julio Occhiboi  
 Chief Engineer Robert E. Study

### POLICIES

No hard liquor accounts. Foreign language programs restricted to Italian.

Merchandising: Merchandising and Promotion Department develops dealer cooperation through the supply of up-to-date retail grocery, food, and drug store outlets. Station also maintains a Publicity Department that makes every effort to secure publicity in trade magazines in the interest of advertisers and their retail outlets.

# W B N X

"THE STATION THAT SPEAKS YOUR LANGUAGE"

NEW YORK—EST. 1927

FREQUENCY: 1350 Kc. POWER: 1000 Watts. OWNED BY: WBNX Broadcasting Co., Inc. OPERATED BY: WBNX Broadcasting Co., Inc. BUSINESS ADDRESS: 260 E. 161 St. PHONE: Melrose 5-0333-4-5-6-7. STUDIO ADDRESS: 260 E. 161st St. TRANSMITTER LOCATION: Cliffside Park, N. J. TIME ON THE AIR: 9:00 A.M. to 6:00 P.M. and 7:30 P.M. to 12:00 midnight; Sunday, 9:00 A.M. to 11:00 A.M., 12:30 P.M. to 3:00 P.M., 4:30 P.M. to 7:00 P.M. and 8:30 P.M. to 12:00 Midnight. NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President A. L. Haskell  
 Vice-President-General Manager W. C. Alcorn  
 Secretary & Commercial Manager W. I. Moore  
 Production Manager Edw. Ervin  
 Program Director Frank Johnson  
 Musical Director Arno Arriga  
 Consult. Engineer H. L. Wilson

### POLICIES

Station specializes in foreign language programs.

Merchandising: Distribution of exclusive brochures and circulars containing comprehensive statistics concerning foreign populations the station serves. Figures showing population of each nationality, buying power of such populations, radio sets, mail response to established, current programs, etc.

# WEAF

NEW YORK—EST. 1922

KEY STATION NBC (RED)

FREQUENCY: 660 Kc. POWER: 50,000  
Watts. OWNED BY: National Broadcasting  
Co., Inc. OPERATED BY: Same. BUSINESS  
ADDRESS: 30 Rockefeller Plaza. PHONE:  
Circle 7-8300. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Bellmore, Long  
Island. TIME ON THE AIR: (daily) 6:30 A.M.  
to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M.  
NEWS SERVICE: Press Radio.

**PERSONNEL and POLICIES**  
Will Be Found Under NETWORKS

# WEVD

NEW YORK—EST. 1927

FREQUENCY: 1300 Kc. POWER: 1000 Watts.  
OWNED BY: Debs Memorial Radio Fund.  
OPERATED BY: Same. BUSINESS ADDRESS:  
117 W. 46th St. PHONE: Bryant 9-2360. STU-  
DIO ADDRESS: Same. TRANSMITTER LOCA-  
TION: 1335 Grand St., Bklyn. TIME ON THE  
AIR: 7:00 A.M. to 10:00 A.M., 12:00 noon to  
6:00 P.M. and 8:00 P.M. to 4:00 A.M.; No  
schedule Monday night.

## Personnel

Chairman of Board.....Adolph Held  
Managing Director.....Henry Greenfield  
Chief Announcer.....Gene King  
Program Director.....George Field  
Musical Director.....Nicholas Saslavsky  
Chief Engineer.....Charles Brown

## POLICIES

No stated special commercial program poli-  
cies.

Renders merchandising service in foreign  
language field. Have trade contacts to pro-  
mote distribution.

# WIN

"DIAL 1010"  
NEW YORK—EST. 1922

Special NBC Hookup

FREQUENCY: 1010 Kc. POWER: 5000 watts,  
d.; 1000 watts, n. OWNED BY: Marcus Loew  
Booking Agency; OPERATED BY: Marcus  
Loew Booking Agency. BUSINESS ADDRESS:  
1540 Broadway. PHONE: BRyant 9-7800.  
STUDIO ADDRESS: 1540 Broadway. TRANS-  
MITTER LOCATION: Astoria, L. I. TIME ON  
THE AIR: 7:00 A.M. to 4:00 A.M. NEWS  
SERVICE: United Press. TRANSCRIPTION  
SERVICE: Associated Music Publishers. MAIN-  
TAINS ARTISTS BUREAU.

## Personnel

President.....Nicholas Schenck  
Managing Director.....L. K. Sidney  
Associate Director.....Herbert L. Pettey  
Vice-President in Charge of  
Sales.....Bert Lebharr, Jr.  
Artists Bureau Head.....Leo Cohen  
Station Manager.....Frank Roehrenbeck

Program Director.....Fred Raphael  
Production Manager.....Maurice Barrett  
Comptroller.....Jacques Van Straten  
Chief Announcer.....Russell Clancy  
Publicity Director.....Al Simon  
Musical Director.....Don Albert  
Chief Engineer.....G. R. Windham

## POLICIES

Does not carry foreign language programs.

## REPRESENTATIVE

Edward Petry & Co.

# WHOM

(See Jersey City, N. J.)

# WINS

"W-I-N-S, WINS, NEW YORK"  
NEW YORK—EST. 1924

COLONIAL—YANKEE

FREQUENCY: 1180 Kc. POWER: 1000 Watts.  
OWNED BY: Hearst Radio, Inc. OPERATED  
BY: Same. BUSINESS ADDRESS: 110 East  
58th St. PHONE: EL-5-6100. STUDIO AD-  
DRESS: Same. TRANSMITTER LOCATION:  
Carlstadt, N. J. TIME ON THE AIR: 6:30 A.M.  
to 2 hours after local sunset, E.S.T. NEWS-  
PAPER AFFILIATIONS: New York Journal  
American, New York Daily Mirror. NEWS  
SERVICE: International News Service. TRAN-  
SCRIPTION SERVICE: Associated and Lang-  
lois & Wentworth.

THE  
LITTLE STATION  
*with the*  
BIG AUDIENCES!

2,000,000 Jews  
1,250,000 Italians  
650,000 Germans  
450,000 Poles

ALL WANTING TO  
Listen to Their  
Mother-Tongue  
Programs on

# WHOM

COVERS THE NEW YORK  
METROPOLITAN AREA

Let's Show You *How* to  
Increase Your Sales!

# **CROSSLEY, INC.** **REPORTS**

**WNEW first as local station!**  
**WABC first as chain station!**

*—From Variety, June 22, 1938*

# **W N E W**

## **NEW YORK**

### **ON THE AIR 24 HRS. A DAY**

•

Serving New York City and its environs  
... the entire Metropolitan Trading Area

•

1250 KILOCYCLES

2500 WATTS BY DAY—1000 WATTS BY NIGHT  
STUDIOS—501 MADISON AVE., NEW YORK CITY



## Personnel

Station Manager.....Carl Calman  
Program Director.....Hazel Bower  
Publicity and Continuity  
Director.....Albert A. Grobe  
Musical Director.....Louis Katzman  
Production Manager and  
Chief Engineer.....Robert Cotton  
Chief Engineer.....George Herrick

## POLICIES

Does not carry liquor or foreign language accounts. Programs close one week in advance of broadcast. Talks, programs, continuities, must be submitted at least one week in advance for review by Program Dept.

## REPRESENTATIVE

International Radio Sales

# W J Z

NEW YORK—EST. 1921

KEY STATION NBC (BLUE)

FREQUENCY: 760 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza, N. Y. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bound Brook, N. J. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: Press Radio News, United Press.

## Personnel

and

## POLICIES

Will Be Found Under NETWORKS

# W M C A

"NEW YORK CITY, AT THE TOP OF  
THE DIAL"

NEW YORK—EST. 1925

INTER-CITY BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Knickerbocker Broadcasting Co. OPERATED BY: Knickerbocker Broadcasting Co. BUSINESS ADDRESS: 1657 Broadway. PHONE: Circle 6-2200. STUDIO ADDRESS: 1657 Broadway. TRANSMITTER LOCATION: College Point, L. I. TIME ON THE AIR: 7:00 A.M. to 1:15 A.M. NEWS SERVICES: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President and Station Manager. Donald Flamm  
V.-P. in Charge of Sales and General  
Manager.....Don S. Shaw  
Vice President-Counsel....William Weisman  
Sales Promotion Manager.....Al Rose  
Artists' Bureau Head.....Chas. Wilshin  
Publicity Director.....Leon Goldstein  
Musical Director.....Lee Grant  
Chief Engineer.....Frank Marx

## POLICIES

Will accept liquor advertising. Foreign language broadcasts not accepted. All advertising subject to station approval and to Federal, State or Municipal decisions, laws and regulations.

## REPRESENTATIVE

Chicago Branch Office  
J. M. Ward and G. B. McDermott

# W N E W

"SERVING NEW YORK AND NEW JERSEY  
24 HOURS A DAY"

NEW YORK—EST. 1934

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Wodaam Corp. OPERATED BY: WBO Broadcasting Corp. BUSINESS ADDRESS: 501 Madison Ave. PHONE: Plaza 3-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 24 hours a day, except Sunday and Monday. (Sunday) 10:00 A.M. to 12:30 P.M. and 6:30 to 9:00 P.M.; (Monday) 7:00 A.M. to 2:00 P.M. and 5:00 P.M. to 8:00 P.M. and 10:00 P.M. to Sunday morning at 7:00 A.M. NEWS SERVICE: Press Radio Bureau, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

## Personnel

Station Manager.....Bernice Judis  
Sales Manager.....Herman Bess  
National Sales Manager.....Walter Duncan  
Artist Bureau Head.....Bernice Judis  
Sales Promotion Manager.....Marvin Rae  
Chief Announcer.....John Jaeger  
Chief Engineer.....M. J. Weiner  
Musical Director.....Merle Pitt  
Acting Publicity Director.....Judy Deputy

## POLICIES

No foreign language programs. No special restrictions except those of good taste and the FCC.

## REPRESENTATIVE

Wm. G. Rambeau Company

# W N Y C

"NEW YORK CITY'S OWN STATION"

NEW YORK—EST. 1924

FREQUENCY: 810 Kc. POWER: 1000 watts. OWNED BY: City of New York. OPERATED BY: Municipal Broadcasting System. BUSINESS ADDRESS: Municipal Bldg. PHONE: WOrth 2-5600. STUDIO ADDRESS: Municipal Bldg. TRANSMITTER LOCATION: Greenpoint, Bklyn. TIME ON THE AIR: 7:00 A.M. to sunset (Minn., Minn.). NEWS SERVICE: International News Service.

## Personnel

Director.....M. S. Novick  
Chief Announcer.....T. H. Cowan  
Program Director.....Seymour N. Siegel

Publicity Director.....Richard Pack  
 Musical Director.....Herman Neuman  
 Chief Engineer.....Isaac Brimberg

**POLICIES**

Non-commercial station.

**W O R**

(See Newark, N. J.)

**W O V**

"THE VOICE OF THE FRIENDLY FAMILY"  
 NEW YORK—EST. 1926

FREQUENCY: 1130 Kc. POWER: 1000 watts.  
 OWNED BY: International Broad. Corp. OPERATED BY: International Broadcasting Corp. BUSINESS ADDRESS: 132 W. 43rd St. PHONE: BRyant 9-6080. STUDIO ADDRESS: 132 W. 43rd St. TRANSMITTER LOCATION: Secaucus, N. J. TIME ON THE AIR: (daily) 8:00 A.M. to 6:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

General Manager.....H. Kiczales  
 Program Director.....John C. Schramm  
 Sales Manager.....Ralph Nardella  
 Artist Bureau Director.....Syd Leipzig  
 Promotion Director.....Adrian J. Flanter  
 Musical Director.....Julio Occhiboi  
 Chief Engineer.....Robert E. Study

**W**

N.B.C. Blue

**M**

**F**

Plattsburg  
 N. Y.

**F**

Serving the richest market in the great North Country.

Our many\* home folks are responsive, ready, willing and able to buy!

**AND PLEASE DON'T OVERLOOK**

Our friends... the countless thousands... from all over the world... who, **Winter** and **Summer**... come to enjoy the infinite pleasures of our vast Adirondack Playground. They're excellent customers, too!

May we show you how we cover this rich market so completely? And tell you how we cooperate with merchandising service?

We'd be glad to!

199 178 Listeners

Natl Rep., George P. Hallingbery

**POLICIES**

No hard liquors accounts. Foreign language programs restricted to Italian.

Merchandising and Promotion Departments develop dealer cooperation through the supply of up-to-date lists of retail grocery, food, and drug store outlets. Also is maintained a publicity department that makes every effort to secure publicity in trade magazines in the interest of advertisers and their outlets.

**W Q X R**

"NEW YORK'S HIGH-FIDELITY STATION"

NEW YORK—EST. 1934

FREQUENCY: 1550 Kc. POWER: 1000 watts. OWNED BY: Interstate Broadcasting Co., Inc. OPERATED BY: Interstate Broadcasting Co., Inc. BUSINESS ADDRESS: 730 5th Ave. PHONE: Columbus 5-6366. STUDIO ADDRESS: 730 Fifth Ave. TRANSMITTER LOCATION: 3104 Northern Blvd., Long Island City. TIME ON THE AIR: Full Time. LICENSE (81 hours weekly). NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....John V. L. Hogan  
 Station Manager.....Elliott M. Sanger  
 Sales Manager.....Norman S. McGee  
 Publicity Director.....Dorothea Beckman  
 Musical Director.....Eddy Brown  
 Chief Engineer.....Russell Valentine

**POLICIES**

No foreign language programs.

All commercial announcements must be brief and restricted to good taste.

Merchandising: Facilities available to sponsors through novelty printed program booklet, mailed to subscribers.

**REPRESENTATIVE**

Joseph Hershey McGillura

**W H D L**

"SERVING THE HIGH GRADE OIL METROPOLIS OF THE WORLD"

OLEAN—EST. Tupper Lake, 1928;

Olean, 1934

QUAKER STATE

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: WHDL, Inc. OPERATED BY: WHDL, Inc. BUSINESS ADDRESS: Main Office—601-619 Exchange National Bank Bldg. Branch office—Citizens Nat'l Bank Bldg., Bradford, Pa. PHONE: Bradford 6000; Olean 3300, 4666 and 7122. STUDIO ADDRESS: Exchange National Bank Bldg.; Citizens Nat'l Bank Bldg. Bradford; St. Bonaventure College, Allegany, N. Y.; Alfred University, Alfred. TRANSMITTER LOCATION: Allegany. TIME ON THE AIR: Full daytime (EST). NEWSPAPER AFFILIATION: Olean Times-Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU.

TRANSCRIPTION SERVICE: World Broadcasting System, Associated, NBC Thesaurus.

**Personnel**

President.....E. B. Fitzpatrick  
Station Manager.....Thomas L. Brown  
Advertising Manager.....Everett Thompson  
Artists Bureau Head.....Albert De Luca  
Chief Announcer.....Frederick G. Meyer, Jr.  
Sales Manager (Bradford, Pa.)

Joseph McCleary  
Musical Director .....John Fitzgerald  
Chief Engineer.....Warren E. McDowell

**POLICIES**

Accepts no liquor, wine or beer advertising; accepts no laxative accounts; no contingent accounts; foreign language programs only on special occasions and at certain hours.

A merchandising and promotion department maintained.

**REPRESENTATIVE**

J. P. McKinney & Son

**W M F F**

"THE NORTH COUNTRY'S OWN STATION"

**PLATTSBURG—EST. 1935**

NBC—BLUE

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Plattsburg Broadcasting Corp. OPERATED BY: Platts-

burg Broadcasting Corp. BUSINESS ADDRESS: Hotel Cumberland. PHONE: 802-3. STUDIO ADDRESS: Hotel Cumberland. TRANSMITTER LOCATION: Boynton Ave. TIME ON THE AIR: 7:45 A.M. to 12:00 Midnight; Sunday, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU.

**Personnel**

President.....E. H. Bragg  
Vice-President.....L. E. Bragg  
Secretary-Treasurer.....George F. Bissell  
Assistant Secretary.....B. W. Bissell  
Station Manager.....George F. Bissell  
Commercial Manager.....Frank Owens  
Artists Bureau Head.....Ray Cameron  
Chief Announcer.....Lyle Bosley  
Sales Manager.....M. Learned  
Publicity Director.....Lyle Bosley  
Musical Director.....Kenneth Bell  
Chief Engineer.....Jack Nazak

**POLICIES**

No special restrictive policies.

No merchandising service. Except that gratis service will be given to pre-announcements or brief previews of programs and telephone calls to dealers and/or distributors within local exchange limits.

**REPRESENTATIVE**

George P. Hollingbery Co.

**DON'T TAKE A CHANCE**

Buy Air Time on a  
Proven Station

**In Rochester, It's WHAM**

*Only 50,000 watt station between Schenectady and Cleveland.*

Look  
At  
The  
Proof



Six of the nation's *First Ten Programs\** are WHAM programs. With America's top flight radio entertainment—NBC Red and Blue—50,000 watts and a clear channel, WHAM can justifiably boast of its listener appeal.

\*Radio Daily's Second Annual Popularity Poll

# W H A M

"THERE'S NOTHING FINER THAN A  
"STROMBERG-CARLSON"

**ROCHESTER—EST. 1927**

NATIONAL BROADCASTING CO.  
(RED AND BLUE)

FREQUENCY: 1150 Kc. POWER: 50,000  
watts. OWNED BY: Stromberg-Carlson. OP-  
ERATED BY: Stromberg-Carlson. BUSINESS  
ADDRESS: 111 East Ave. PHONE: Stone 1862-  
3-4. STUDIO ADDRESS: 111 East Ave.  
TRANSMITTER LOCATION: Victor. TIME ON  
THE AIR: 6:30 A.M. to 1:00 A.M. NEWS  
SERVICE: United Press. TRANSCRIPTION  
SERVICE: World Broadcasting System.

## Personnel

President.....Wesley M. Angle  
Station Manager.....William Fay  
Commercial Manager.....J. W. Kennedy, Jr.  
Chief Announcer.....Jack Lee  
Publicity Director.....Arthur Kelly  
Musical Director.....Chas. Siverson  
Chief Engineer.....John J. Long, Jr.

## POLICIES

No liquor. No foreign language.  
Merchandising through general assistance  
in calling on trade—circulating letters, etc.

## REPRESENTATIVE

George P. Hollingbery Co.  
(See page 319)

# W H E C

"YOUR FRIENDLY STATION"  
**ROCHESTER—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts.  
d.; 500 Watts, n. OWNED BY: WHEC, Inc.  
OPERATED BY: Same. BUSINESS ADDRESS:  
40 Franklin St. PHONE: Stone 1320-1-2. STU-  
DIO ADDRESS: Same. TRANSMITTER LOCA-  
TION: Mt. Read Blvd., Cold Water, N. Y.  
TIME ON THE AIR: 7:00 A.M. to 12:30 A.M.  
NEWSPAPER AFFILIATION: Gannett News-  
papers, Inc. NEWS SERVICE: International  
News Service. TRANSCRIPTION SERVICE:  
Associated Music Publishers.

## Personnel

Vice-President.....Clarence Wheeler  
General Manager.....Gunnar O. Wiig  
Commercial Manager.....L. C. Wheeler  
Assistant Secretary.....Mary F. Carroll  
Traffic Manager.....Elizabeth Gledhill  
Chief Engineer.....Maurice H. Clarke

## POLICIES

No wine, beer or liquor. Foreign languages  
accepted up to certain percentage point of en-  
tire structure.

Merchandising: Direct mail, dealer contacts,  
counter displays. Maintains one full column  
in Democrat & Chronicle (morning) and Times  
Union (evening) newspapers.

## REPRESENTATIVE

Paul H. Raymer Company

IN SYRACUSE

# WFBL

## PROVES Its Building Power, ADVERTISERS SAY

The only test of radio advertising is in sales. Here's what a few WFBL  
advertisers say:

"Eight years of advertising on WFBL has convinced us of its  
value. More Syracuse men are wearing our hats than ever before."  
—*Fred's Hat Shop.*

"Since we started using WFBL our sales have continually in-  
creased. Our Syracuse advertising will be WFBL *exclusively* again  
this coming year."  
—*Sales Manager of Rem.*

"The effects of our WFBL advertising have been remarkable."  
—*Rusterholtz and Rossell, Inc., Syracuse Chrysler dealers.*

This is proof that WFBL advertising pulls—and pays! Syracuse is a rich  
city, located in the heart of a rich agricultural district. It's an ideal testing  
point for a new product or a new merchandising plan. And WFBL is the  
most economical way to cover this market. For rates, time available, write.

**ONONDAGA RADIO BROADCASTING CORP.**

*Syracuse, New York*

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

*National Representatives, Free & Peters, Inc.*

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

LOS ANGELES

# W S A Y

"ROCHESTER'S FRIENDLY STATION"

**ROCHESTER—EST. 1936**

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Brown Radio Service & Laboratory. OPERATED BY: Same. BUSINESS ADDRESS: 300 Taylor Bldg. PHONE: Stone 702-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: Local news.

## Personnel

Owner & General Manager..Gordon P. Brown  
Commercial Manager.....M. Nusbaum  
Chief Announcer.....Ed Wegman  
Program Director.....Bob Webster  
Musical Director.....Dick Hull  
Chief Engineer .....Gordon P. Brown

## POLICIES

Liquor not accepted. Foreign language programs limited to 3 minutes of copy in any 15 minute unit. Complete control and supervision retained by the station.

Merchandising service supplied to accounts at our cost.

# W N B Z

"VOICE OF THE ADIRONDACKS"

**SARANAC LAKE—EST. 1937**

(CHAMPLAIN VALLEY NET)

FREQUENCY: 1290 Kc. POWER: 100 Watts. OWNED BY: Smith and Mace. OPERATED BY: Smith and Mace. BUSINESS ADDRESS: 70 Broadway. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Christian Science Monitor. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

General Manager.....Ray English  
Program Director.....Ed Burgeni  
Chief Engineer.....John Dowdell

## POLICIES

Station assists the advertiser in any merchandising campaign conducted through local stores, etc.

## REPRESENTATIVE

George P. Hollingbery Co.

# W G Y

"MOST INVITED GUEST IN THE GREAT NORTHEAST"

**SCHENECTADY—EST. 1922**

NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 790 Kc. POWER: 50,000 Watts. OWNED BY: General Electric Co.

OPERATED BY: Same. BUSINESS ADDRESS: 1 River Road. PHONE: 3-2121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Schenectady. TIME ON THE AIR: 6:45 A.M. to 1:00 A.M. (daily). 9:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

## Personnel

President .....Gerard Swope  
Station Manager.....Kolin Hager  
Program Manager.....A. O. Coggeshall  
Sales Promotion Director.....A. MacDonald  
Artists Bureau Head.....Kolin Hager  
Chief Announcer.....Chester Vedder  
Publicity Director.....W. T. Meenam  
Musical Director.....Gordon Randall  
Chief Engineer.....W. J. Purcell

## POLICIES

Policies of the National Broadcasting Co. apply.

## REPRESENTATIVE

National Broadcasting Co., Inc.

# W F B L

**SYRACUSE—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1360 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Onondaga Radio Broadcasting Corp. OPERATED BY: Onondaga Radio Broadcasting Corp. BUSINESS ADDRESS: Onondaga Hotel. PHONE: 2-1147. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Syracuse. TIME ON THE AIR: Full time license. NEWS SERVICE: International News. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

General Manager.....S. Woodworth  
Vice-President.....Robert G. Soule  
Manager.....Charles F. Phillips

## POLICIES

Merchandising service includes dealer contacts by mail and messenger; cooperation in the preparation of display material for local use and the distribution of such material.

## REPRESENTATIVE

Free & Peters, Inc.

# W S Y U \*

**SYRACUSE**

NBC (BLUE)

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Syracuse. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: Same. TIME ON THE AIR: Operates on WSYR Time.

### POLICIES

Station does not sell time.  
\* Operated by WSYR for exclusive use of Syracuse University.

# WSYR

"THE VOICE OF CENTRAL NEW YORK"

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.  
MUTUAL

FREQUENCY: 570 Kc. POWER: 1000 watts.  
OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 224 Harrison St. PHONE: 3-7111—0150. STUDIO ADDRESS: 224 Harrison St. TRANSMITTER LOCATION: Valley Drive. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated, C. P. MacGregor.

### Personnel

President..... Harry C. Wilder  
Vice-President..... Fred R. Ripley

National Sales Manager..... Phil Hoffman  
Artists' Bureau Head..... Fred Jeske  
Chief Announcer..... Bill Rothrom  
Publicity Director..... Arnold Schoen  
Merchandising Manager..... Nick Stemmler  
Musical Director..... Victor Miller  
Chief Engineer..... Armand Belle Isle

### POLICIES

No liquor advertising—present; only programs advertising beer and wine.

Merchandising department cooperating with all national and local advertisers to exploit programs. Service includes letters to distributors, pre-announcements, newspaper advertising, etc.

### REPRESENTATIVE

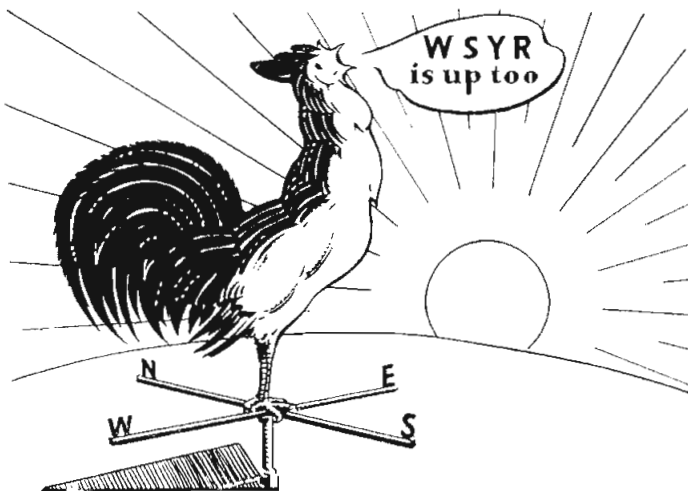
Paul H. Raymer Company

# WHAZ

"LOCATED AT THE OLDEST SCHOOL OF ENGINEERING AND SCIENCE IN AMERICA"

TROY—EST. 1922

FREQUENCY: 1300 Kc. POWER: 1000 watts.  
OWNED BY: Rensselaer Polytechnic Institute.  
OPERATED BY: Rensselaer Polytechnic Insti-



## At the Cross Roads of the Empire State

**WSYR** gets results in 400 cities and towns in one of the richest farming and industrial regions of the East.

570 kc.

WSYR

Syracuse, N. Y.

tute. BUSINESS ADDRESS: Troy. PHONE: Troy 6810. STUDIO ADDRESS: Troy. TRANSMITTER LOCATION: Troy. TIME ON THE AIR: 6:00 P.M. to midnight (Monday only).

**Personnel**

President.....Dr. W. O. Hotchkiss  
 Commercial Manager.....Miss M. Bounds  
 Chief Announcer.....R. W. Schmelzer  
 Station Manager.....W. J. Williams  
 Sales Manager.....W. C. Stoker  
 Publicity Director.....A. Olin Niles  
 Musical Director.....A. Olin Niles  
 Chief Engineer.....H. D. Harris

**POLICIES**

Does not accept liquor or foreign language accounts.

**W T R Y \***

TROY—EST. 1939

FREQUENCY: 950 Kc. POWER: 1000 Watts. OWNED BY: Troy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Troy. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Day-time License.

**Personnel**

Manager.....Fred R. Ripley  
 Program Director.....Al Parker

\*Station was licensed to operate under a C. P. No further information available.

**W I B X**

UTICA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WIBX, Inc. OPERATED BY: Same. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 2-2101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Schuyler St. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

**Personnel**

President.....Scott H. Bowen  
 Commercial Manager.....A. W. Triggs  
 Program Director.....Elliott Stewart  
 Publicity Director.....Mason Taylor  
 Musical Director.....Walter Griswold  
 Chief Engineer.....Hubert M. Hathaway

**POLICIES**

Liquor and foreign language accounts accepted subject to station approval.

Merchandising: Via letters to trade, dealer contacts, window displays, theater lobby dis-

plays, personal contacts with retailers and wholesalers, also letters to listeners.

**REPRESENTATIVE**

John Blair & Co.

**W F A S**

"NEW YORK'S HEARTH-SIDE"  
 WHITE PLAINS—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Westchester Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Roger Smith Hotel. PHONE: White Plains 8353. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part Time Schedule. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Christian Science Monitor. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President-Managing Director...Frank A. Seitz  
 Treasurer-Artists' Bureau Head...Selma Seitz  
 Chief Announcer-Publicity Dir...Frank A. Seitz  
 Chief of Sports and Special Events...John Dillon  
 Musical Director...Randall Kaler  
 Chief Engineer...Harry C. Laubenstein

**POLICIES**

Advertising of alcoholic beverages accepted. Merchandising: Classified surveys and business lists furnished at cost. Circular or mail tie-ins for sponsors and programs prepared upon request, and produced at cost.

**FREE AIR?**

(Not Quite!)

Still—

**83.7% Coverage\***

of

**Westchester's Half-Billion Dollar Market**

MAKES US THE NEXT THING TO IT!

**WESTCHESTER**  
 "New York's Hearthside"  
 Is Yours with  
**W-F-A-S**  
 Hotel Roger Smith White Plains

\*Survey on request.

# W W R L

"THE VOICE OF QUEENS COUNTY"

WOODSIDE—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: L. I. Broadcasting Corp. OPERATED BY: L. I. Broadcasting Corp. BUSINESS ADDRESS: 41-30 58th St. PHONE: NEWtown 9-3300-1. STUDIO ADDRESS: 41-30 58th St. TRANSMITTER LOCATION: Woodside. TIME ON THE AIR: Part time schedule. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, World Broadcasting System.

### Personnel

President and General Manager . . . . . W. H. Reuman

Commercial Manager . . . . . Frank R. Clarke  
Advertising Manager . . . . . Walter H. Maier  
Chief Announcer . . . . . Lou Cole  
Publicity Director . . . . . Edith Dick  
Musical Director . . . . . Edw. Feimer

### POLICIES

Station will not accept any liquor accounts. Will accept foreign language accounts including German, Polish, Hungarian, Czechoslovakian, Italian. Translation must be furnished in advance for station approval. Recognized patent medicines accepted if copy conforms to station standards; all copy subject to approval of management.

Merchandising: Cooperate in any service requested, free of charge.

# NORTH CAROLINA

Population 3,492,000

Number of Families 736,000

Number of Radio Homes 408,600

Retail Sales \$463,219,000

Auto Registrations 446,807

# W W N C

ASHEVILLE—EST. 1927

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Asheville Citizen-Times Co., Inc. OPERATED BY: Asheville Citizen-Times Co., Inc. BUSINESS ADDRESS: 14 O'Henry Ave. (Citizens Times Bldg.). PHONE: 850. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Asheville. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight; Wednesday to 1:00 A.M. NEWSPAPER AFFILIATION: Asheville Citizen-Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Executive Director . . . . . Don S. Elias  
Commercial Manager . . . . . John E. Thayer  
Program Director . . . . . Ezra A. McIntosh  
Chief Engineer . . . . . Cecil Hoskins

### POLICIES

No liquor or wine advertising. Beer accounts sold on national rates. All religious programs cleared through local Ministerial Association.

No direct merchandising or brokerage of time.

### REPRESENTATIVE

The Branham Co.

# W B T

"THE SHOWMANSHIP STATION OF THE NATION"

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1080 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Columbia Broadcasting System, Inc. BUSINESS ADDRESS: Wilder Bldg. PHONE: 3-7107. STUDIO ADDRESS: Wilder Bldg. TRANSMITTER LOCATION: 10 miles south of Charlotte. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M. (daily); 10:00 A.M. to 2:00 A.M. (Sunday). NEWS SERVICE: United Press.

### Personnel

President . . . . . Wm. S. Paley  
Station Manager . . . . . Lincoln Dellar  
Sales Manager . . . . . Royal E. Penny  
Artists' Bureau . . . . . CBS, N. Y.  
Program Director . . . . . C. H. Crutchfield  
Publicity Director . . . . . William C. Mitcham  
Musical Director . . . . . John McAllister  
Chief Engineer . . . . . J. J. Belonguy

### POLICIES

All policies of CBS, Inc., apply.

### REPRESENTATIVE

Radio Sales



# WSOC

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.  
(Red and Blue)

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Radio Station WSOC, Inc. OPERATED BY: Radio Station WSOC, Inc. BUSINESS ADDRESS: Mecklenburg Hotel. PHONE: 7139, 7130, 6655. STUDIO ADDRESS: Mecklenburg Hotel. TRANSMITTER LOCATION: Mecklenburg Hotel. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 9:00 A.M. to midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President and Station Manager....E. J. Gluck  
Commercial Manager.....W. C. Irwin  
Chief Announcer.....Chas. G. Hicks  
Sales Promotion Manager  
(Adv. and Publ.).....Paul W. Norris  
Musical Director.....Boe Norris  
Chief Engineer.....L. L. Caudle

## POLICIES

Liquor and foreign language accounts not accepted.

Build-up Announcements calling attention to start of new programs—no charge. Dealer Contacts—personal calls on local dealers to familiarize them with the planned campaign and to enlist their help—no charge. Dealer Mailings—usually used in conjunction with Dealer Contacts, mailings going to out-of-town dealers—postage is chargeable to client, no other charge. Wholesaler Contacts and Mailings—same as Dealer Contacts and Dealer Mailing to wholesale dealer. Publicity—Release of publicity stories throughout run of program on WSOC News Programs. Limited amount of newspaper publicity due to anti-radio attitude of Charlotte dailies. Program Listings in Charlotte Observer and Charlotte News (Sunday editions).

Surveys: Sales or Distribution—contacts with retail and wholesale dealers to determine comparative sales, rate of increase, etc.—no charge. Coincidental Telephone—phone contacts with listeners selected at random from telephone directory to determine comparative listening audience, listener reactions, etc. No charge if made by Merchandising Dept., regular rate if made by local branch Ross-Federal.

Direct Audience Merchandising: Window, Counter and Store Displays—WSOC Merchandising Dept. usually works with client's local representative on this, but can handle independently. No charge if displays are furnished by client. Displays placed outside Charlotte city limits subject to travel of 5c per mile. Theater Tie-in—WSOC maintains exchange service with all first-run Charlotte theaters for trailers and special promotions on pictures starring NBC radio personalities. No charge.

Special Promotions—at the request of client, WSOC will submit specialized promotion campaign for their product. Merchandising Dept.

is equipped to carry out any type of campaign mapped out by client.

## REPRESENTATIVE

Sears & Ayer

# WDNC

"FRIENDLY VOICE OF INDUSTRY AND EDUCATION"

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Herald-Sun Papers. OPERATED BY: Herald-Sun Papers. BUSINESS ADDRESS: Washington Duke Hotel. PHONE: J-1001. STUDIO ADDRESS: Washington Duke Hotel. TRANSMITTER LOCATION: Washington Duke Hotel. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Herald-Sun papers NEWS SERVICE: Associated Press (non-Commercial), United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....C. C. Council  
General Manager.....J. F. Jarman, Jr.  
Commercial Manager.....C. J. Woodhouse  
Sales Manager.....Woody Woodhouse  
Musical Director.....Gene Germino  
Chief Engineer.....R. A. Dalton

## POLICIES

Station places discretionary restrictions on all copy, programs, etc., to assure their being in good taste and for the general interest of the public.

Maintains a weekly publicity release which cooperates thoroughly with all local advertisers in merchandising their programs and products. The publicity release has a mailing list of approximately 300 recipients. Station supplies merchandising facilities which include announcements on programs, regular daily resume of programs, daily column in newspapers, securing of trade lists, mailing within reasonable degree.

## REPRESENTATIVE

The Katz Agency

# WFNC\*

FAYETTEVILLE—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 Watts. OWNED BY: W. C. Ewing and Harry Layman. OPERATED BY: Cumberland Broadcasting Co. BUSINESS ADDRESS: Fayetteville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

## Personnel

Co-Owners...W. C. Ewing and Harry Layman

\* Station licensed to operate under a C. P. and no further information available at the time of going to press.

# W G N C \*

"THE VOICE OF THE SPINDLES"

**GASTONIA—EST. 1939**

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: F. C. Todd. OPERATED BY: F. C. Todd. BUSINESS ADDRESS: Gastonia STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

## Personnel

President-Treasurer..... F. C. Todd

\*Station was licensed to operate under a C. P. and expected to begin operations early this year.

# W B I G

"WE BELIEVE IN GREENSBORO"

**GREENSBORO—EST. 1926**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1440 Kc. POWER: 1000 Watts. OWNED BY: North Carolina Broadcasting Co. OPERATED BY: North Carolina Broadcasting Co. BUSINESS ADDRESS: O. Henry Hotel. PHONE: 6125-6. STUDIO ADDRESS: O. Henry Hotel. TRANSMITTER LOCATION: Jefferson Standard Bldg. TIME ON THE AIR: 6:30 A.M. to 12 midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting

System. Lang-Worth Program Features, NAB Transcription Service.

## Personnel

Station and Commercial

Manager ..... Edney Ridge  
Advertising Manager..... J. T. Causey  
Chief Announcer—Artists' Bureau

Head ..... Bob Armstrong  
Sales Manager ..... Edney Ridge  
Publicity Director. Virginia Wilson McKinney  
Musical Director..... Fay Kenyon  
Chief Engineer..... Earl Allison

## POLICIES

No liquor or wines advertised. As less than one-fourth of one per cent of the population in area is foreign-born, foreign language programs are not accepted.


Does not permit: Exalting gangsters, criminals and racketeers; Disrespect for either parental or other proper authority; Cruelty, greed and selfishness as worthy motivations; Programs that arouse harmful nervous reactions in the child; Conceit, smugness or an unwarranted sense of superiority over others less fortunate may not be presented as laudable; Recklessness and abandon must not be falsely identified with a healthy spirit of adventure; Unfair exploitation of others for personal gain must not be made praiseworthy; Dishonesty and deceit are not to be made appealing or attractive to the child.

Will permit no broadcasting of any product which describes graphically or repellantly any internal bodily functions, symptomatic results of internal disturbances, or matters which are generally not considered acceptable topics in social groups. This policy specifically excludes the discussion of deplorable, deodorants, and other broadcasting which by its nature presents questions of good taste in connection with radio listening.

Commercial Announcements: In the interest of the audience and advertisers, sets the following maximum allowances for commercial announcements: A maximum of ten per cent of the total broadcasting period may be devoted to the sponsor's commercial announcements, including contests and offers, on programs broadcast after six o'clock p.m.; A single exception of the ten per cent ratio will be made on quarter-hour programs, on which an additional allowance for forty seconds will be made; Daytime programs, before six o'clock, will be allowed a maximum of fifteen per cent of the total period for commercial announcements, with an additional forty seconds for quarter-hour programs.

Geared to render national advertisers, either for network or spot programs, complete merchandising service if requested. A department is available to render the following services: contact distributors and jobbers, contact retail outlets, furnish letters to trade, arrange window displays and check placements, place counter cards, arrange to furnish salesmen's route lists, furnish market surveys and render accounts any reasonable service other than actual selling.

Station frequently uses newspaper advertis-



**ALWAYS  
A GOOD  
SHOW!**


**WBIG** GREENSBORO  
NORTH CAROLINA

George P. Hollingbery  
Company  
N. C.

ASK  
EDNEY RIDGE

**WBIG**, GREENSBORO, N. C.

FOR  
"COLD FACTS"!



ing, billboards, display cards, letters, programs, to publicize national, net and spot accounts, as well as artists and programs. Station has a mailing list of drug, grocery, department stores and automotive lines, which regularly receive the Wheel of Commerce, house organ, issued frequently, as a merchandising aid. Cooperating in its area with from fifteen to eighteen weekly and semi-weekly newspapers.

**REPRESENTATIVE**

George P. Hollingbery Co.

**W M F R**

**HIGH POINT—EST. 1936**

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Radio Station WMFR, Inc. OPERATED BY: Radio Station WMFR, Inc. BUSINESS ADDRESS: 156½ S. Main St. PHONE: 4593. STUDIO ADDRESS: 156½ S. Main St. TRANSMITTER LOCATION: 156½ S. Main St. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

**Personnel**

President and Station

Manager.....Wayne M. Nelson  
Commercial Manager.....E. Z. Jones  
Chief Engineer.....E. J. Day

**POLICIES**

Liquor advertising not accepted. Beer accounts accepted.

Commercial service department adequately meets demands as occasion calls for.

**W F T C**

**"WORLD'S FOREMOST TOBACCO CENTRE"**  
**KINSTON—EST. 1937**

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Jonas Weiland. OPERATED BY: Jonas Weiland. BUSINESS ADDRESS: Queen St. PHONE: 1200. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kinston. TIME ON THE AIR: (daily) 6:00 A.M. to 10:00 P.M.; (Sundays) 8:00 A.M. to 10:00 P.M.; (Saturdays) 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth.

**Personnel**

President.....Jonas Weiland  
Advertising Manager.....C. Morgan  
Chief Announcer.....Frank Harden  
Publicity Director.....Bob Wasdon  
Musical Director.....Jimmy Barber  
Chief Engineer.....Harry Layman

**POLICIES**

No stated special policies.

**REPRESENTATIVE**

Burn-Smith Co.

**W P T F**

"WE PROTECT THE FAMILY"

**RALEIGH—EST. 1922**

NATIONAL BROADCASTING COMPANY  
FREQUENCY: 680 Kc. POWER: 5000 Watts.  
OWNED BY: WPTF Radio Co. OPERATED BY:  
WPTF Radio Co. BUSINESS ADDRESS: 324  
Fayetteville. PHONE: 3007-8-9. STUDIO AD-  
DRESS: 324 Fayetteville. TRANSMITTER LO-  
CATION: Cary. TIME ON THE AIR: 6:30 A.M.  
to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00  
P.M. NEWS SERVICE: United Press. TRAN-  
SCRIPTION SERVICES: NBC Thesaurus, NAB  
Library, Lang-Worth.

**Personnel**

President.....J. R. Weatherspoon  
Station Manager.....Richard H. Mason  
Sales Manager.....John H. Field, Jr.  
Program Director.....Graham B. Poyner  
Publicity Director.....B. W. Huffington  
Technical Supervisor.....Henry Hulick

**POLICIES**

Liquor advertising not accepted. Foreign language accounts not accepted.

Merchandising includes: Direct mail, personal calls, studio display, and window display.

**REPRESENTATIVE**

Free & Peters, Inc.

**KINSTON, N. C.**

Where 20,000 tobacco farmers auction their product and spend their money.



The WFTC signal covers the fourteen counties whose farmers sell and spend in Kinston.



**W F T C**

1200 K.C.

250 W.

Representatives

**Burn-Smith Company, Inc.**

# W R A L \*

RALEIGH—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Capitol Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Raleigh. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

## Personnel

Assistant Manager..... George T. Case  
\*Station was licensed to operate under a C. P. No further information was available at time of going to press.

# W E E D

"THE VOICE OF EASTERN CAROLINA"  
ROCKY MOUNT—EST. 1933

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: W. Avera Wynne. OPERATED BY: W. Avera Wynne. BUSINESS ADDRESS: Box 221. PHONE: 1420. STUDIO ADDRESS: Rocky Mount. TRANSMITTER LOCATION: Rocky Mount. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System, NAB Library.

## Personnel

Owner-Manager..... W. Avera Wynne  
Assistant Manager in  
Charge of Sales..... B. W. Frank  
Production Manager..... Tommy Snowden  
Program Manager..... Jack Braxton  
Chief Engineer..... Isaac Murphrey

## POLICIES

No liquor accounts accepted.  
Merchandising facilities offered include contact selling with merchants, special promotions, tie-ins, etc.

# W S T P

"WE SERVE THE PIEDMONT"  
SALISBURY—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Piedmont Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Yadkin Hotel. PHONE: 2121. STUDIO ADDRESS: Yadkin Hotel. TRANSMITTER LOCATION: Statesville Highway at Grant Creek. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

## Personnel

Manager..... John W. Shultz  
Chief Engineer..... James R. Yost

## REPRESENTATIVE

Bryant, Griffith & Brunson, Inc.

# W M F D

WILMINGTON—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: R. A. Dunlea. OPERATED BY: R. A. Dunlea. BUSINESS ADDRESS: 320 N. Front St. PHONE: 3. STUDIO ADDRESS: 320 N. Front St. TRANSMITTER LOCATION: 320 N. Front St. TIME ON THE AIR: 7:00 A.M. to 7:00 P.M. NEWS SERVICES: Transradio Press, Christian Science Monitor. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President-General Manager..... R. A. Dunlea  
Chief Announcer..... H. W. Lee  
Musical Director..... H. W. Lee  
Chief Engineer..... R. Plank

## POLICIES

No liquor advertising accepted.

## REPRESENTATIVE

Burn-Smith Co.

# W G T M

"WORLD'S GREATEST TOBACCO MARKET"  
WILSON—EST. 1937

FREQUENCY: 1310 Kc. POWER 100 Watts. OWNED BY: WGTM, Inc. OPERATED BY: WGTM, Inc. BUSINESS ADDRESS: 115 W. Nash St. PHONE: 2188. STUDIO ADDRESS: 115 W. Nash St. TRANSMITTER LOCATION: two miles south of Wilson on highway No. 301. TIME ON THE AIR: Daytime operation. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: C. P. MacGregor. NAB Library.

## Personnel

President and General  
Manager..... H. W. Wilson  
Secretary-Treasurer..... Ben Farmer  
Vice-President..... George C. McDonald  
Commercial Manager..... Allen Wanamaker  
Chief Engineer..... Ben Farmer  
Assistant Engineer..... Jack Hudson

## POLICIES

No liquor advertising is accepted. No drugs that are not recommended by resident physician and no foreign language account nor any communistic speech or radical speakers that are not strictly in keeping with the Administration and good government.

## REPRESENTATIVE

Bryant, Griffith & Brunson, Inc.

# W A I R

"IN WINSTON-SALEM IT'S WAIR"  
WINSTON-SALEM—EST. 1937

FREQUENCY: 1250 Kc. POWER: 250 Watts. OWNED BY: C. G. Hill, George D. Walker, and

S H. Walker. OPERATED BY: C. G. Hill, George D. Walker, and S. H. Walker. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 21133-4. STUDIO ADDRESS: Robert E. Lee Hotel. TRANSMITTER LOCATION: Reynolda. TIME ON THE AIR: 6:00 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, World Broadcasting System, NAB Library, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....George D. Walker  
Commercial Manager.....C. G. Hill  
Production Manager.....Rosser Foulkes

**POLICIES**

Does not accept foreign language programs. Station maintains a merchandising department which is equipped with duplicating machines and all necessary equipment to offer direct mail tie-ins. The station also maintains a complete photographic department for obtaining pictures of artists and shows.

Also publishes a news sheet twice each month giving complete information on new business, outstanding shows and articles of general interest to broadcasters and clients.

**REPRESENTATIVE**

Sears & Ayer

**W S J S**

**WINSTON-SALEM—EST. 1930**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Piedmont Pub. Co. OPERATED BY: Piedmont Pub. Co. BUSINESS ADDRESS: 416-420 N. Marshall St. PHONE: 4141. TRANSMITTER LOCATION: Liberia St. TIME ON THE AIR: 7:00 A.M. to midnight (daily); 8:30 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: Winston-Salem Journal, Twin City Sentinel. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated and Lang-Worth.

**Personnel**

Station Manager.....N. L. O'Neil  
Chief Announcer.....John Miller  
Sales Manager.....N. L. O'Neil  
Musical Director.....E. C. Tuttle

**POLICIES**

Does not handle liquor advertising.

General merchandising service available; surveys of sales of clients' products and competitors' are made from time to time.

**REPRESENTATIVE**

Kelly-Smith

**NORTH DAKOTA**

Population 706,000

Number of Families 156,000

Number of Radio Homes 119,600

Retail Sales \$150,208,000

Auto Registrations 142,515

**K F Y R**

"THE REGIONAL STATION WITH CLEARED CHANNEL COVERAGE"

**BISMARCK—EST. 1925**

**NATIONAL BROADCASTING COMPANY**

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Meyer Broadcasting Co. BUSINESS ADDRESS: 320 Broadway. PHONE: 19. STUDIO ADDRESS: 320 Broadway. TRANSMITTER LOCATION: Menoken Township. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sundays) 8:00 A.M. to 12:00 midnight. NEWS SERVICES: Transradio Press; Bismarck Tribune. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President and General Manager..P. J. Meyer  
Station and Commercial

Manager.....F. E. Fitzsimonds  
Program and Musical Director....R. E. Burris  
Chief Engineer.....Ivar Nelson

**POLICIES**

Hard liquor not accepted. Foreign language accounts accepted when accompanied by English interpretation. Medicinal advertising accepted on restricted basis.

Personal calls and mailing lists. Merchandising assistance depends on size of contract.

**REPRESENTATIVE**

Gene Furgason & Co.

**K D L R**

"DEVILS LAKE RADIO VOICE"

**DEVILS LAKE—EST. 1925**

**DAKOTA BROADCASTING SYSTEM**

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KDRL, Inc. OPERATED BY: KDRL, Inc. BUSINESS ADDRESS: 1025-3rd St. PHONE: 1090. STUDIO ADDRESS: 1025-3rd St. TRANSMITTER LOCATION: East end 4th St. TIME

ON THE AIR: 6:30 A.M. to 8:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President and General Manager... Bert Wick  
Program Director..... Hildur Marie Wick  
Chief Engineer..... Richard Moritz

**POLICIES**

No hard liquor accounts accepted.  
Merchandising includes special theater exploitation trailers.

**REPRESENTATIVE**

Cox and Tanz, Inc.

**W D A Y**

"OLDEST BROADCASTING STATION IN THE NORTHWEST"

FARGO—EST. 1922

**NATIONAL BROADCASTING COMPANY**

FREQUENCY: 940 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDAY, Inc. OPERATED BY: WDAY, Inc. BUSINESS ADDRESS: 118 Broadway. PHONE: 6800. STUDIO ADDRESS: 118 Broadway. TRANSMITTER LOCATION: Near West Fargo. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Fargo Forum. NEWS SERVICES: Radio News Ass.; United Press, Fargo Forum. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President and General Manager. E. C. Reineke  
Commercial Manager..... B. J. Lavin  
Chief Announcer and  
Artists' Bureau Head ..... Ken Kennedy  
Publicity Director..... David Henley  
Chief Engineer..... Julius Hetland

**POLICIES**

Accept no hard liquor advertising.  
Usual merchandising assistance and cooperation with sales crews.

**REPRESENTATIVE**

Free and Peters, Inc.

**K F J M**

GRAND FORKS

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: University of N. D. OPERATED BY: University of N. D. BUSINESS ADDRESS: 1st Nat'l Bank Bldg. PHONE: 1200. STUDIO ADDRESS: 1st Nat'l Bank Bldg. TRANSMITTER LOCATION: University of N. D. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

Station Manager..... Dalton Le Masurier  
Sales Manager..... E. O. Hanson

Chief Engineer..... Elwin O'Brien  
Program Director..... Helen LaVelle

**POLICIES**

Accepts foreign language programs. Accept beer and wine accounts but do not accept liquor or proprietary advertising.

Local sales staff available for surveys, local dealer contacts. No reasonable requests turned down.

**REPRESENTATIVE**

Joseph Hershey McGillvra

**K R M C**

"SO FAR AHEAD WE'RE LONESOME"

JAMESTOWN—EST. 1937

**DAKOTA BROADCASTING SYSTEM**

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Roberts-Mac-Nab Co. OPERATED BY: Van Cronkhte Associates, Chicago, & New York. BUSINESS ADDRESS: Gladstone Hotel. PHONE: 100-358. STUDIO ADDRESS: Gladstone Hotel. TRANSMITTER LOCATION: South of city. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Station and Commercial  
Manager..... Harry Evans  
Program Director and  
Artists' Bureau Head ..... Claudia Evans

**POLICIES**

Only beer and light wine. Foreign language accepted subject to time arrangement.  
Merchandising provides window displays, limited billboard space and tie-ups with Jamestown Daily Sun and in county weeklies.

**K G C U**

"VOICE OF THE WEST"

MANDAN—EST. 1925

**DAKOTA BROADCASTING SYSTEM**

FREQUENCY: 1240 Kc. POWER: 250 Watts. OWNED BY: Mandan Radio Association. OPERATED BY: Mandan Radio Association. BUSINESS ADDRESS: 205 First St., N.W. STUDIO ADDRESS: Kennelly Furniture Co. Bldg.; Prince Hotel, Bismarck. TRANSMITTER LOCATION: between Bismarck and Mandan on Memorial Highway No. 10. TIME ON THE AIR: 9:00 A.M. to 10:00 P.M.; Sunday, 11:00 A.M. to 6:00 P.M. NEWS SERVICE: Radio News Association, Associated Press TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President..... H. C. Schulte  
Secretary..... Charles Toman, Jr.

Manager.....J. K. Kennelly  
 Chief Engineer-Assistant  
 Manager.....James Gilfoy  
 Program Director-Chief  
 Announcer.....Ernest G. Hendrickson

**POLICIES**

No wine or liquor advertisements accepted.

**K L P M**

"VOICE OF MAGIC CITY"  
 MINOT—EST. 1929

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: John B. Colley. OPERATED BY: Same. BUSINESS ADDRESS: 118 S. Main. PHONE: 1267-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: S. E. Minot. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System.

**Personnel**

President.....John B. Cooley  
 Station Manager.....Richard J. Schmidt  
 Commercial Manager.....E. H. Cooley  
 Sales Representative.....Leslie Maurin  
 Publicity Director.....Kay McGrath  
 Chief Engineer.....C. W. Baker

**POLICIES**

Does not accept liquor advertising other than beer. Accepts foreign language programs in Scandinavian, Russian and German.

**REPRESENTATIVES**

Sears & Ayer  
 Transamerican Broadcasting & Television Corp.

**K O V C**

"THE RADIO VOICE OF VALLEY CITY"  
 VALLEY CITY—EST. 1936

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KOVC, Inc. OPERATED BY: KOVC, Inc. BUSINESS ADDRESS: Rudolph Hotel. PHONE: 408. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Valley City. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press.

**Personnel**

Commercial Manager....William L. Wallace  
 Program Director.....Robert E. Ingstad  
 Chief Engineer.....Bey Green

**POLICIES**

Merchandising: Facilities include window displays and newspaper publicity in local papers.

**OHIO**

Population 6,733,000

Number of Families 1,777,000

Number of Radio Homes 1,641,500

Retail Sales \$1,956,941,000

Auto Registrations 1,690,000

**W A D C**

"WHERE AKRONITES DIAL  
 CONSTANTLY"

AKRON—EST. 1925

CBS—BASIC

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Allen T. Simmons. OPERATED BY: Same. BUSINESS ADDRESS: Beacon Journal Bldg. PHONE: Hemlock 5151-2-3. STUDIO ADDRESS: Beacon Journal Bldg.; other studios in Canton and Cleveland. TRANSMITTER LOCATION: Talmadge. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library.

**Personnel**

Station Manager .....Allen T. Simmons  
 Commercial Manager .....E. A. Marchal  
 Artists' Bureau Head .....H. L. Hageman  
 Chief Announcer .....R. B. Wilson  
 Sales Manager .....F. C. Bock  
 Chief Engineer .....John Aitkenhead

**POLICIES**

Must conform to State and Federal Communication Commission regulations. Advertising of alcoholic beverages accepted.

Merchandising: Contacting retail outlets. Handling and mailing letters. Distributing window and counter displays.

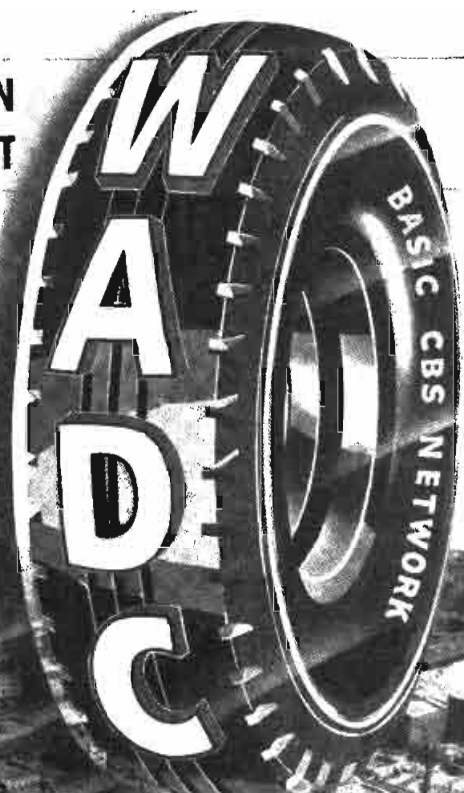
**REPRESENTATIVE**

George P. Hollingbery Co.  
 (See Page 332)

**MAKE AN IMPRESSION  
IN THIS RICH MARKET**

**Akron and Northern  
OHIO  
Listens to  
WADC**

**5000 W. DAY 1000 W. NIGHT**  
A BASIC MEMBER OF COLUMBIA BROADCASTING SYSTEM



**AKRON**  
"RUBBER CAPITAL OF THE WORLD"

**MARKET DATA**

	Daytime	Nighttime
Total Population	2,626,579	1,886,753
Urban Population	2,151,018	1,669,993
Rural Population	475,561	216,760
Total Families	673,482	483,782
Radio Families	590,644	424,277
Radio Listeners	2,303,512	1,654,680
Retail Sales ('37)	\$1,085,610,000	\$823,811,000

**GEORGE P.  
HOLLINGBERRY CO.**  
Representatives

**ALLEN T. SIMMONS**  
OWNER and MANAGER

Studios In  
**AKRON and TALLMADGE**



# W J W

"WJW ADVERTISING DOESN'T COST;  
IT PAYS"

## AKRON—EST. 1932

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WJW, Inc. OPERATED BY: WJW, Inc. BUSINESS ADDRESS: 41 S. High St. PHONE: Jefferson 6111. STUDIO ADDRESS 41 S. High St. TRANSMITTER LOCATION: 41 S. High St. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWS SERVICES: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System.

### Personnel

President.....John F. Weimer  
General Manager.....S. W. Townsend  
Commercial Manager...Edythe Fern Melrose  
Program Director.....Gene La Valle  
Chief Announcer.....Earl Bates  
Publicity Director.....Bill Griffiths  
Artists' Bureau Head and  
Musical Director.....Wilma Douglas  
Chief Engineer.....Gerald Roberts

### POLICIES

No stated special policies.  
Station "Plugs" and Newspaper Tie-in on commercial accounts. Merchandising facilities include 3 downtown main street windows for display, theatre and newspaper tie-ins.

# W I C A

"WELCOMING, INDUSTRY, COMMERCE,  
AND AGRICULTURE"

"THE FRIENDLY VOICE OF  
NORTHEASTERN OHIO"

## ASHTABULA—EST. 1937

FREQUENCY: 940 Kc. POWER: 250 Watts. OWNED BY: C. A. Rowley. OPERATED BY: WICA, Inc. BUSINESS ADDRESS: 221 Center St. PHONE: 1211-1311. STUDIO ADDRESS: 221 Center St. TRANSMITTER LOCATION: Jefferson Road. TIME ON THE AIR: 6:00 A.M. to local sunset; Sunday, 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Associated, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....C. A. Rowley  
Manager.....R. B. Rowley  
Advertising Manager.....R. C. Marvin  
Program Director.....Walter W. Walgrath  
Artists' Bureau Head.....Gerald O'Brien  
Chief Announcer.....Walter Walrath  
News Bureau-Publicity.....T. F. Sigman  
Musical Director.....Richard Joachim  
Chief Engineer.....George Gautney

### POLICIES

No liquor advertising accepted.  
Merchandising: A "where-to-find-it" service is maintained for listeners.

### REPRESENTATIVE

Interstate Advertising Agency

# W H B C

"VOICE OF STARK COUNTY"

## CANTON—EST. 1925

FREQUENCY: 1200 Kc. POWER: 100 Watts. (Construction Permit for 250 Watts, daytime). OWNED BY: Ohio Broadcasting Co. OPERATED BY: Ohio Broadcasting Co. BUSINESS ADDRESS: 319 Tuscarawa St., West. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 627 McKinley Ave. TIME ON THE AIR: Daily, 8:00 A.M. to 9:30 P.M.; Sunday, 12:00 noon to 3:00 P.M. and 6:00 P.M. to 9:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

### Personnel

General Manager.....Paul F. Morgan  
Commercial Manager.....Ralph Bruce  
Program Director.....S. T. Mayers  
Production Manager.....Truesdale Mayers  
Chief Engineer.....Kenneth Sliker

### POLICIES

Maintains a promotion department that aids accounts in conducting sales or events.

# W C K Y \*

"DOING A REAL JOB FOR THE  
ADVERTISER"

## CINCINNATI—EST. 1929

(NBC—RED and BLUE)

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: L. B. Wilson, Inc. OPERATED BY: L. B. Wilson, Inc. BUSINESS ADDRESS: 6th and Madison, Covington, Ky; Gibson Hotel, Cincinnati. PHONE: Hemlock 7655. STUDIO ADDRESS: Netherland Plaza Hotel, Cincinnati, 6th & Madison, Covington, Ky. TRANSMITTER LOCATION: Near Crescent Springs. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System; NBC Thesaurus.

\* FCC approval granted for 50,000 watts.

### Personnel

President and General Manager. L. B. Wilson  
Director of Sales.....Lloyd George Venard  
Chief Announcer.....Lee Goldsmith  
Promotion Manager.....Bev Dean  
Production Manager.....Mendel Jones  
Merchandising Director.....Thomas Mitchell  
Publicity Director-Continuity  
Editor.....Elmer Dressman  
Chief Engineer.....C. H. Topmiller

### POLICIES

Beer and wine accepted. No hard liquor accounts. All medicinal copy must be okayed by continuity department.

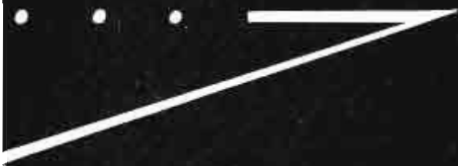
# *NOT BLACK MAGIC*



... but the kind of magic that moves merchandise off back shelves and from preferred display space into market baskets . . . that excites dealers and inspires salesmen. That's the kind of magic in the words "...produced in the studios of the Nation's Station." And to create this magic no strange abracadabra is used . . . no witches' potions are concocted by the light of the moon . . . but into the WLW cauldron is carefully stirred and skillfully blended one part imagination, one part showmanship, one part facilities and three parts conscientious and sincere effort. The resulting elixir will bring results whether you're planning a test campaign or a full network presentation. In either case, consider the value of those magic words . . . "produced in the studios of the Nation's Station" . . . the hallmark of premium radio production at lower costs.

*During the first week of February, 1939, WLW originated 157% more commercial network quarter hour units than it did during the first week of September, 1938 . . . proof that more and more national advertisers are realizing the magic of WLW production.*





ONLY WINNER OF  
**TWO**  
**VARIETY**  
SHOWMANSHIP AWARDS  
FOR PROGRAM ORIGINATIONS  
1936 1938



---

# We sell 5000 watts

## —and elbow grease!

CINCINNATI has a lot of radio stations—some of them with lots of power. And all four of the bigger stations are network stations. Which ought to make things complicated for a time buyer. But they're not.

In April of 1938, Crossley, Inc. conducted the largest coincidental study ever made in Cincinnati. It demonstrated that WKRC was an unquestioned first in listener popularity among all of the local network stations. And, since then, other surveys have confirmed the fact—*WKRC is first!*

It isn't just the 5000 watts. It isn't just the 550 kilocycles. It isn't just the complete Columbia programming. It's all of those things... *plus elbow grease!*

WKRC produces shows that catch the flavor of Cincinnati. And the interest. And the enthusiasm. WKRC "special events" is one of the liveliest outfits in radio. So listeners make it a habit to tune WKRC when they want to know what's doing in Cincinnati.

We always reserve a couple of cans of elbow grease for our dealers, too. Every important dealer in Cincinnati is contacted by WKRC all of the time—on behalf of our sponsors. The result is that your customers are our friends. Day and night, WKRC advertising rings the bell all down the line... wholesaler, retailer, consumer.

You ought to sample some of our very special brand of elbow grease.

# WKRC ★ COLUMBIA'S STATION FOR CINCINNATI

550 Kilocycles. Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York • Chicago • Detroit • St. Louis • Cincinnati • Milwaukee • Charlotte, N.C. • Los Angeles • San Francisco

Merchandising service with 26 or more programs includes sales meetings with manufacturers' salesmen or distributors; meeting with jobber salesmen; personal calls on buyers for wholesalers and chains; plus key retailers; route lists furnished for drug and food retailers; letter or postcards to retailers, plus letter follow up to wholesalers enclosing sample of retail literature; window stripping in Greater Cincinnati, Hamilton and Middletown; placing displays in Greater Cincinnati, Hamilton & Middletown; checking of product sales before and during campaign; publicity service for program including bulletins and news releases to more than 100 weekly and daily papers in WCKY's primary area; program mention on street car cards in Greater Cincinnati, Hamilton and Middletown and Northern Kentucky. Amount and type of merchandise service dependent upon type of contract, type of product and sales problem in WCKY's primary area.

**REPRESENTATIVE**

Free & Peters, Inc.

(See Page 338)

**W C P O**

"CINCINNATI NEWS STATION"

CINCINNATI—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Scripps Howard Radio, Inc. OPERATED BY: Scripps Howard Radio, Inc. BUSINESS ADDRESS: Keith Bldg. PHONE: Main 3314-5-6-7-8-9. STUDIO ADDRESS: Keith Bldg. TRANSMITTER LOCATION: Daylight Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Saturday, to 3:00 A.M. NEWSPAPER AFFILIATIONS: Scripps Howard Newspapers, Cincinnati Post. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio, Associated.

**Personnel**

President.....Jack Howard  
 Vice President.....J. C. Hanrahan  
 General Manager.....M. C. Watters  
 Artists' Bureau Head.....Andre Carlon  
 Chief Announcer.....Paul Hodges  
 Publicity Director.....G. Rule  
 Musical Director.....John P. Smith  
 Chief Engineer.....Glen Davis

**POLICIES**

Accounts accepted within state laws and station civic policies.

Merchandising and exploitation through window displays, theater trailers, billboard signs and newspaper ads. Station maintains a street studio.

**REPRESENTATIVE**

Weed & Co.

**W K R C**

"COLUMBIA'S STATION FOR CINCINNATI"

CINCINNATI—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: Hotel Alms, Locust & Victory Parkway. PHONE: Woodburn 0550. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

General Manager.....William A. Schudt, Jr.  
 Sales Manager.....William J. Williamson  
 Program Director.....Ruth Lyons  
 Special Events Director.....Cecil Carmichael  
 Publicity Director.....Margaret Maloney  
 Chief Engineer.....John Tiffany

**POLICIES**

Governed by the policies of the Columbia Broadcasting System.

Has full merchandising facilities.

**REPRESENTATIVE**

Radio Sales

**W L W**

"THE NATION'S STATION"

CINCINNATI—EST. 1922

NBC (RED & BLUE)—MUTUAL

FREQUENCY: 700 Kc. POWER: 500,000 Watts. OWNED BY: The Crosley Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mason. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M. NEWS SERVICES: International News Service and United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President .....Powel Crosley, Jr.  
 Vice-President-General Manager

James D. Shouse  
 Sales Manager.....R. E. Dunville  
 Business Manager.....E. K. Bauer  
 Sales Service Manager.....Walter A. Callahan  
 Promotion Manager.....Wilfred Guenther  
 Program Director.....Owen Vinson  
 Artists Bureau Head .....A. R. Plough  
 Chief Announcer .....Peter Grant  
 News Editor.....J. N. Bailey  
 Publicity Director.....Cecil Carmichael  
 Musical Directors.....William Stoess,  
 Josef Cherniavsky  
 Chief Engineer .....R. J. Rockwell

**POLICIES**

Advertising of alcoholic beverages, excepting beer and wine, and foreign language pro-

*L. B. WILSON*

Presents

**The Powerful Voice**

of the

**Great Ohio Valley**

• **WCKY** •

**50,000 WATTS DAY and NIGHT**

Very Soon

grams not accepted. All programs otherwise, subject to the approval of the station.

Merchandising: Station maintains a complete Promotional Department which includes research, merchandising, special events and publicity department. In addition WLW has its own staff illustrators, copy writers, and trade contact men. All clients are offered the full resources of the Promotion Department.

### REPRESENTATIVE

Transamerican Broadcasting and Television Corp.

(See Pages 334-335)

## W S A I

"CINCINNATI'S OWN STATION"

CINCINNATI—EST. 1928

(NBC-RED—MUTUAL)

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Crosley Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Warner & Roh Sts. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily); 8:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICES: International News Service, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

### Personnel

President .....Powel Crosley, Jr.  
Vice-President.....James D. Shouse  
General Manager.....Dewey H. Long  
Sales Manager.....Jack Thornquest  
Artists Bureau Head.....A. R. Plough  
Chief Announcer.....Peter Grant  
News Editor.....J. N. Bailey  
Program Director.....Clair Shadwell  
Musical Directors.....William Stoess,  
Josef Cherniavsky  
Chief Engineer.....R. J. Rockwell

### POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Announcements and talks accepted only where subject matter is in the opinion of the station, of genuine public interest. All programs subject to the approval of the station.

### REPRESENTATIVE

International Radio Sales

## W C L E

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 500 Watts. OWNED BY: Cleveland Radio Broadcasting Corp. OPERATED BY: Cleveland Radio Broad-

casting Corp. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower; Higbee Bldg. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 7:00 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System; NAB Library.

### Personnel

President.....John S. McCarrens  
Vice President and General  
Manager.....H. K. Carpenter  
Sales Manager.....K. K. Hackathorn  
Program Director.....Russell Richmond  
Advertising Manager.....John T. Vorpe  
Educational Director.....Larry N. Roller  
Publicity Director.....Neil Collins  
Musical Director.....Louis Rich  
Chief Engineer.....E. L. Gove

### POLICIES

Does not accept liquor advertising. Foreign language programs accepted in restricted times.

Merchandising: Maintains a well organized merchandising unit to promote sponsors' radio efforts and help capitalize on its results.

Route lists furnished for drug or grocery retailers.

Letters to the retailers (for which you are only charged postage)—or, if preferred, Western Union messages may be substituted for letters at a slightly higher cost.

WCLE studios, production and talent facilities for dealer meetings or retailer sessions.

Surveys at start—and during campaign on product.

These services are available to every WCLE program advertiser without cost except as mentioned above.

### REPRESENTATIVE

Radio Advertising Corp.

## W G A R

"CLEVELAND'S FRIENDLY STATION"

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WGAR Broadcasting Co. OPERATED BY: WGAR Broadcasting Co. BUSINESS ADDRESS: Hotel Stabler. PHONE: Prospect 0200. STUDIO ADDRESS: Hotel Stabler. TRANSMITTER LOCATION: 1000 Harvard Ave., Cuyahoga Heights. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, NAB Library.

### Personnel

President.....George A. Richards  
Vice President-General Manager..John F. Patt

Assistant Manager in Charge  
of Sales.....Eugene Carr  
Program and Editorial  
Director.....Ellis VanderPyl  
Public Relations Director.....Maurice Condon  
Artists' Bureau Head.....Worth Kramer  
Chief Announcer.....Carl George  
Program Director.....Worth Kramer  
Musical Director.....Walberg Brown  
Chief Engineer.....R. Morris Pierce

**POLICIES**

Liquor advertising is accepted for broadcast only after 10 P.M. Foreign language programs are broadcast without restriction as to time, but material is subject to change by WGAR manager. Beer advertising is accepted at any time.

The sales promotion director and public relations director collaborate on special campaigns for promotion of sponsor's product in the Cleveland area. Direct mail campaigns, car card schedules and cab cover sets are offered when available—and at cost to the sponsor. All Cleveland newspapers are serviced with program news by WGAR's publicity department.

**REPRESENTATIVE**

Edward Petry & Co.

**W H K**

"CLEVELAND'S PIONEER STATION"

**CLEVELAND—EST. 1921**

**NBC—(BLUE) MUTUAL**

**FREQUENCY: 1390 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Radio Air Service Corp. OPERATED BY: Radio Air Service Corp. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower; Higbee Bldg. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.**

**Personnel**

President.....John S. McCarrens  
Vice President and  
General Manager.....H. K. Carpenter  
Sales Manager.....K. K. Hackathorn  
Program Director.....Russell Richmond  
Advertising Manager.....John T. Vorpe  
Educational Director.....Larry N. Roller  
Publicity Director.....Neil Collins  
Artists' Bureau Head.....Louis Rich  
Musical Director.....Louis Rich  
Chief Engineer.....E. L. Gove



When you buy WHK or WCLE, you know you're not going to be shifted around by network shows. For the United Broadcasting Company through careful management, has definitely reserved for advertisers an amazing amount of desirable guaranteed time. A postcard, phone call or wire will bring you complete information.

National Representatives  
RADIO ADVERTISING CORPORATION

**WHK & WCLE** *Cleveland*  
THE UNITED BROADCASTING COMPANY  
Also Operating WHKC—Columbus, Ohio



## POLICIES

Does not accept liquor advertising. Foreign language programs accepted in restricted times.

Merchandising: Maintains a well organized merchandising unit to promote sponsors' radio efforts and help on its results.

Route lists furnished for drug or grocery retailers.

Personal calls on wholesalers plus key retailers with your promotion.

Letters to the retailers (for which you are only charged postage)—or, if preferred, Western Union messages may be substituted for letters at a slightly higher cost.

WHK studios, production and talent facilities for dealer meetings or retailer sessions.

Surveys at start—and during campaign on product.

These services are available to every WHK program advertiser without cost except as mentioned above.

## REPRESENTATIVE

Radio Advertising Corp.

# W T A M

"WHERE THE ARTISTS MEET IN CLEVELAND"

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.  
(BASIC RED)

FREQUENCY: 1070 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 815 Superior Ave., N. E. PHONE: Cherry 0942. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brecksville Village. TIME ON THE AIR: 5:59 A.M. to 1:00 A.M. (daily). 6:59 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

## Personnel

President.....Lenox R. Lohr  
Station Manager.....Vernon H. Pribble  
Sales Manager.....Howard A. Barton  
Publicity Director.....Bob Dailey  
Program Director.....Hal Metzger  
Musical Director.....Walter Logan  
Chief Engineer.....S. E. Leonard

## POLICIES

Policies of the National Broadcasting Co. apply.

## REPRESENTATIVE

National Broadcasting Co., Inc.

# W B N S

COLUMBUS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WBNS, Inc.

OPERATED BY: WBNS, Inc. BUSINESS ADDRESS: 33 No. High St. PHONE: Adams 9265-6. STUDIO ADDRESS: 33 No. High St. TRANSMITTER LOCATION: 1035 Barnett Rd. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music, C. P. MacGregor.

## Personnel

President.....Robert H. Wolfe  
Station Manager.....Richard A. Borel  
Sales and Commercial Manager.....W. I. Orr  
Advertising Manager.....W. I. Orr  
Chief Announcer.....J. O. Yerian  
Publicity Director.....Jerome R. Reeves  
Musical Director.....Lowell Riley  
Chief Engineer.....Lester H. Natzger

## POLICIES

Accepts beer and wine; not whiskey. Foreign language accounts are accepted. Does not encourage patent medicine accounts. Station passes on all such copy.

Station purchases newspaper display space to exploit commercials. Station is liberal with deadheads for new programs. Maintains merchandising department for distribution checks and personal contacts. Assumes part of labor in display distribution and informative letters to dealers. Maintains close contact with newspapers.

## REPRESENTATIVE

John Blair & Company

# W C O L

COLUMBUS—EST. 1934

NBC—(RED & BLUE)

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WCOL, Inc. OPERATED BY: WCOL, Inc. BUSINESS ADDRESS: 33 N. High St. PHONE: Main 4581. STUDIO ADDRESS: 33 N. High St. TRANSMITTER LOCATION: 33 N. High St. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Ohio State Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....K. B. Johnston  
Station Manager.....K. B. Johnston  
Commercial Manager.....Neal Smith  
Chief Announcer.....William Wallace  
Sales Manager.....Jack Kelly  
Publicity Director.....Ed Bronson  
Chief Engineer.....Ernest Lowe

## POLICIES

Accept Beer accounts anytime. Hard liquor after 10:00 P.M. No foreign language accounts accepted. All copy must conform to F.C.C. regulations.

On request WCOL will notify retailers concerning broadcast campaigns over this station. Merchandising department checks progress of

sales and will assist in setting up counter displays calling attention to the advertisers program over WCOL.

**REPRESENTATIVE**

Weed & Co.

**W H K C**

"THE VOICE OF OHIO"

**COLUMBUS—EST. 1921**

**MUTUAL BROADCASTING SYSTEM**

FREQUENCY: 640 Kc. POWER: 500 Watts.  
 OWNED BY: Associated Radiocasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 22 E. Gay St. PHONE: Adams 1101. STUDIO  
 ADDRESS: 22 East Gay St. TRANSMITTER  
 LOCATION: Sharon Road. TIME ON THE  
 AIR: 6:30 A.M. to sundown Los Angeles Time.  
 NEWSPAPER AFFILIATION: Station is a subsid-  
 iary of the United Broadcasting Co. which is  
 owned and operated by the Cleveland Plain  
 Dealer. NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: World Broadcasting  
 System.

**Personnel**

General Manager ..... Carl M. Everson  
 Assistant Manager..... B. A. Manning  
 Sales Manager ..... Harry H. Hoessly  
 Production Manager..... Robert S. French  
 Chief Engineer..... J. E. Anderson

**POLICIES**

Beer and wine accounts accepted, hard liquor advertising taboo. Medicinal accounts must meet specifications of Federal Trade Commission. No foreign language programs: Foreign language population very small

Exploits new commercial programs with newspaper advertising for two or three weeks at no cost to advertiser; merchandising department co-operates in preparation of direct mail, window cards, posters etc., at actual cost of production.

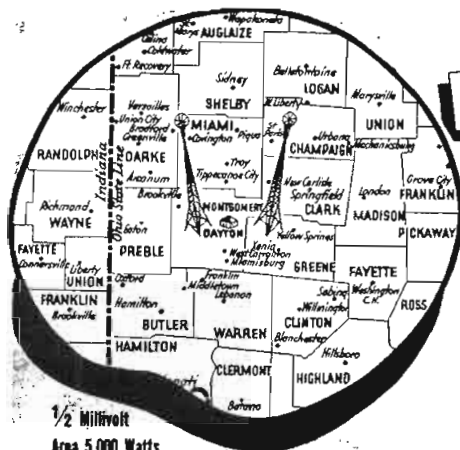
**REPRESENTATIVE**

Free & Peters, Inc.

**W O S U**

**COLUMBUS—EST. 1922**

FREQUENCY: 570 Kc. POWER: 1000 Watts. d.; 750 Watts, n. OWNED BY: Ohio State University. OPERATED BY: Ohio State University. BUSINESS ADDRESS: Columbus. PHONE: University 148. STUDIO ADDRESS: Ohio State University Campus. TRANSMITTER LOCATION: Ohio State University. TIME ON THE AIR: 30 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.



**BRIGHT SPOT**  
*Any Year... Any Time*

The primary area of WHIO, with its two million population, is big enough to produce quantity sales for any product — but it isn't too big for WHIO to get into the key towns and build community good will as well as listener loyalty.

**WHIO**

**BASIC MEMBER CBS**  
 OWNED AND OPERATED BY  
 THE DAYTON DAILY NEWS  
 DAYTON, OHIO

## Personnel

Acting President of Ohio

State University.....William McPherson  
Station Director.....R. C. Higgy  
Production Supervisor.....W. F. Heimlich  
Program Supervisor.....B. B. Williams  
Technical Supervisor.....A. L. Hammerschmidt

### POLICIES

No advertising accepted.

# WHIO

"TEST STATION OF THE NATION"  
"ALWAYS A GOOD SHOW ON WHIO"

DAYTON—EST. 1935

(CBS-BASIC)

FREQUENCY: 1260 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Miami Valley Broadcasting Corp. OPERATED BY: Miami Valley Broadcasting Corp. BUSINESS ADDRESS: 45 S. Ludlow. PHONE: Adams 2261-2-3-4 & 2652. STUDIO ADDRESS: 45 S. Ludlow St. TRANSMITTER LOCATION: Virginia Drive & Brandt Pike. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Dayton Daily News, Springfield News, Springfield Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

General Manager.....J. L. Reinsch  
Commercial Manager.....D. A. Brown  
Production Manager.....Arch Robb  
Program Director.....Lester Spencer  
Chief Engineer.....Ernest L. Adams

### POLICIES

No liquor advertising nor foreign language accounts broadcast. Copy and programs must be in good taste.

Four windows fronting the WHIO building are available for advertiser's displays. Pictures of the display are furnished to the agency and account. Merchandise department maintains close check on sales of all advertisers products, arranges and designs display material, conducts surveys, contacts retailers, jobbers, and distributors. Station slogan "Test Station of the Nation" guides the building of the extensive merchandise service. Promotion on programs and products are worked out with theaters, radio shows, county fairs, etc.

## REPRESENTATIVE

George P. Hollingbery Co.

# WSMK

"PIONEER STATION, MIAMI VALLEY"  
DAYTON—EST. 1922

FREQUENCY: 1380 Kc. POWER: 200 Watts. (C. P. for 500 Watts, d.; 250 Watts, n.) OWNED BY: WSMK, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 121 N. Main. PHONE: Adams 3288-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Calvery

HILL. TIME ON THE AIR: 6:00 A.M. to 7:30 P.M.—10:00 P.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President and Station

Manager.....Stanley M. Krohn, Jr.  
Sales and Advertising

Manager.....Chester Hinkle  
Chief Announcer.....J. McKiernan  
Musical Director.....Helene Blue  
Chief Engineer.....Paul Braden

### POLICIES

No special policies on liquor or foreign language programs.

Merchandising: Salesman is required to work with the advertiser on a merchandising basis. By having a limited number of contacts assigned him the salesman can cover both jobs easily and intelligently.

# WBLY

"VOICE OF LIMA"

LIMA—EST. 1936

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Fort Industry Co. OPERATED BY: Herbert Lee Blye. BUSINESS ADDRESS: Lima Trust Bldg. PHONE: Main 4632. STUDIO ADDRESS: Lima Trust Bldg. TRANSMITTER LOCATION: 1424 Rice Ave. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

Managing Director-Commercial

Manager.....Don Ioset  
Program Director.....Frederic Shaffmaster  
Chief Announcer.....James Hoskins  
Chief Engineer.....S. J. Gladieller

### POLICIES

No liquor advertising accepted.

# WPAY

"THE VOICE OF SOUTHERN OHIO"  
PORTSMOUTH—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Vee Bee Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1007 Gallia St. PHONE: 1011. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 821 Chillicothe St. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M.; Sunday, 9:30 A.M. to 8:30 P.M. NEWS SERVICE: United Press TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....M. F. Rubin  
Vice President-General

Manager.....Marie W. Vandegrift  
Program Director.....Orville Fields  
Publicity Director.....Mary Kline  
Chief Engineer.....Maurice Myers

**POLICIES**

Does not accept beer or liquor advertising; does accept foreign language accounts.

Merchandising: Merchandising man who visits stores, checking up on the sale of nationally advertised products being advertised on station, also products. Suggests more prominent ways to display these products, takes orders which he immediately delivers to the wholesaler and for which their local salesman gets full credit and helps the individual stores in any manner possible.

**REPRESENTATIVE**

Cox and Tanz

**W S P D**

"THE VOICE OF TOLEDO"

TOLEDO—EST. 1921

(NATIONAL BROADCASTING CO.)

FREQUENCY: 1340 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Fort Industry Co. OPERATED BY: The Fort Industry Co. BUSINESS ADDRESS: 505 Jefferson Ave. TRANSMITTER LOCATION: R.F.D., Perrysburg. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library.

**Personnel**

President.....George B. Storer

Station Manager.....J. Harold Ryan  
 Commercial and Advertising  
 Manager.....E. Y. Flanigan  
 Program Director and Artists'  
 Bureau Head.....Russell Gohring  
 Director of Publicity and  
 Public Relations.....Merrill N. Pheatt  
 Production Manager-  
 Continuity Chief.....Robert Richards  
 Musical Director.....Russell Gohring  
 Chief Engineer.....William Stringfellow

**POLICIES**

Advertising of hard liquor not accepted. Beer and light wines, no restrictions other than copy censorship. One participating Polish program weekly, and also one Hungarian program; foreign language accounts accepted. Chain Breaks between 6 and 11 P.M. must be held to a maximum of 35 words.

Any and all reasonably merchandising assistance is offered to all national advertisers. Where special assistance of an extremely costly nature is desired, arrangements as to cost-bearing will be made between the advertiser and the station. No charge for dealer check-ups, contacts, distribution of promotional material, and publicity through more than fifty territorial newspapers with whom most cordial relations are maintained.

**REPRESENTATIVE**

John Blair & Co.

**W T O L**

"TOLEDO'S FRIENDLY STATION"

TOLEDO—EST. 1938

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Frazier Reams. OPERATED BY: Community Broadcasting Co. BUSINESS ADDRESS: Penthouse, Bell Bldg. PHONE: Adams 3291-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Toledo. TIME ON THE AIR: 6:00 A.M. to local sunset; Sundays, 8:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President.....Frazier Reams  
 Commercial and Station Mgr.....M. E. Kent  
 Program Director.....Sterling Deeson  
 Chief Announcer.....Jack Zeigin  
 Chief Engineer.....Frank Ridgeway

**W F M J \***

YOUNGSTOWN—EST. 1938

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: William F. Magg, Jr. OPERATED BY: Same. BUSINESS ADDRESS: Youngstown. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

\*Station was licensed to operate under a C. P. No further information was available at time of going to press.

**The Outstanding Merchandising Force In The Toledo Area**

● Action, modernity, universal, interest, variety characterize the programs that have built for WTOL a large and intensely loyal listening audience unusually responsive to advertisers. Local distributors and merchants recognize WTOL as a powerful factor for success in any merchandising effort in the rich Northwestern Ohio and Southern Michigan markets.

THE COMMUNITY BROADCASTING CO.

Toledo, Ohio

**W T O L**

"TOLEDO'S FRIENDLY STATION"

# W K B N

YOUNGSTOWN—EST. 1926

CBS

FREQUENCY: 570 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WKBN Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17 No. Champion St. PHONE: 42122. STUDIO ADDRESS: Same. TRANSCRIPTION LOCATION: Sunset Blvd. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library and Lang-Worth.

## Personnel

President and Gen. Mgr. W. P. Williamson, Jr.  
Station Director.....J. L. Bowden  
Sales Manager.....E. E. Evans  
Publicity and Musical Director...G. Davidson  
Chief Engineer.....B. T. Wilkins

## POLICIES

Accepts liquor after 10:00 p.m.  
Merchandising to clients at cost.

## REPRESENTATIVE

Free & Peters

# W A L R

"THE VOICE OF SOUTH EASTERN OHIO"

ZANESVILLE—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WALR Broadcasting Corp. OPERATED BY: WALR Broadcasting Corp. BUSINESS ADDRESS: 17½ So. Fourth St. PHONE: 5044. STUDIO ADDRESS: 17½ So. Fourth St. TRANSMITTER LOCATION: Zanesville. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Secretary-General  
Manager.....Ronald B. Woodyard  
Chief Announcer.....Marc McCullough  
Production Manager.....King Whyte  
Chief Engineer.....Wm. Hunt

## POLICIES

No special policies or restrictions.  
Has full merchandising service.

## REPRESENTATIVE

Weed & Co.

# OKLAHOMA

Population 2,548,000

Number of Families 619,000

Number of Radio Homes 454,300

Retail Sales \$434,793,000

Auto Registrations 447,000

# K A D A

"IN OKLAHOMA'S FASTEST GROWING CITY"

ADA—EST. 1934

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Dr. C. C. Morris. OPERATED BY: Dr. C. C. Morris. BUSINESS ADDRESS: 115½ S. Rennie. PHONE: 1212. STUDIO ADDRESS: 115½ S. Rennie. TRANSMITTER LOCATION: N. Broadway. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Owner.....Dr. C. C. Morris  
Station and Commercial  
Manager.....John M. Whitney  
Chief Announcer and  
Publicity Director.....Russell Miller  
Sales Manager.....Gene Baker  
Chief Engineer.....Leiland Seay

## POLICIES

No beer or liquor advertising accepted. No Sunday advertising (locally). No market for foreign language programs.

Poster service is used to draw attention to programs.

## REPRESENTATIVE

Joseph Hershey McGillvra

# K V S O

"VOICE OF SOUTHERN OKLAHOMA"

ARDMORE—EST. 1935

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Ardmoreite Pub. Co. OPERATED BY: Ardmoreite Pub. Co. BUSINESS ADDRESS: 114-18 N. Washington. PHONE: 2200. STUDIO ADDRESS: Chickasaw and N. W. Blvd. TIME ON THE AIR: 7:00 A.M. to 11:00 P. M. NEWSPAPER AFFILIATION: Daily Ardmoreite. NEWS SER-

VICE: Associated Press (Non-Commercial).  
TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

General Manager.....Albert Riesen  
Station Manager.....James Griffin  
Commercial Manager.....Wilbur Choffin  
Chief Announcer.....Paul Duncan  
Musical Director.....Dolly Dutton  
Chief Engineer.....Paul Ross

**POLICIES**

As per state law, accepts beer and wine only.

**REPRESENTATIVE**

Joseph Hershey McGillvra

**KASA**

ELK CITY—EST. 1932

**MUTUAL**

FREQUENCY: 1210 Kc. POWER: 100 watts.  
OWNED BY: E. M. Woody. OPERATED BY:  
E. M. Woody. BUSINESS ADDRESS: Casa  
Grande Hotel. PHONE: 730. STUDIO AD-  
DRESS: Elk City. TRANSMITTER LOCATION:  
Casa Grande Hotel. TIME ON THE AIR: 6:30  
A.M. to 9:00 P.M. NEWS SERVICE: Trans-  
radio Press.

**Personnel**

President and Station Manager. E. M. Woody  
Chief Announcer and

Advertising Manager.....Lyman Brown  
Chief Engineer.....Geo. Patterson

**POLICIES**

No advertising for liquor or beers of more  
than 3.2 content are allowed in Oklahoma.  
Does not accept any foreign language ac-  
counts or programs.

**KCRC**

"OKLAHOMA'S MOST AGGRESSIVE  
STATION"

ENID—EST. 1928

**MUTUAL and OKLAHOMA NETWORK**

FREQUENCY: 1360 Kc. POWER: 250 Watts.  
OWNED BY: Enid Radiophone Co. OPERATED  
BY: Enid Radiophone Co. BUSINESS AD-  
DRESS: Willow & Kennedy Sts. PHONE: 447-8.  
STUDIO ADDRESS: Willow & Kennedy Sts.  
TRANSMITTER LOCATION: Willow & Kennedy  
Sts. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.  
NEWSPAPER AFFILIATIONS: Enid Morning  
News, Enid Daily Eagle. NEWS SERVICE:  
Associated Press (Non-Commercial). MAIN-  
TAINS ARTISTS' BUREAU. TRANSCRIPTION  
SERVICES: Transco and World Broadcasting  
System.

**Personnel**

President.....M. C. Garber  
Station Manager.....Milton B. Garber  
Advertising Manager.....James S. Stuart

Artists' Bureau Head.....Ralph Rogers  
Sales Manager.....H. P. Hale  
Publicity Director.....Glen Williams  
Musical Director.....Mabel Waken  
Chief Engineer.....A. B. Clopton

**POLICIES**

No special restrictions. Accepts beer and  
wine only as per state law.

Features merchandising: News stories in  
both Enid dailies—Show Cards in stores.  
Dealer contacts throughout territory and Direct  
Mail, etc.

**REPRESENTATIVE**

Joseph Hershey McGillvra

**KBIX**

MUSKOGEE—EST. 1936

**MUTUAL—OKLAHOMA NETWORK**

FREQUENCY: 1500 Kc. POWER: 100 Watts.  
OWNED BY: Oklahoma Press Pub. Co. OP-  
ERATED BY: Same. BUSINESS ADDRESS:  
Barnes Bldg. PHONE: 302. STUDIO AD-  
DRESS: Same. TRANSMITTER LOCATION:  
Same. TIME ON THE AIR: 7:00 A.M. to  
12:00 midnight. NEWSPAPER AFFILIATION:  
Phoenix-Times Democrat. NEWS SERVICE:  
United Press. TRANSCRIPTION SERVICE:  
World Broadcasting System.

**Personnel**

Vice-President.....Tam Bixby, Jr.  
Commercial Manager.....Franklin Rough  
Chief Engineer.....Lester Harlow

**POLICIES**

Does not accept liquor advertising. Will ac-  
cept beer and light wines.

**REPRESENTATIVE**

The Branham Co.

**WNAD**

"THE VOICE OF SOONERLAND"

NORMAN—EST. 1922

FREQUENCY: 1010 Kc. POWER: 1000 Watts.  
OWNED BY: University of Oklahoma. OPER-  
ATED BY: University of Oklahoma (extension  
division). BUSINESS ADDRESS: University of  
Oklahoma. PHONE: 900—Stations, 18 and  
124. STUDIO ADDRESS: University of Okla-  
homa. TRANSMITTER LOCATION: University  
of Oklahoma. TIME ON THE AIR: Tuesday  
and Thursday—10:30 to 11:30 A.M.—2:00 to  
4:00 P.M.—7:15 to 9:15 P.M.; Wednesday—  
10:30 to 11:30 A.M.—2:00 to 4:00 P.M.—8:15  
to 9:15 P.M. NEWS SERVICE: Local Campus  
news through courtesy of the "Oklahoma  
Daily." Christian Science Monitor. TRAN-  
SCRIPTION SERVICE: World Broadcasting.

**Personnel**

Station Director.....Homer Heck  
Director of Production.....H. H. Leake  
Chief Engineer.....Cecil Gray

## POLICIES

The station is strictly an educational station and permits no commercial advertising of any sort. Other than this, there are no other restrictions.

# K O C Y

OKLAHOMA CITY—EST. 1923

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Plaza Court Broadcasting Co. OPERATED BY: Plaza Court Broadcasting Co. BUSINESS ADDRESS: Plaza Court. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oklahoma City. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Associated, NAB Library, C. P. MacGregor.

### Personnel

Manager.....M. H. Bonnebrake  
Commercial Manager.....Sammie Jones  
Program Director.....Marvin Krause

## POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. All advertising subject to approval of station management; religious programs must be okayed by Ministerial Alliance before acceptance.

# K O M A

"IT'S THE PROGRAM THAT GETS THE LISTENER"

"OKLAHOMA CITY'S MOST POWERFUL FULL-TIME STATION"

"SERVING THE PUBLIC INTEREST"

OKLAHOMA CITY—EST. 1932  
(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000 Watts. OWNED BY: KOMA, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Biltmore Hotel. PHONE: 2-3291-2-3. STUDIO ADDRESS: Biltmore Hotel. TRANSMITTER LOCATION: 7½ miles N. E. of Oklahoma City on Highway No. 66. TIME ON THE AIR: 6:30 A.M. to Midnight (daily); 8:00 A.M. to midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....J. T. Griffin  
Station Manager.....Waymond Ramsey  
Sales Promotion Manager...Herman Chaney  
Program Director.....W. S. Luckenbill  
Accountant.....L. A. Goddeau  
Musical Director.....William I. Salathe  
Chief Engineer.....M. W. Thomas

## POLICIES

No liquor advertising—only beer and light wines (3-2/10 per cent). No foreign language accounts.

Merchandising: Sales promotion department offers complete facilities to clients.

## REPRESENTATIVE

International Radio Sales

# K T O K

"YOUR MUTUAL FRIEND"

OKLAHOMA CITY—EST. 1927

NBC-BLUE

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Oklahoma Broadcasting Co., Inc. OPERATED BY: Harold V. Hough. BUSINESS ADDRESS: 1800 W. Main. PHONE: 3-8352-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

### Personnel

President.....Harold V. Hough  
Station Manager.....Kenyon M. Douglass  
Commercial Manager.....Tom Johnson  
Program Director.....Paul Hughes  
Publicity Director.....Paul Buenning  
Chief Engineer.....Bernard Tullius

## POLICIES

Accepts beer advertising.  
Maintains complete merchandising service.

## REPRESENTATIVE

Joseph Hershey McGillvra

# W K Y

OKLAHOMA CITY—EST. 1920

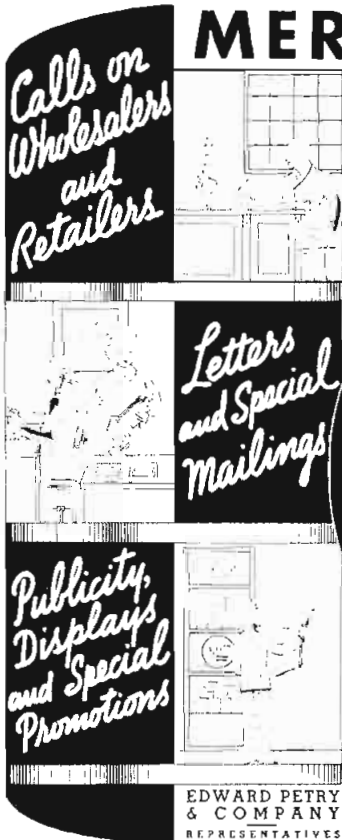
NATIONAL BROADCASTING COMPANY

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Oklahoma Pub. Co. OPERATED BY: WKY Radiophone Co. BUSINESS ADDRESS: Skirvin Tower. PHONE: 3-4306—5-4406. STUDIO ADDRESS: Skirvin Tower. TRANSMITTER LOCATION: Nine miles out on highway No. 66. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: The Daily Oklahoman, Oklahoma City Times. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Supplementary Library. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....E. K. Gaylor  
General Manager.....Edgar T. Bell  
Station Manager.....Gayle V. Grubb  
Commercial Manager.....R. E. Chapman  
Chief Announcer.....Perry Ward  
Special Events Director.....John C. Shafer  
Musical Director.....Allan Clark  
Chief Engineer.....Earl C. Hull

# A Record in MAIL PULL and MERCHANDISING



One of America's biggest buyers of spot broadcasting included KVOO on a list of 55 leading stations, using a 15-minute daytime script show, five days weekly. An offer was made, requiring the mailing of a carton front. Here is what the agency Account Executive said about KVOO's merchandising activity and subsequent report:

"I do not know when I have seen a more complete and comprehensive presentation of merchandising co-operation . . .

"... in so proudly displaying your co-operative material, it was presented as a model of its kind.

"... present returns on the offer show KVOO in third place on the basis of actual numerical returns. While your merchandising co-operation has always been excellent, perhaps this outstanding effort has something to do with the ranking."

This is but one of many letters from satisfied advertisers on KVOO. With the most power, the greatest audience and full-time service from both (choice of) N.B.C. networks, the logical buy in Oklahoma is KVOO, in Tulsa, the Oil Capital of the World.

## KVOO

25,000 WATTS  
BOTH N. B. C.  
NETWORKS

## TULSA



## POLICIES

No liquor advertising. No crystal gazers. Rigid censorship on medicinal advertising.

Special merchandising and exploitation includes: sixty-inch display advertisements each Saturday and Sunday in the Oklahoma City Times and Sunday Oklahoman—Daily column of radio schedule in Oklahoman and Times—Publicity and radio column in Oklahoma Farmer-Stockman—Stories in Oklahoman Retail Times.

## REPRESENTATIVE

The Katz Agency

# K H B G

"OKMULGEE, THE SHOPPING CENTER OF EASTERN OKLAHOMA"

OKMULGEE—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Okmulgee Broadcasting Corp. OPERATED BY: Okmulgee Broadcasting Corp. BUSINESS ADDRESS: Parkinson Hotel. PHONE: 3646. STUDIO ADDRESS: Parkinson Hotel. TRANSMITTER LOCATION: 20th and S. Okmulgee Sts. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....Harry B. Greaves  
Secretary-Treasurer & General Manager.....T. R. Putnam  
Program Director.....D. W. Hosington  
Musical Director.....Vella Jean Buchanan  
Chief Engineer.....A. F. Schultz

## POLICIES

Accepts beer and wine accounts only as per state law.

Merchandising: Station furnishes dealer tie-ins on advertising accounts. Service includes direct mail follow-up on all national accounts, personal visits to retail outlets handling products advertised over station.

# W B B Z

PONCA CITY—EST. 1928

MBS—OKLAHOMA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Estate of C. L. Carrell. OPERATED BY: Same. BUSINESS ADDRESS: 615 West Grand Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ponca City. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Managing Director .....A. L. Carrell

## POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Station furnishes merchandising facilities.

## REPRESENTATIVE

Joseph Hershey McGillvra

# K G F F

"THE MORNING NEWS-EVENING STAR STATION"

SHAWNEE—EST. 1927

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: KGFF Broadcasting Co., Inc. OPERATED BY: KGFF Broadcasting Co., Inc. BUSINESS ADDRESS: Aldridge Hotel. PHONE: 4390. STUDIO ADDRESS: Aldridge Hotel. TRANSMITTER LOCATION: Shawnee Country Club. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Shawnee Morning News, Shawnee Evening Star, Stauffer Publications, Inc. NEWS SERVICES: United Press, Associated Press (Non-Commercial). TRANSCRIPTION SERVICES: Titan.

## Personnel

President.....Oscar Stauffer  
Vice-President.....Ross Porter  
General Manager.....Joseph W. Lee  
Commercial Manager.....Joseph W. Lee  
Chief Announcer.....Frank Jackson  
Sales Manager.....Ross Porter  
Publicity Director.....Maxine Eddy  
Chief Engineer.....John Molloy

## POLICIES

Beer accounts acceptable. Foreign language acceptable but audience negligible. All programs must be in good taste.

Sales staff capable of window display work. Local dealer contacts made and report made to client of dealer's opinion. Newspaper tie-up considered valuable in this respect.

## REPRESENTATIVE

Joseph Hershey McGillvra

# K O M E

"KOVERS OKLAHOMA'S MAGIC EMPIRE"

TULSA—EST. 1938

MUTUAL BROADCASTING SYSTEM—OKLAHOMA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Harry Schwartz. OPERATED BY: Harry Schwartz. BUSINESS ADDRESS: Radio Bldg., 910 S. Boston. PHONE: 3-4121. STUDIO ADDRESS: Radio Bldg.; Berryhill Bldg., Sapulpa. PHONE: 462. TRANSMITTER LOCATION: 3904 S. Newport, Tulsa. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....Harry Schwartz  
Vice President-General  
Manager.....Glenn Condon

Vice President-Commercial  
 Manager ..... Harold Grimes  
 Program Director... R. H. Latting  
 Musical Director... Dorothy Doan  
 Continuity Chief... James Fuson  
 Manager of Sapulpa Studio... Jimmie Wilson  
 Chief Engineer... James F. Manship

**POLICIES**

No liquor advertising.

**REPRESENTATIVE**

Joseph Hershey McGillvra

**KTUL**

"THIS IS YOUR FRIENDLY COLUMBIA STATION IN TULSA"

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: J. T. Griffin. OPERATED BY: Tulsa Broadcasting Co., Inc. BUSINESS ADDRESS: 320 S. Boston St. PHONE: 4-8188. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 5 miles north on Lewis Ave. TIME ON THE AIR: (daily) 6:30 A.M. to 12:15 A.M.; (Saturday) 6:30 A.M. to 12:30 A.M.; (Sunday) 7:00 A.M. to 12:15 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

**5000 WATTS DAY**

**1000 WATTS NIGHT**

**KTUL**

TULSA, OKLAHOMA

... If Your Story is Well Told  
 ... Your Product is Quickly Sold

NEW TRANSMITTER  
 NEW VERTICAL RADIATOR

Wm. C. Gillespie  
 Station Manager, KTUL  
 320 S Boston St., Tulsa, Oklahoma

**Personnel**

President.....J. T. Griffin  
 Vice President-General  
 Manager.....Wm. C. Gillespie  
 Director of Advertising.....Lawson Taylor  
 Program Director.....Vic Rugh  
 Continuity Chief.....Ray Sollars  
 Local Sales Manager..... Lawson Taylor  
 Promotion & Publicity  
 Director .....John Esau  
 Chief Engineer.....Nathan Wilcox

**POLICIES**

Accepts beer accounts only. No sizeable foreign population for foreign language programs. Policies subscribed to are those outlined by the NAB and CBS. All copy must meet restrictions imposed by public taste before accepted.

Complete merchandising facilities in every phase of product and program promotion. Merchandising and exploitation includes: letters to dealers; posters distributed; special plugs on the air; newspaper publicity, and surveys conducted.

**REPRESENTATIVE**

Free & Peters, Inc.

**KVOO**

"THE MOST POWERFUL STATION BETWEEN ST. LOUIS, DALLAS AND DENVER"

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1140 Kc. POWER: 25,000 Watts. OWNED BY: Southwestern Sales Corp. OPERATED BY: Southwestern Sales Corp. BUSINESS ADDRESS: Tulsa. PHONE: 2-2254. STUDIO ADDRESS: Philltower. TRANSMITTER LOCATION: 11 miles east of Tulsa, Highway 66. TIME ON THE AIR: Unlimited Schedule. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....P. Q. Procter  
 Vice President-General  
 Manager.....William B. Way  
 Commercial Manager.....Willard Egolf  
 Production Manager.....Norvell Slater  
 Station Manager.....William B. Way  
 Publicity Director.....Ken Miller  
 Chief Engineer.....L. W. Stinson

**POLICIES**

Beer advertising accepted. Maintains merchandising department with standard services which include calls on wholesalers and retailers, form letters and mailings to the trade, publicity in newspapers, display cabinet, photograph boards, etc.

**REPRESENTATIVE**

Edward Pety & Company  
 (See Page 348)

# OREGON

Population 1,027,000

Number of Families 299,000

Number of Radio Homes 285,400

Retail Sales \$335,851,000

Auto Registrations 299,423

## K A S T

"VOICE OF LOWER COLUMBIA"

ASTORIA—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts (C. P., 250 watts, d.; 100 watts, n.). OWNED BY: Astoria Broadcasting Co. OPERATED BY: Astoria Broadcasting Co. BUSINESS ADDRESS: Hotel Astoria. PHONE: 95. STUDIO ADDRESS: Hotel Astoria. TRANSMITTER LOCATION: Hotel Astoria. TIME ON THE AIR: 7:00 A.M. to sunset. NEWSPAPER AFFILIATION: Astorian-Budget. NEWS SERVICES: Famous Dorana, World Broadcasting System.

### Personnel

President.....M. R. Chessman  
Station Manager.....James C. Wallace  
Commercial Manager.....Frank E. Marrion  
Musical Director.....Sylvia Chandler  
Chief Engineer.....Lawrence King

### POLICIES

As per Oregon state law—No liquor advertising on radio. Accepts foreign language programs.

Gives merchandising cooperation and assistance to all advertisers.

### REPRESENTATIVES

Cox & Tanz and Walter Biddick

## K B K R \*

BAKER—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Louis P. Thornton. OPERATED BY: Same. BUSINESS ADDRESS: Baker. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Baker. TIME ON THE AIR: Full Time License.

\* Station was licensed to operate under a C. P. and no further information was available at time of going to press.

## K B N D

"COVERING THE VAST CENTRAL OREGON MARKET"

BEND—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: The Bend Bul-

letin. OPERATED BY: The Bend Bulletin. BUSINESS ADDRESS: The Pilot Butte Inn. PHONE: 848. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: The Bend Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

General Manager.....Robert W. Sawyer  
Commercial Manager.....Chet Wheeler  
Chief Technician.....Stanton Bennett

### POLICIES

Station furnishes complete merchandising facilities.

## K O A C

CORVALLIS—EST. 1922

FREQUENCY: 550 Kc. POWER: 1000 watts. OWNED BY: Oregon State Agricultural College. OPERATED BY: Oregon State Agricultural College. BUSINESS ADDRESS: Corvallis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9:00 A.M. to 9:00 P.M.

### Personnel

Director.....Luke L. Roberts  
Chief Engineer.....Grant S. Feikert

### POLICIES

Station does not sell time.

Program and talent are planned and developed by experienced full-time radio workers who are drawn from state educational institutions.

## K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM  
FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Eugene Broadcast Station. OPERATED BY: Eugene Broadcast Station. BUSINESS ADDRESS: 731 Willamette St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eugene. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 10:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

General Manager.....Frank L. Hill  
Station Manager.....Glenn McCormick  
Chief Engineer.....Harold Gander

### POLICIES

Advertising of alcoholic beverages accepted in programs of fifteen minutes or over.

### REPRESENTATIVE

John Blair & Co.

## K F J I

KLAMATH FALLS—EST. 1928

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KFJI Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Willard Hotel Bldg. PHONE: 2125. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor.

### Personnel

President.....J. A. Kincaid  
Station & Commercial Manager..Geo. Kincaid  
Chief Announcer.....Jack Keating  
Sales Manager.....M. E. Dunn  
Chief Engineer.....Joe Carroll

### REPRESENTATIVE

Cox & Tanz

## K L B M

LA GRANDE—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harold M. Finlay and Mrs. Eloise Finlay. OPERATED BY: Harold M. Finlay. BUSINESS ADDRESS: La Grande. PHONE: 220. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near La Grande. TIME ON THE AIR: Full Time License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Manager.....H. M. Finlay

## K O O S

"SOUTHWESTERN OREGON STATION"  
"THE VOICE OF COOS BAY"

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KOOS, Inc. OPERATED BY: KOOS, Inc. BUSINESS ADDRESS: Hall Bldg. PHONE: 432, 433. STUDIO ADDRESS: Hall Bldg. TRANSMITTER LOCATION: Hall Bldg. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. (PST). NEWSPAPER AFFILIATIONS: Coos Bay Times. NEWS SERVICE: United Press.

### Personnel

President.....Sheldon F. Sackett  
Station Manager.....J. B. Toles  
Commercial Manager.....Ben E. Stone  
Chief Announcer.....Chester Wheeler  
Program Director.....Roger Spough  
Chief Engineer.....Paul Spargo

### POLICIES

No hard liquor, wines or beer during certain hours. All such advertising subject to strict regulation and restrictions and station approval.

Renders reasonable merchandising cooperation at all times and will contact merchants in immediate vicinity in Marshfield and North Bend without cost to the advertiser.

### REPRESENTATIVE

Walter Biddick (Pacific Coast)

## K M E D

MEDFORD—EST. 1926

NATIONAL BROADCASTING CO.

(RED OR BLUE)

FREQUENCY: 1410 Kc. POWER: 250 Watts. OWNED BY: Mrs. W. J. Virgin. OPERATED BY: Mrs. W. J. Virgin. BUSINESS ADDRESS: Sparta Bldg., Main and Riverside. PHONE: 305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ross Lane. TIME ON THE AIR: Full Time License (95 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Commercial Manager.....L. P. Bishop  
Sales Manager.....A. A. Adler  
Program Director.....Raymond Scott  
Traffic Manager.....Gladys La Marr  
Chief Engineer.....D. H. Rees

### POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Station provides pre-publicity for all new programs and cooperates with national and regional advertisers in opening up new retail accounts.

### REPRESENTATIVE

Free and Peters

## K A L E

PORTLAND—EST. 1924

MUTUAL-DON LEE BROADCASTING SYSTEM  
PACIFIC BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: KALE, Inc. OPERATED BY: Same. BUSINESS ADDRESS: New Heathman Hotel. PHONE: At. 7209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Weatherly Bldg. TIME ON THE AIR: 6:15 A.M. to 12:15 A.M. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: International News Service. MAINTAINS ARTISTS BUR-

EAU. TRANSCRIPTION SERVICES: NAB Library, Lang-Worth, World Broadcasting System, and Associated Music.

**Personnel**

President.....C. Roy Hunt  
 Vice-President.....S. R. Winch  
 Secretary-Treasurer.....C. W. Meyers  
 Station Manager.....Ted Kooreman  
 Sales Manager.....Charles Couche  
 Program Director.....Johnnie Walker  
 Publicity Director.....Lester Halpin  
 Chief Engineer.....Louis Bookwalter

**POLICIES**

Advertising of alcoholic beverages not accepted. No foreign language accounts excepts those of a religious nature. No medical programs.

Merchandising: Monthly merchandising publication "Radio Advertiser" sent to 4000 retailers in market area. Commercial programs publicized in each issue.

**REPRESENTATIVE**

Free & Peters, Inc.

**K B P S**

**PORTLAND—EST. 1923**

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Student Body Benson Polytechnic School. OPERATED BY: Same. BUSINESS ADDRESS: 546 N. E. 12th Ave. PHONE: EA 8131-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 12:30—3:00 to 5:00 P.M. (each school day).

**Personnel**

Station Manager & Chief  
 Engineer.....William Allingham  
 Chief Announcer.....R. T. Stephens

**POLICIES**

Non-commercial outlet.

**K E X**

**PORTLAND—EST. 1926**

NBC (Blue Network)—NORTHWEST TRIANGLE  
 FREQUENCY: 1180 Kc. POWER: 5000 Watts. OWNED BY: Oregonian Pub. Co. (Lessee). OPERATED BY: Oregonian Pub. Co. BUSINESS ADDRESS: The Oregonian Bldg., 6th and Alder Sts. PHONE: Atwater 2121. STUDIO ADDRESS: 801 Oregonian Bldg. TRANSMITTER LOCATION: North Portland. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Oregonian. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Station Manager.....W. Carey Jennings  
 Sales Manager.....Paul Connet  
 Traffic Manager.....Ralph Greer  
 Publicity Director.....H. Q. Cox  
 Program Director.....Barney Miller  
 Chief Engineer.....Harold Singleton

**POLICIES**

Advertising of alcoholic beverages not accepted, excepting beer and wine after 10:00 P.M. with the omission of Sunday. Medicinal accounts subject to approval of station management. No foreign language programs accepted.

A limited amount of merchandising cooperation—monthly merchandising paper, and usual station promotion.

**REPRESENTATIVE**

Edward Petry & Co., Inc.

**K G W**

"WHEN YOU THINK RADIO, THINK KGW"

**PORTLAND—EST. 1922**

NBC (Red Network)—NORTHWEST TRIANGLE  
 FREQUENCY: 620 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Oregonian Pub. Co. OPERATED BY: Oregonian Pub. Co. BUSINESS ADDRESS: The Oregonian Bldg., 6th & Alder Sts. PHONE: Atwater 2121. STUDIO ADDRESS: 801 Oregonian Bldg. TRANSMITTER LOCATION: North Portland. TIME ON THE AIR: (daily) 7:00 A.M. to midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Oregonian. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Station Manager.....W. Carey Jennings  
 Sales Manager.....Paul Connet  
 Traffic Manager.....Ralph Greer  
 Publicity Director.....H. Q. Cox  
 Program Director.....Barney Miller  
 Chief Engineer.....Harold Singleton

**POLICIES**

No alcoholic beverages before 10:00 P.M. Medicinal accounts subject to approval of station management. No foreign language programs accepted.

A limited amount of merchandising cooperation—monthly merchandising paper, and usual station promotion.

**REPRESENTATIVE**

Edward Petry & Co., Inc.

**K O I N**

**PORTLAND—EST. 1925**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 940 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KOIN, Inc. OPERATED BY: KOIN, Inc. BUSINESS ADDRESS: New Heathman Hotel. PHONE: Atwater 3333. STUDIO ADDRESS: New Heathman Hotel. TRANSMITTER LOCATION: Sylvan. TIME ON THE AIR: 6:30 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: The Oregon Journal. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: Associated Music Publishers, World Program

Library, Standard Radio, Lang-Worth Public Domain, NAB Library.

**Personnel**

President.....C. W. Myers  
Station Manager.....C. Roy Hunt  
Promotion Manager.....C. E. Couche  
Artists' Bureau Head.....Johnnie Walker  
Chief Announcer.....Stanley Church  
Sales Manager.....C. E. Couche  
Publicity Director.....Lester Halpin  
Musical Director.....Joseph Sampietro  
Technical Director.....Louis Bookwaller

**POLICIES**

No advertising of alcoholic beverages accepted. No medical advertising or foreign language accounts accepted.

Monthly merchandising publication, "The Radio Advertiser," mailed to 4,000 retailers in primary coverage area. All network and national spot programs receive publicity in every issue.

**REPRESENTATIVE**

Free & Peters, Inc.  
World Broadcasting System

**K W J J**

"THE VOICE FROM BROADWAY,  
OREGON'S LARGEST INDEPENDENT  
STATION"

**PORTLAND—EST. 1927**

FREQUENCY: 1040 Kc. POWER: 500 Watts.  
OWNED BY: KWJJ Broadcasting Co., Inc. OPERATED BY: KWJJ Broadcasting Co., Inc. BUSINESS ADDRESS: 622 S. W. Salmon St. PHONE: Atwater 4393-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oaks Park. TIME ON THE AIR: 6:00 A.M. to local sunset —9:00 P.M. to 3:00 A.M. NEWS SERVICE: International News Service.

**Personnel**

President.....Wilbur J. Jerman  
Secretary-Treasurer & General  
Manager.....John C. Egan  
Commercial Manager.....L. D. Henderson  
Chief Engineer.....W. J. Jerman

**POLICIES**

Accepts only beers and wines liquor accounts. Also accepts foreign language programs.

**K X L**

**PORTLAND—EST. 1926**

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KXL Broadcasters. OPERATED BY: Same. BUSINESS ADDRESS: KXL Bldg. PHONE: Broadway 6451. STUDIO ADDRESS: KXL Bldg. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press.

**Personnel**

President and General  
Manager.....T. W. Symons, Jr.  
Chief Engineer.....Ralph Mifflin

**POLICIES**

No foreign language accounts accepted. Merchandising service at cost.

**REPRESENTATIVE**

Gene Furgason & Co.

**K R N R**

"VOICE OF UMPQUA VALLEY"

**ROSEBURG—EST. 1935**

MUTUAL—DON LEE

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: News Review Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Umpqua. PHONE: No. 4. STUDIO ADDRESS: Hotel Umpqua. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (unlimited license). NEWSPAPER AFFILIATION: Roseburg News Review. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: Titan.

**Personnel**

General Manager.....M. H. Pengra

**POLICIES**

No advertising of beer and wine accepted. No foreign population. Station reserves censorship right, in interests of decency and entertainment value.

Full merchandising service thru station merchandising department.

**REPRESENTATIVE**

John Blair & Co.

**K S L M**

**SALEM—EST. 1934**

MBS-DON LEE BROADCASTING SYSTEM  
PACIFIC BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 100 watts (C. P. 500 watts on 1360 Kc.). OWNED BY: Oregon Radio, Inc. OPERATED BY: Oregon Radio, Inc. BUSINESS ADDRESS: 343 Court St. PHONE: 6131. STUDIO ADDRESS: 343 Court St. TRANSMITTER LOCATION: half mile from city limits. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Morning Statesman. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....H. B. Read  
Commercial Manager.....H. B. Read  
Artists' Bureau Head.....Dwight Hoxie  
Chief Announcer.....Dwight Hoxie  
Station Manager.....H. B. Read  
Publicity Director.....Clarice Kolbe  
Musical Director.....Herbert Johnston  
Chief Engineer.....Clyde Werzart

**POLICIES**

No liquor, beer or wine until afternoon. No foreign language shows; not considered enjoyable to general audience.

# PENNSYLVANIA

Population 10,176,000

Number of Families 2,452,000

Number of Radio Homes 2,206,400

Retail Sales \$2,490,910,000

Auto Registrations 1,750,510

## W C B A - W S A N

ALLENTOWN—EST. 1923

NBC (Red and Blue)  
QUAKER NETWORK—PENNSYLVANIA  
NETWORK

FREQUENCY: 1440 Kc. POWER: 500 Watts.  
OWNED BY: WSAN, Inc. OPERATED BY:  
B. Bryan Musselman. BUSINESS ADDRESS:  
39 N. 10th St. PHONE: 9511-6736. STUDIO  
ADDRESS: 39 N. 10th St. TRANSMITTER LO-  
CATION: North 7th St. Highway. TIME ON  
THE AIR: 7:30 A.M. to midnight. NEWSPAPER  
AFFILIATIONS: Chronicle and News, Allen-  
town Morning Call. NEWS SERVICE: United  
Press. MAINTAINS ARTISTS' BUREAU.  
TRANSCRIPTION SERVICE: World Broadcast-  
ing System.

### Personnel

President.....J. C. Shumberger  
General Manager.....B. Bryan Musselman  
Artists' Bureau Head.....George Y. Snyder  
Chief Announcer.....John T. Van Sant  
Publicity Director.....Charles R. Petrie  
Musical Director.....George Y. Snyder  
Chief Engineer.....Wm. A. McCutcheon

### POLICIES

Advertising of alcoholic beverages accepted,  
but liquor programs must be at least 15 mi-  
nutes in length and not permitted before 7:00  
P.M.

On all political broadcasts the "Class A"  
rates apply. Less than 15 minutes not sold  
and no discounts apply. Copy must be fur-  
nished in advance of broadcast.

Maintains a merchandising service.

### REPRESENTATIVE

Gene Furgason & Co.

## W F B G

"THE ORIGINAL GATEWAY TO THE WEST"

ALTOONA—EST. 1924

QUAKER NETWORK  
PENNSYLVANIA STATE NETWORK

FREQUENCY: 1310 Kc. POWER 100 Watts  
OWNED BY: The William F. Gable Co. OP-  
ERATED BY: The Gable Broadcasting Co. BUSI-  
NESS ADDRESS: 1320 Eleventh Ave. PHONE:

6467. STUDIO ADDRESS: Gable Arcade  
Bldg. TRANSMITTER LOCATION: Same.  
TIME ON THE AIR: 7:00 A.M. to 12:00 mid-  
night. NEWS SERVICE: International News  
Service. TRANSCRIPTION SERVICE: World  
Broadcasting System.

### Personnel

Managing Director.....Roy Thompson  
Chief Engineer.....James E. Moffat

Note: Commercial department is directed by  
the Managing Director.

### POLICIES

No special program policies.

### REPRESENTATIVES

Cox & Tanz

## W E S T

EASTON—EST. 1936

MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 Watts,  
d.; 100 Watts, n. OWNED BY: Associated  
Broadcasters, Inc. OPERATED BY: Associated  
Broadcasters, Inc. BUSINESS ADDRESS: 516  
Northampton St. PHONE: 8001. STUDIO AD-  
DRESS: 516 Northampton St. TRANSMITTER  
LOCATION: Williams Township. TIME ON  
THE AIR: 7:30 A.M. to 11:30 P.M. NEWS  
SERVICE: Transradio Press. TRANSCRIP-  
TION SERVICE: NBC Thesaurus, Lang-Worth.

### Personnel

President.....Clair R. McCollough  
Station & Commercial  
Manager.....Walter Kirkwood  
Program Manager.....Wilbert Markle  
Publicity Director.....Richard West  
Chief Engineer.....J. E. Mathiot

### POLICIES

No special stated policies.

Station maintains service facilities which in-  
clude calls on trade, newspaper publicity, let-  
ters to trade, assistance to advertiser's sales-  
men.

### REPRESENTATIVE

Paul H. Raymer Co.

# WLEU

"YOUR RADIO STATION"

ERIE—EST. 1935

NBC—(BLUE)

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WLEU Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 12th & State Sts. PHONE: 22-129. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 midnight; (Sunday) 10:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

General Manager... V. Hamilton Weir  
Chief Announcer... James O'Shea  
Program Director... James Hamilton  
Musical Director... Anthony Conti  
Chief Engineer... Harold Roess

## POLICIES

Foreign language accounts broadcast on Sundays only at present.

Merchandising: Exploitations of commercial programs via radio only; other forms of merchandising at extra cost.

# WLEU

NBC BLUE

*Acceptably serving this rich industrial and agricultural area*

ERIE



PENNA.

*For complete data write*

**V. HAMILTON-WEIR**

P. O. Box 95, Erie, Pa.



# WIBG

"YOUR FRIENDLY STATION"

GLENSIDE—EST. 1924

FREQUENCY: 970 Kc. POWER: 100 watts. OWNED BY: Seaboard Radio Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Corner Mt. Carmel Ave. & Easton Rd. PHONE: Ogontz 3100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elkins Park. TIME ON THE AIR: 7:00 A.M. to local sunset (E.S.T.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President and General Manager... Joseph M. Nassau  
Commercial Manager... Edward T. Clery  
Program Director... Douglas Arthur  
Chief Engineer... John H. Henninger

## POLICIES

No liquor advertising accepted.

# WHJB

GREENSBURG—EST. 1933

FREQUENCY: 620 Kc. POWER: 250 Watts. OWNED BY: Pittsburgh Radio Supply Co. OPERATED BY: Pittsburgh Radio Supply Co. BUSINESS ADDRESS: 128 Pennsylvania Ave. PHONE: 3740. STUDIO ADDRESS 128 Pennsylvania Ave. TRANSMITTER LOCATION: 128 Pennsylvania Ave. TIME ON THE AIR: 7:00 A.M. to local sunset.

## Personnel

President... H. J. Brennen  
Commercial Manager... R. M. Thompson  
Chief Announcer... Lew Clawson  
Station Manager... Roy H. Verret  
Chief Engineer... Walter McCoy

## POLICIES

Advertising of alcoholic beverages excepting beer not accepted. All contracts are subject to station owner's approval and government regulations. All material must conform to the standards of the station which reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

## REPRESENTATIVE

Gene Furgason & Co.

# WSAJ

GROVE CITY

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Grove City College. OPERATED BY: Grove City College. BUSINESS ADDRESS: Grove City. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified Hours.

## Personnel

Director... H. W. Harmon



## POLICIES

Station does not sell time.

# WHP

**HARRISBURG—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. (C.P. 5000 watts, d.; 1000 watts, n.) OWNED BY: WHP, Inc. OPERATED BY: WHP, Inc. BUSINESS ADDRESS: Telegraph Bldg. PHONE: 4-3211. STUDIO ADDRESS: Telegraph Bldg. TRANSMITTER LOCATION: 4 miles east of Harrisburg on new Harrisburg-Hershey Highway. TIME ON THE AIR: (daily) 7:30 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. NEWSPAPER AFFILIATION: The Harrisburg Telegraph. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....E. J. Stackpole, Jr.  
Station Manager.....A. K. Redmond  
Production Director.....E. K. Smith  
Sales Director.....C. L. Bailey  
Publicity Director.....Dick Redmond  
Chief Engineer.....R. S. Duncan

## POLICIES

No foreign language programs. Liquor advertising accepted only after 11 p.m. Beer and light wines advertising accepted any time. Only medical advertising which meets with the requirements of Pennsylvania Health Dept.

Direct mail to introduce program series before starting date. Show card service, and theater tie-in, both screen and lobby. Most important—items in the radio section of the Harrisburg Telegraph "Watts In The Air." (Daily.) Also spot announcements to introduce program.

# WKBO

**HARRISBURG—EST. 1927**

**PENNSYLVANIA NETWORK  
QUAKER NETWORK**

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Telegraph Press. OPERATED BY: Keystone Broadcasting Corp. BUSINESS ADDRESS: 31 North Second St. PHONE: 4-0191-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third & Walnut Sts. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Harrisburg Telegraph. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

General Manager.....C. G. Moss  
Commercial Manager.....Geo. C. Smith  
Musical Director.....Clyde Moser  
Chief Engineer.....Charles Myers

# WAZL

"VOICE OF THE ANTHRACITE  
COAL REGION"

**HAZELTON—EST. 1932**

**MASON-DIXON GROUP**

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Hazelton Broadcasting Service, Inc. OPERATED BY: Hazelton Broadcasting Service, Inc. BUSINESS ADDRESS: 708 Hazelton National Bank Bldg. PHONE: 1488. STUDIO ADDRESS: 708 Hazelton National Bank Bldg. TRANSMITTER LOCATION: Hazelton National Bank Bldg. TIME ON THE AIR: 9:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth.

### Personnel

President.....C. R. McCollough  
Station Manager.....V. C. Diehm  
Program Manager.....Edward Beisel  
Publicity Director.....T. A. Tito  
Chief Engineer.....J. E. Mathiot

## POLICIES

No stated special policies.

## REPRESENTATIVE

Paul H. Raymer Company

# WJAC

**JOHNSTOWN—EST. 1925**

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WJAC, Inc. OPERATED BY: WJAC, Inc. BUSINESS ADDRESS: Tribune Annex, Locust St. PHONE: 113. STUDIO ADDRESS: Tribune Annex, Locust St. TRANSMITTER LOCATION: Tribune Bldg., Locust St. TIME ON THE AIR: Shares time with WFBG. NEWSPAPER AFFILIATIONS: The Johnstown Tribune, The Johnstown Democrat. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....Walter W. Krebs  
Station Manager.....J. C. Tully  
Chief Engineer.....A. J. Reid

# WGAL

**LANCASTER—EST. 1922**

**INTERCITY—MASON-DIXON GROUP**

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WGAL, Inc. OPERATED BY: WGAL, Inc. BUSINESS ADDRESS: 8 West King St. PHONE: 5252. STUDIO ADDRESS: 8 West King St. TRANSMITTER LOCATION: 8 West King St. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

President.....J. E. Mathiot

Vice-President.....C. R. McCollough  
Station and Commercial

Manager.....Walter Miller  
Program Manager.....Ernest Stanzola  
Publicity Director.....Paul Rodenhauer  
Chief Engineer.....J. E. Mathiot

### POLICIES

No stated special policies.

### REPRESENTATIVE

Paul H. Raymer Company

# W K S T

"FRIENDLY STATION OF WESTERN  
PENNSYLVANIA"

NEW CASTLE—EST. 1938

TRI-CITY NETWORK

FREQUENCY: 1250 Kc. POWER: 250 watts.  
OWNED BY: Keystone Broadcasting Co. OP-  
ERATED BY: Keystone Broadcasting Co.  
BUSINESS ADDRESS: Cathedral Bldg. PHONE:  
5050-5051. STUDIO ADDRESS: Cathedral  
Bldg.; Ellwood Furniture Co., Ellwood City.  
PHONE: 77; Library Bldg., Westminster Col-  
lege, New Wilmington. PHONE: 100. TRANS-  
MITTER LOCATION: Old Pittsburgh and  
Savannah Center Roads. TIME ON THE AIR:  
7:00 A.M. to local sunset; Sunday, 8:00 A.M.  
to local sunset. NEWS SERVICE: International  
News Service, Christian Science Monitor.  
TRANSCRIPTION SERVICE: NBC Thesaurus.  
MAINTAINS ARTISTS' BUREAU.

# WDAS

PHILADELPHIA

Doing a  
**BIG JOB** in a  
**BIG MARKET**

PHILADELPHIA'S ONLY INDEPENDENT  
FULL TIME STATION

## Personnel

President & General  
Manager.....S. W. Townsend  
Vice-President & Commercial  
Manager.....H. S. Kirk  
Treasurer.....Fred W. Danner  
Secretary & Station  
Manager.....A. W. Graham  
Chief Announcer-Continuity  
Director.....J. Leonard Taylor

### POLICIES

Beer, wine and hard liquor advertising not  
accepted. All copy must conform to station  
standards, Federal, State and FCC rules and  
regulations.

Merchandising facilities are available on  
request and at cost to sponsor.

# K Y W

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 1020 Kc. POWER: 10,000  
Watts. OWNED BY: Westinghouse Electric  
& Mfg. Co. OPERATED BY: Same. Pro-  
grammed by National Broadcasting Co. BUSI-  
NESS ADDRESS: 1619 Walnut St. PHONE:  
Locust 3760. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: RFD No. 4, Nor-  
ristown. TIME ON THE AIR: 6:59 A.M. to  
1:00 A.M. NEWS SERVICE: United Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....George H. Bucher  
Station Manager.....Leslie Joy  
Program Manager.....James P. Begley  
Sales Prom.-Advertising Manager  
L. B. Beeuwkes  
Sales Manager.....John S. K. Hammann  
Publicity Director.....J. A. Aull  
Plant Manager.....E. H. Gager  
Auditor-Personnel  
Manager.....J. F. M. Proulx

### POLICIES

Beer permissible. Policies of the National  
Broadcasting Company otherwise.

Station offers, upon request of the adver-  
tiser, suggestions for tying in the product lo-  
cally with the radio broadcast by means of  
offers, direct-mail, newspapers and billboards.

### REPRESENTATIVE

National Broadcasting Co.

# W C A U

PHILADELPHIA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1170 Kc. POWER: 50,000  
watts. OWNED BY: WCAU Broadcasting Co.  
OPERATED BY: WCAU Broadcasting Co.  
BUSINESS ADDRESS: 1622 Chestnut St.

PHONE: Locust 7700. STUDIO ADDRESS: WCAU Bldg. TRANSMITTER LOCATION: Newtown Square. TIME ON THE AIR: 6:15 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 11:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President and Station  
 Manager.....Dr. Leon Levy  
 Sales & Commercial  
 Manager.....Robert A. Street  
 Director of Programs.....Stan Lee Broza  
 Publicity Director.....Kenneth W. Stowman  
 Musical Director.....Robert Golden  
 Chief Engineer.....John Leitch

### POLICIES

Neither hard liquor advertising or foreign language accounts are accepted by our station. Does accept advertising for light alcoholic beverages such as beer and wines.

Active publicity department that is in constant contact with all newspapers in our coverage area. Sales promotion department develops dealer co-operation, through tie-ins and supplies special premium and merchandising ideas.

### REPRESENTATIVE

Transamerican Broadcasting & Television Corp. (Chicago Only)  
 WCAU, 485 Madison Ave., N. Y. C.

## W D A S

"PHILADELPHIA'S ONLY INDEPENDENT FULL-TIME STATION"

### PHILADELPHIA—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WDAS Broadcasting Sta., Inc. OPERATED BY: WDAS Broadcasting Sta., Inc. BUSINESS ADDRESS: 1211 Chestnut St. PHONE: Locust 7400—Race 7474. STUDIO ADDRESS: 1211 Chestnut St. TRANSMITTER LOCATION: Woodside Park. TIME ON THE AIR: 7:00 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Langworth & Wentworth, NAB Library.

### Personnel

President.....Alexander W. Dannenbaum  
 Vice-President-General Manager...P. J. Stanton  
 Commercial Manager...A. W. Dannenbaum, Jr.  
 Advertising Manager.....Jerry Stone  
 Artists Bureau Head.....Harold Davis  
 Musical Director.....Joseph Schribeman  
 Chief Engineer.....Frank Unterberger

### POLICIES

Accepts liquor advertising. Regular programs in Italian, Jewish and Polish. (No foreign program permitted before 8:00 p.m.)

Advertising support in newspapers and radio papers; Station also co-operative with merchandising, and maintains an artist bureau, free to clients.

## WFIL

"PENNSYLVANIA'S STATION—WFIL IN PHILADELPHIA"

### PHILADELPHIA—EST. 1935

NATIONAL BROADCASTING CO. (BLUE)  
 MUTUAL—QUAKER NETWORK

FREQUENCY: 560 Kc. POWER: 1,000 Watts. OWNED BY: WFIL Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Widener Bldg. PHONE: Rit. 6900. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 63rd & Schuylkill River. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Library, Miller Tape Service.

### Personnel

President.....Samuel R. Rosenbaum  
 General Manager.....Roger Clipp  
 Assistant General  
 Manager.....Mrs. M. Schaefer  
 National Sales Manager...Murray Grabhorn  
 Local Sales Manager.....George Jaspert  
 Publicity Director.....Joseph T. Connolly  
 Sales Promotion Manager.....Jerry Moore  
 Musical Director.....Anthony Candelori  
 Chief Engineer.....Frank V. Becker  
 Program Director.....Margaret Schaefer

### POLICIES

Station accepts light wines and beer advertising; bans hard liquor. Will not accept foreign language. Only other restriction is that copy conform to standards of good public taste.

Merchandising; Local pioneer on establishment of merchandising bureau. Has swap time arrangements with two Phila. dailies and uses this display space to advertise commercial programs at no cost to sponsor. Also uses direct mail and exhibit form of merchandising.

### REPRESENTATIVE

Free & Peters Inc.

(See Page 360)

## W H A T

### PHILADELPHIA—EST. 1930

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Independence Broadcasting Co., Inc. OPERATED BY: Independence Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Philadelphia, 39th & Chestnut Sts. PHONE: Lombard 2390-1—Main 2000. STUDIO ADDRESS: Public Ledger Bldg., 7th & Chestnut Sts. TRANSMITTER LOCATION: Hotel Philadelphian. TIME ON THE AIR: Shares time—(45 hours weekly). NEWSPAPER AFFILIATION: Evening Public Ledger. TRANSCRIPTION SERVICE: NAB Library.

### Personnel

President-General  
 Manager.....W. Porter Ogelsby, Jr.

# COMPLETE COVERAGE OF THE PHILADELPHIA MARKET

Favorable Frequency Means  
Favorable Coverage—

*That Is Why WFIL on 560 Kc  
Covers the Greatest Population  
At Lowest Cost*

Here Is a Comparison of the Three Leading  
Stations in Philadelphia

<b>WFIL</b>	560 KC	Population	5,577,501
		Quarter Hour, Night	\$120
<b>WCAU</b>	1170 KC	Population	4,940,150
		Quarter Hour, Night	\$200
<b>KYW</b>	1020 KC	Population	3,658,638
		Quarter Hour, Night	\$176

To Cover Philadelphia Thoroughly  
At Lowest Cost—

*Specify*

NATIONAL  
BROADCASTING  
COMPANY

# WFIL

MUTUAL  
BROADCASTING  
SYSTEM

**Program & Production**

Manager ..... Milton Laughlin  
Chief Operator..... J. C. Geise

**POLICIES**

Does not accept liquor, dentists', or doctors' advertising, nor unpleasant copy. Carries Italian, German and Lithuanian language programs.

**WIP**

"PHILADELPHIA'S PIONEER VOICE"

**PHILADELPHIA—EST. 1922**

**INTERCITY**

FREQUENCY: 610 Kc. POWER: 1000 watts. OWNED BY: Gimbel Bros., Inc. OPERATED BY: Penna. Broadcasting Co. BUSINESS ADDRESS: 35 S. 9th St. PHONE: Walnut 6800. STUDIO ADDRESS: 35 S. 9th St. TRANSMITTER LOCATION: 2108 Spring Garden St. TIME ON THE AIR: 24 hours, daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

**President & Station**

Manager..... Benedict Gimbel, Jr.  
Secretary to President..... J. Jessie Kane  
Chief Announcer..... Edward Wallis  
Sales Manager..... Major Edward A. Davies  
Publicity Director..... Murray Arnold  
Musical Director..... Clarence Fuhrman  
Chief Engineer..... Clifford C. Harris  
Program Director..... James Allan  
Production Manager..... Edward Wallis

**POLICIES**

No foreign language programs accepted. Liquor advertising accepted after 8 p.m.

**REPRESENTATIVE**

John B. Woodward & Co.

**W P E N**

"PHILADELPHIA'S OWN STATION"

**PHILADELPHIA—EST. 1929**

(HOOK-UP WITH WOV, New York)

FREQUENCY: 920 Kc. POWER: 1000 Watts. OWNED BY: Wm. Penn Broadcasting Co. OPERATED BY: Wm. Penn Broadcasting Co. BUSINESS ADDRESS: 22nd and Walnut Sts. PHONE: Rittenhouse 4140. STUDIO ADDRESS: 22nd and Walnut Sts. TRANSMITTER LOCATION: 72nd & Vine Sts. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager..... H. Kizales  
Station & Commercial  
Manager..... Arthur Simon  
Program Director..... Thomas B. Smith  
Publicity Director..... Gil Babbitt  
Musical Director..... Joseph Fransoza  
Chief Engineer..... Charles Burtis

**POLICIES**

No liquor accounts accepted. Foreign language accounts solicited.

Merchandising: Station cooperates with accounts by mailing letters to local trade outlets regarding radio campaigns; by maintaining an active publicity department in constant contact with all newspapers in coverage area; by maintaining extensive merchandising bureau. Station has a space-swap with the Philadelphia Daily News.

**REPRESENTATIVE**

WOV, New York City

**W T E L**

**PHILADELPHIA—EST. 1925**

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Foulkrod Radio Engineering Co. OPERATED BY: Foulkrod Radio Engineering Co. BUSINESS ADDRESS: 4312-14 N. Broad St. PHONE: Gladstone 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rowlandville, Pa. TIME ON THE AIR: Shares Time with WHAT.

**Personnel**

President ..... Doug. Hibbs  
General Manager..... Henry N. Cocker

**K D K A**

**PITTSBURGH—EST. 1920**

**NBC (BLUE)**

FREQUENCY: 980 Kc. POWER: 50,000 watts. OWNED AND OPERATED BY: Westinghouse Electric & Mfg. Co. PROGRAMMED BY: National Broadcasting Co. BUSINESS ADDRESS: Grant Bldg. PHONE: Grant 4200. STUDIO ADDRESS: Grant Bldg. TRANSMITTER LOCATION: Saxonburg. TIME ON THE AIR: 6:45 A.M. to 1:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

**Personnel**

President..... G. H. Bucher  
Station Manager..... S. D. Gregory  
Artists Bureau Head..... E. J. Calahan  
Sales Manager..... W. E. Jackson  
Publicity Director..... Kay J. Barr  
Program Manager..... Derby Sproul  
Public Relations Director..... Clarence Pettit  
Promotion Manager..... Bill Beal  
Musical Director..... Maurice Spitalny  
Plant Manager..... J. E. Baudino

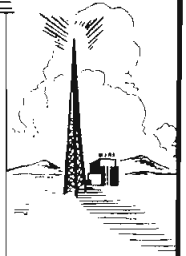
**POLICIES**

Same as National Broadcasting Co.

**REPRESENTATIVE**

National Broadcasting Co.

**KAUFMANN'S TRANSRADIO  
NEWS SHOW STARTS  
5<sup>TH</sup> CONSECUTIVE YEAR.—**



**WILKENS AMATEUR HOUR  
STARTS 4<sup>TH</sup> STRAIGHT YEAR**



Transradio News, sponsored by Kaufmann's, Pittsburgh's largest department store—15 minutes twice daily, 12:30 and 6:15—has started on its FIFTH consecutive year, 52 weeks a year.

**WJAS**

**HAS THE BIG  
"LOCAL" SHOWS  
IN PITTSBURGH!**

The Wilkens Amateur Hour, 3 to 4 Sunday, has started on its FOURTH consecutive year!

\* \* \*

WJAS has the well satisfied "local" advertisers, plus National Spot, plus Columbia network.

**BASIC COLUMBIA NETWORK**

WILLIAM G. RAMBEAU CO.

National Representatives

NEW YORK

CHICAGO

DETROIT

# K Q V

"VOICE OF PITTSBURGH"

PITTSBURGH—EST. 1919

FREQUENCY: 1380 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: KQV Broadcasting Co. OPERATED BY: KQV Broadcasting Co. BUSINESS ADDRESS: 1406 Chamber of Commerce Bldg. PHONE: Private Exchange, Grant 4860. STUDIO ADDRESS: 1406 Chamber of Commerce Bldg. TRANSMITTER LOCATION: 1475 Crane Road, Greentree Borough. TIME ON THE AIR: 7:00 A.M. to 12:30 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio Library, NAB Library.

## Personnel

President.....H. J. Brennen  
Station Manager.....John J. Laux  
Commercial & Advertising  
Manager.....R. M. Thompson  
Chief Announcer.....J. Herbert Angell  
Publicity Director.....Joe Vilella  
Chief Engineer.....Walter W. McCoy

## POLICIES

Accept beer and wines in announcement and program form anytime. Accept hard liquor only after 10:30 p.m. and in program form. Foreign language accounts accepted with some restrictions regarding amount of foreign speaking in program.

Cooperates with accounts by mailing station letters to local trade outlets regarding radio campaign. Other general cooperation.

## REPRESENTATIVE

William G. Rambeau Co.

# W C A E

PITTSBURGH—EST. 1922

NBC (RED) & MUTUAL

PENNSYLVANIA NETWORK  
QUAKER NETWORK

FREQUENCY: 1220 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WCAE, Inc. OPERATED BY: WCAE, Inc. BUSINESS ADDRESS: Hotel William Penn. PHONE: Atlantic 6900. STUDIO ADDRESS: Hotel William Penn. TRANSMITTER LOCATION: Agnew Road, Baldwin Township. TIME ON THE AIR: 7:00 A.M. to 1:30 A.M. NEWSPAPER AFFILIATION: Pittsburgh Sun-Telegraph. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President-General  
Manager.....Leonard Kapner  
Sales Manager.....Lester Lindow  
Publicity Director.....James F. Murray  
Musical Director.....Earl Truxell  
Chief Engineer.....James Schultz  
Program Manager.....R. Clifton Daniel

## POLICIES

No special merchandising facilities.

## REPRESENTATIVE

International Radio Sales

# W J A S

PITTSBURGH—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 411—7th Ave. PHONE: Grant 4860-1-2-3-4-5-6. STUDIO ADDRESS: 411—7th Ave. TRANSMITTER LOCATION: 1475 Crane Road, 20th Ward, Pittsburgh. TIME ON THE AIR: 7:30 a.m. to 12:30 a.m. NEWS SERVICES: United Press, Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, also cut own disks.

## Personnel

President & General  
Manager.....H. J. Brennen  
Commercial Manager...R. M. Thompson, Sr.  
Chief Announcer.....Beckley Smith  
Publicity Director.....M. Deverson  
Musical Director & Pgm. Mgr.....Jas. Hughes  
Chief Engineer.....W. W. McCoy

## POLICIES

No special merchandising features.

## REPRESENTATIVE

William G. Rambeau Co.

# W W S W

"PROMOTING PITTSBURGH  
INSTITUTIONS"

PITTSBURGH—EST. 1931  
QUAKER STATE

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Walker & Downing Radio Corp. OPERATED BY: Walker & Downing Radio Corp. BUSINESS ADDRESS: Hotel Keystone. PHONE: Grant 5200. TIME ON THE AIR: 7:30 a.m. to midnight. NEWSPAPER AFFILIATION: Pittsburgh Post Gazette. NEWS SERVICE: International News. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

## Personnel

President..... Paul Block  
 General Manager..... Frank R. Smith, Jr.  
 Chief Announcer..... Ray Schneider  
 Publicity Director..... H. B. Trautman  
 Musical Director..... Walter E. Sickles  
 Chief Engineer..... Ancil A. Lewis

## POLICIES

Hard liquor advertising carried with restrictions. Foreign language programs confined to period on Sunday from 9:30 a.m. to 2:30 p.m.

Merchandising service furnished when contract justifies effort.

## REPRESENTATIVE

Cox & Tanz

# W E E U

READING—EST. 1931

FREQUENCY: 830 Kc. POWER: 1000 Watts. OWNED BY: Berks Broadcasting Co. OPERATED BY: Berks Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7335. STUDIO ADDRESS: 533 Penn St., State Theatre and Reading Senior High School. TRANSMITTER LOCATION: Spring Township. TIME ON THE AIR: 8:00 A.M. to local sunset. TRANSCRIPTION SERVICE: Lang-Worth, NBC Thesaurus.

## Personnel

General Manager..... Clifford M. Chafey  
 Program Director..... Paul Breedy  
 Sales Manager..... W. A. Ripley

## POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Station maintains program, merchandising and public departments.

## REPRESENTATIVE

George P. Hollingbery Co.

# W R A W

READING—EST. 1921

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Reading Broadcasting Co. OPERATED BY: Reading Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7336. STUDIO ADDRESS: 533 Penn St. and State Theatre. TRANSMITTER LOCATION: Reading. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight.

## Personnel

President..... Clifford M. Chafey  
 Station Manager..... Raymond A. Gaul

## POLICIES

Advertising of alcoholic beverages accepted but liquor advertising permitted only after 10:30 P.M.

# W G B I

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Scranton Broadcasters, Inc. OPERATED BY: Scranton Broadcasters, Inc. BUSINESS ADDRESS: 1000 Wyoming Ave. PHONE: 6296-7. STUDIO ADDRESS: Administration Bldg. of International Correspondence Schools. TRANSMITTER LOCATION: Drinker Turnpike, Dunmore, Pa. TIME ON THE AIR: (daily) 7:00 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus, and Standard Radio.

## Personnel

President..... Frank Megargee  
 Station Manager..... Robert E. McDowell  
 Commercial & Sales Manager..... Geo. D. Coleman  
 Program Director..... Frank Monaghan  
 Chief Engineer..... Kenneth R. Cooke

## POLICIES

No special restrictions on liquor advertising. Foreign language programs subject to approval of station.

Prepared to offer every cooperation possible to the advertiser. At the start of a schedule a series of plug announcements and news stories is used on the air to properly introduce the program. Further, the program is highlighted in the newspaper space regularly used by WGBI. If the advertiser desires, letters will be sent to the trade, providing mailing list is furnished and postage paid. Reasonable amount of work that can be handled by the regular staff will be provided without cost and more extensive service will be properly supervised and billed at the actual cost of material and labor.

## REPRESENTATIVE

John Blair & Co.

# W Q A N

SCRANTON

FREQUENCY: 880 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Scranton Times. OPERATED BY: The Scranton Times. BUSINESS ADDRESS: Scranton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION:



Same. TIME ON THE AIR: Shares Time with WGBL. NEWSPAPER AFFILIATION: The Scranton Times.

**Personnel**

Director .....A. J. O'Malley

**POLICIES**

Station does not sell time.

**W P I C**

"THE FRIENDLY VOICE OF THE SHENANGO VALLEY"

**SHARON—EST. 1938**

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Sharon Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 541. STUDIO ADDRESS: Pine Hollow Blvd. PHONE: 154. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWSPAPER AFFILIATION: Sharon Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President & General Manager.....John Fahline, Jr. Vice-President.....A. W. McDowell Secretary-Treasurer.....George E. Heiges Commercial Manager....J. T. Van Sweringen Program Director.....Paul Gamble Chief Announcer.....John C. MacDonald Chief Engineer.....A. C. Heck

**POLICIES**

Foreign language programs accepted. Advertising of all alcoholic beverages except beer not accepted.

Merchandising: 100 per cent cooperation with local newspaper, the Sharon Herald, only large newspaper in the area, gives wide publicity to any desired programs. Any other merchandising will be handled by the station at cost to advertiser.

**REPRESENTATIVE**

DeLisser-Boyd

**W K O K**

"FRIENDLY VOICE OF CENTRAL PENNSYLVANIA"

**SUNBURY—EST. 1934**

**QUAKER NETWORK  
PENNSYLVANIA NETWORK**

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: B. E. Beck, H. Haddon & G. Beck. OPERATED BY: Sunbury Broadcasting Co.

BUSINESS ADDRESS: 1150 N. Front St. PHONE: 1326. STUDIO ADDRESS: 1150 N. Front St. TRANSMITTER LOCATION: 1150 N. Front St. TIME ON THE AIR: (Sunday) 6:00 a.m. to 1:00 p.m., (Mon., Wed. & Fri.) 12:00 noon to 12:00 midnight, (Tues., Thurs. & Sat.) 12:00 noon to 6:00 p.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, NAB Library.

**Personnel**

President.....H. H. Haddon Secretary-Treasurer & General Manager.....B. A. Beck Station Manager.....Melvin Lahr Chief Announcer.....Reg Merridew Program Director.....Paul Miller Sales Manager.....Homer Smith Chief Engineer.....Clif Kerstetter

**POLICIES**

No stated special policies in regard to liquor or foreign language accounts, etc.

**REPRESENTATIVE**

Cox and Tanz

**W M B S**

**UNIONTOWN—EST. 1937**

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Fayette Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Uniontown. PHONE: 800. STUDIO ADDRESS: Fayette Title & Trust Bldg. TRANSMITTER LOCATION: 3 miles South of Uniontown. TIME ON THE AIR: 7:00 A.M. to 8:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NBC Thesaurus.

**Personnel**

President and Station Manager.....Joseph C. Burwell Commercial Manager .....M. E. Slagel Artists' Bureau Head .....Hugh Rafferty Sales Manager .....M. E. Slagel Publicity Director .....Sullivan Sages Musical Director .....Sullivan Sages Chief Engineer .....Kenneth M. Meredith

**POLICIES**

No stated special program policies. Merchandising through window and car posters; newspaper advertisements.

**REPRESENTATIVE**

F. A. Wellman

# W B A X

"45 MINUTES FROM BROADWAY BY AMERICAN AIRLINES"

## WILKES-BARRE—EST. 1922 QUAKER

FREQUENCY: 1210 Kc. POWER 100 watts. OWNED BY: John H. Stenger, Jr. OPERATED BY: John H. Stenger, Jr. BUSINESS ADDRESS: 141 So. Main. PHONE: 2-2736-3-0196-7-8. STUDIO ADDRESS: 141 S. Main. TRANSCRIPTION LOCATION: Plains Township. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Radio Bands, Inc. & Standard Radio, also Presto Recording Equipment.

### Personnel

President.....John H. Stenger, Jr.  
General Manager.....Dale Robertson  
Artists Bureau Head.....Richard Evans  
Chief Announcer.....Richard Mawson  
Musical Director.....William Herbert  
Chief Engineer.....John H. Stenger, Jr.

### POLICIES

No special restrictions on liquor or foreign language accounts.  
Maintains a merchandising department.

### REPRESENTATIVE

Weed & Co.

# W B R E

## WILKES-BARRE—EST. 1924 NBC-QUAKER NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. d.: 100 watts, n. OWNED BY: Louis G. Baltimore. OPERATED BY: Louis G. Baltimore. BUSINESS ADDRESS: 16 N. Main St. PHONE: 3-3101-2. STUDIO ADDRESS: 16 N. Main St. TRANSMITTER LOCATION: Kingston. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

### Personnel

President and Station

Manager.....Louis G. Baltimore  
Commercial Manager.....S. R. Baltimore  
Sales Manager.....A. C. Baltimore  
Musical Director.....L. Savitt  
Chief Engineer.....Charles Sakoski

### POLICIES

Foreign language programs (Polish and Italian especially) accepted.

# W R A K

## WILLIAMSPORT—EST. 1929 QUAKER

FREQUENCY: 1370 Kc. POWER: 250 watts. d.: 100 watts, n. OWNED BY: WRAK, Inc.

FOR

WILKES-BARRE

PENNSYLVANIA'S 3<sup>rd</sup> MARKET

ASK YOUR LOCAL DISTRIBUTOR,  
DEALER, OR REPRESENTATIVE  
FOR STATION PREFERENCE.

*They know Station Popularity*

# W B A X

MUTUAL BROADCASTING SYSTEM

# WBRE

Wilkes-Barre, Penna.

— — —

N. E. PENNSYLVANIA'S

"Station of Service"

- in SALES
- in COVERAGE
- in PUBLIC APPEAL
- in RESULTS

— — —

**HAVE YOU INCLUDED**

# WBRE

*Wilkes Barre, Pa.*

**ON YOUR TEST LIST?**

*NBC-Red & Blue*

OPERATED BY: WRAK, Inc. BUSINESS ADDRESS: 244 W. 4th St. PHONE: 2-6116-7. STUDIO ADDRESS: 244 W. 4th St. TRANSMITTER LOCATION: 1561 W. 4th St. TIME ON THE AIR: 7:30 a.m. to 9:30 p.m. NEWS-PAPER AFFILIATIONS: Williamsport Sun & Williamsport Gazette & Bulletin. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU.

**Personnel**

President.....E. M. Case  
 Station Manager.....G. E. Joy  
 Advertising Manager...Thomas W. Metzger  
 Chief Announcer.....Paul M. Breining  
 Program Manager.....Oscar Linn  
 Publicity Director.....J. W. Mackey  
 Chief Engineer.....Louis Persio

**POLICIES**

Does not accept alcoholic advertising of any kind.  
 Maintains a merchandising service.

**REPRESENTATIVE**

J. P. McKinney & Son

**WORK**

**YORK—EST. 1932**

NBC (RED & BLUE)—INTERCITY-MASON-DIXON GROUP

FREQUENCY: 1320 Kc. POWER: 1000 Watts. OWNED BY: York Broadcasting Co., Inc. OPERATED BY: York Broadcasting Co., Inc. BUSINESS ADDRESS: 13 S. Beaver St. PHONE: 6629. STUDIO ADDRESS: 13 S. Beaver St. TRANSMITTER LOCATION: West Manchester Township. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President.....Clair R. McCullough  
 Station & Commercial  
 Manager.....Robert Gulick  
 Program Manager.....Harold Miller  
 Publicity Director.....John Neff  
 Chief Engineer.....J. E. Mathiot

**POLICIES**

No stated special policies.

**REPRESENTATIVE**

Paul H. Raymer Co.

**RHODE ISLAND**

Population 681,000

Number of Families 169,000

Number of Radio Homes 155,500

Retail Sales \$219,706,000

Auto Registrations 148,405

**WEAN**

**PROVIDENCE—EST. 1922**

NBC (BLUE)—YANKEE NET.  
 MUTUAL

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Crown Hotel. PHONE: Dexter 1500. BOSTON OFFICE: 21 Brookline Ave. STUDIO ADDRESS: Crown Hotel. TRANSMITTER LOCATION: East Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 2:00 A.M. Week Days, 6:00 A.M. to 1:30 A.M. NEWS SERVICE: Local News by staff reporters, Yankee Network News Service. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: Associated Music.

**Personnel**

President.....John Shepard, III  
 Station Supervisor.....James Jennison  
 Sales and Production Mgr...Richard Voynow  
 Chief Engineer.....Harold Tilley

**POLICIES**

Production and merchandising departments available to advertisers. Other Yankee Network policies in effect.

**REPRESENTATIVE**

Edward Pety & Co.

**WJAR**

"SOUTHERN GATEWAY OF NORTH EAST"

**PROVIDENCE—EST. 1922**

NBC (Red)

FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Outlet Co. OPERATED BY: Outlet Co. BUSINESS ADDRESS: Weybossett St. PHONE: Gaspee 1071. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rumford. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: World Library Service NEWS SERVICE: Local news service.

### Personnel

President.....Joseph Samuels  
 Station Manager.....John J. Boyle  
 Musical Director.....Earl Shean  
 Chief Engineer.....Thomas Prior

### POLICIES

No hard liquor advertising accepted.

### REPRESENTATIVE

Weed & Co.

# W P R O

## PROVIDENCE

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 630 Kc. POWER: 1000 Watts,  
 d.: 500 Watts, n. OWNED BY: Cherry and

Webb Broadcasting Co. OPERATED BY: Cherry and Webb Broadcasting Co. BUSINESS ADDRESS: Metropolitan Theatre Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: E. Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 midnight. Week Days, 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

General Manager.....Stephen P. Willis  
 Commercial Manager.....William T. Bush

### POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

### REPRESENTATIVE

Paul H. Raymer Co.

# SOUTH CAROLINA

Population 1,875,000

Number of Families 407,000

Number of Radio Homes 207,300

Retail Sales \$248,206,000

Auto Registrations 247,000

# W A I M

"THE VOICE OF THE ELECTRIC CITY"

## ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1200 Kc. POWER: 100 watts.  
 OWNED BY: Wilton E. Hall. OPERATED BY: Same. BUSINESS ADDRESS: 115 E. Market St. PHONE: 800. STUDIO ADDRESS: Anderson College. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Anderson Independent, Anderson Daily Mail. NEWS SERVICES: Transradio Press, Press Radio. MAINTAINS ARTISTS BUREAU; TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

### Personnel

President.....Wilton E. Hall  
 Station and Commercial Manager.....Ennis Bray  
 Auditor.....Warren McKee  
 Artists Bureau Head.....Edith Hall  
 Chief Announcer-Program Director.....

Jimmie Bulleit

Publicity Director.....G. Paul Browne  
 Chief Engineer.....Wendell C. Roberts

### POLICIES

Does not accept liquor advertisements, except wine and beer. Accepts foreign language programs.

Contacts dealers and jobbers and arranges window displays. Large mailing list and cooperation with two local newspapers as well as 15 newspapers in surrounding area.

# W C S C

"IN RADIO IT'S WCSC—1360 ON YOUR DIAL"

"THE VOICE OF COASTAL CAROLINA"

## CHARLESTON—EST. 1930

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 1360 Kc. POWER: 1000 Watts,  
 d.: 500 watts, n. OWNED BY: The South Carolina Broadcasting Co., Inc. OPERATED BY: The South Carolina Broadcasting Co., Inc. BUSINESS ADDRESS: Francis Marion Hotel. PHONE: 344. STUDIO ADDRESS: Francis Marion Hotel. TRANSMITTER LOCATION: St. Andrews Farm, one mile west of city. TIME ON THE AIR: Sundays—8:00 a.m. to 12:00 midnight; daily—7:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President-Station Manager.....J. M. Rivers  
 Program Director.....Ernie Smith  
 Sales Manager.....Roland Weeks  
 Publicity Director.....Judy Arden  
 Chief Engineer.....J. B. Fuqua

### POLICIES

Beer and wine advertising accepted. Liquor advertising declined. No foreign language accounts accepted.

Dealer surveys made and display material distributed. Merchandising crew available for sponsor spending minimum annual appropriation. Publicity on program mailed on

station letterheads to dealer list, client to pay postage except in special instances.

**REPRESENTATIVE**

Free & Peters, Inc.

**W T M A**

**CHARLESTON—EST. 1939**

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Y. W. Scarborough and J. W. Orvin. OPERATED BY: Atlantic Coast Broadcasting Co. BUSINESS ADDRESS: P. O. Box 92, Station "a". STUDIO ADDRESS: Charleston. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full time license. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager.....Y. W. Scarborough  
Commercial.....Edward C. Powers  
Chief Engineer.....D. M. Bradham

**W C O S \***

**COLUMBIA—EST. 1939**

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Carolina Advertising Corp. OPERATED BY: Same. BUSI-

NESS ADDRESS: Columbia. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full time license.

\*Station was licensed under a C. P. and no further information was available at time of going to press.

**W I S**

**COLUMBIA—EST. 1930**

**NATIONAL BROADCASTING COMPANY**

FREQUENCY: 560 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Station WIS, Inc. OPERATED BY: Station WIS, Inc. BUSINESS ADDRESS: 1811 Main St. PHONE: 22135-22136. STUDIO ADDRESS: 1811 Main St. TRANSMITTER LOCATION: Bluff Road. TIME ON THE AIR: Daily—6:45 a.m. to 12:00 midnight. Sundays, 8:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President and Station  
Manager .....G. Richard Shafto  
Advertising-Commercial  
Manager.....J. D. Saumenig  
Chief Announcer.....James W. Young  
Program and Publicity  
Director.....Floyd D. Rodger, Jr.  
Chief Engineer.....Scott Helt

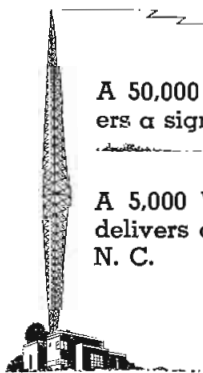
TO MOST AGENCIES, IT'S AN OLD, OLD STORY—BUT NEVERTHELESS TRUE...  
**COVERAGE ISN'T MEASURED BY POWER...**

**95 MILES**

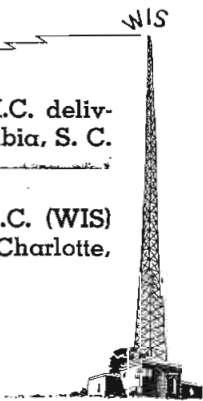
A 50,000 WATT station in Charlotte, N. C., on 1080 K.C. delivers a signal of 300 MICROVOLTS per meter\* in Columbia, S. C.

A 5,000 WATT station in Columbia, S. C., on 560 K.C. (WIS) delivers a signal of 353 MICROVOLTS per meter\* in Charlotte, N. C.

\*Daytime measurement by Jausky & Bailey, Oct., 1938



CHARLOTTE, N. C.



COLUMBIA, S. C.

Station WIS—located at the exact geographical center of the state—serves more of South Carolina than all other stations combined. That's because WIS, at 560 K.C., has a stronger signal. Also because WIS, with both Red and Blue Networks, has stronger programming. And the strongest market, too. With \$22,809,000 in retail sales (1935), Columbia leads every other city in South Carolina.

5000 WATTS DAY  
1000 WATTS NIGHT

**W I S**

COLUMBIA  
SOUTH CAROLINA

**FREE & PETERS, INC., NATIONAL REPRESENTATIVES**

## POLICIES

Beer and wine advertising accepted but liquor advertising declined. Foreign language accounts declined.

Merchandising cooperation in the form of dealer surveys, placing display material, and program publicity are offered without charge. Direct mail program publicity is available in reasonable quantity, client to defray postage. Feature stories and display boxes in weekly program publication used to publicize programs. Display advertising in daily paper lists programs by sponsors' name.

## REPRESENTATIVE

Free & Peters, Inc.

# W O L S

"THE VOICE OF THE MAGIC CITY"  
FLORENCE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
OWNED BY: O. Lee Stone. OPERATED BY: Same. BUSINESS ADDRESS: Sanborn Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charleston Highway South of Florence. TIME ON THE AIR: 7:00 A. M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Program Service.

## Personnel

President-Station Manager... O. Lee Stone  
Commercial Manager... Vernon M. Bushong  
Program Director... Kenneth R. Dent  
Chief Engineer... Robert M. Wallace

## POLICIES

Beer and wine advertising accepted but liquor advertising declined. No foreign language accounts.

Merchandising cooperation in the form of dealer surveys, placing display material and program publicity are offered without charge.

# W F B C

"WE SERVE"

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Greenville News-Piedmont Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Greenville. PHONE: 362-3. STUDIO ADDRESS: Hotel Greenville. TRANSMITTER LOCATION: Gantt Station. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sunday, 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Greenville News, Greenville Piedmont. NEWS SERVICES: United Press, International News Service, Associated Press (non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

## Personnel

President... B. H. Peace, Jr.  
Station Manager... B. T. Whitmire  
Commercial Manager... W. S. Lindsay

Program Director... Charles Batson  
Production Manager... Mason Dixon  
Publicity Director... Dan Crosland  
Musical Director... Eber Lineberger  
Chief Engineer... W. C. Etheredge

## POLICIES

Accepts beer and ale, but no hard liquor advertising. Foreign language accounts not accepted.

Merchandising: Much newspaper publicity is given program advertisers to build listener audience. Gratis station pre-announcements are given program advertiser. Merchandise displays for clients is available in station lobby. (Studio has a daily attendance of over 200 per day.) Other merchandising services rendered includes letters to trade, etc.

## REPRESENTATIVE

Bryant, Griffith and Brunson

# W R K L \*

ROCK HILL—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts.  
OWNED BY: P. W. Spencer. OPERATED BY: Same. BUSINESS ADDRESS: Rock Hill. TIME ON THE AIR: Daytime License.

\* Station licensed to operate under a construction permit. No further information was available at time of going to press.

# W S P A

"THE VOICE OF SOUTH CAROLINA"  
"THE THOUSAND WATT STATION WITH  
A MILLION FRIENDS"

SPARTANBURG—EST. 1929

FREQUENCY: 920 Kc. POWER: 1000 watts.  
OWNED BY: Virgil Evans. OPERATED BY: Virgil Evans. BUSINESS ADDRESS: 155 South Liberty. PHONE: 2900-1-2600. STUDIO ADDRESS: W.S.P.A. Bldg. TRANSMITTER LOCATION: Evanston H'ls. TIME ON THE AIR: 6:00 a.m. to sunset. Maintains ARTIST BUREAU: NEWSPAPER AFFILIATIONS: The Daily News. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Langlois & Wentworth, Associated Music Library.

## Personnel

President and General Manager... Virgil Evans  
Commercial Manager... W. T. Hix  
Program Director... Jas. Mugford  
Chief Announcer... Pat McSwain  
Publicity Director... James Waldrop  
Musical Director... Hal. Moore  
Chief Engineer... Ed S. Long

## POLICIES

Does not accept liquor or foreign language advertising.

## REPRESENTATIVE

Kelly-Smith Co.

# SOUTH DAKOTA

Population 692,000

Number of Families 167,000

Number of Radio Homes 132,900

Retail Sales \$147,564,000

Auto Registrations 153,000

## K A B R

"VOICE OF THE HUB CITY"

ABERDEEN—EST. 1935

NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1390 Kc. POWER: 1000 Watts,  
d.; 500 Watts, n. OWNED BY: Aberdeen  
Broadcast Co. OPERATED BY: Aberdeen  
Broadcast Co. BUSINESS ADDRESS: 117½  
S. Main St. PHONE: 4626. STUDIO ADDRESS:  
117½ S. Main St. TRANSMITTER LOCATION:  
Wylie Park. TIME ON THE AIR: 7:00 A.M.  
to 12:00 midnight. NEWS SERVICE: Trans-  
radio Press, Radio News Association, local  
news staff. TRANSCRIPTION SERVICE: NBC  
Thesaurus.

### Personnel

President ..... H. C. Jewett, Jr.  
Vice-President ..... E. O. Johnson  
Treasurer ..... J. H. McKeever  
Secretary-General Manager ..... A. A. Fahy  
Program Director ..... M. E. Tobin  
Publicity Manager ..... F. E. Painter  
Chief Engineer ..... Delbert Hunt

### POLICIES

Does not accept liquor accounts nor foreign  
language program. All copy subject to  
station approval and standards of the Federal  
Trade Commission.

Each account is treated individually and  
suitable merchandising ideas worked out.

### REPRESENTATIVE

Weed & Co.

## K F D Y

"THE SOUTH DAKOTA STATE COLLEGE  
RADIO STATION"

BROOKINGS—EST. 1923

FREQUENCY: 780 Kc. POWER: 1000 Watts.  
OWNED BY: South Dakota State College.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Brookings. PHONE: 702K-459W. STUDIO AD-  
DRESS: Library Bldg., State College. TRANS-  
MITTER LOCATION: Brookings. TIME ON THE  
AIR: 12:30 P.M. to 2:00 P.M.

### Personnel

Station Manager ..... S. W. Jones  
Publicity Director ..... John Regan  
Chief Announcer ..... Jack Towers  
Chief Engineer ..... W. H. Gamble

## POLICIES

No advertising of any kind can be ac-  
cepted, since this is an educational station  
owned by the State.

## K G F X

"THE PIONEER STATION"

PIERRE—EST. 1922

FREQUENCY: 630 Kc. POWER: 200 watts.  
OWNED BY: Ida A. McNeil. OPERATED BY:  
Ida A. McNeil. BUSINESS ADDRESS: 203  
West Summit Ave. PHONE: 2251. STUDIO  
ADDRESS: 203 W. Summit Ave. TRANSMIT-  
TER LOCATION: 203 W. Summit Ave. TIME  
ON THE AIR: 9:30 A.M. to sunset. NEWS  
SERVICE: Associated Press (non-Commercial).

### Personnel

Owner and Director ..... Ida A. McNeil  
Chief Engineer ..... Robert H. Dye

### POLICIES

Does not accept liquor or patent medicine  
accounts. No occasion for foreign language  
program in territory.

## K O B H

"THE CALL OF THE BLACK HILLS"

RAPID CITY—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts,  
d.; 100 watts, n. OWNED BY: Black Hills  
Broadcast Co. OPERATED BY: Black Hills  
Broadcast Co. BUSINESS ADDRESS: Alex  
Johnson Hotel. TRANSMITTER LOCATION:  
Rapid City. TIME ON THE AIR: 6:30 A.M. to  
9:00 P.M. MAINTAINS ARTISTS' BUREAU.  
NEWS SERVICE: Transradio Press. TRAN-  
SCRIPTION SERVICES: NBC Thesaurus, and  
Standard Radio.

### Personnel

Manager ..... Robert J. Dean  
Commercial Manager ..... George E. Brunlett  
Business Manager ..... L. C. Preston  
Production Manager ..... Harry Turner  
Chief Engineer ..... M. J. Jones

### POLICIES

Does not accept liquor advertising other  
than beer. No foreign language accounts.  
All advertising must be in prescribed good  
taste.

# W C A T

## RAPID CITY—EST. 1921

FREQUENCY: 1200 Kc. POWER: 100 watts.  
 OWNED BY: South Dakota School of Mines.  
 OPERATED BY: South Dakota School of Mines.  
 BUSINESS ADDRESS: E. St. Joe St. PHONE:  
 1600-1. STUDIO ADDRESS: E. St. Joe St.  
 TRANSMITTER LOCATION: E. St. Joe St.  
 TIME ON THE AIR: 11:00 A.M. to 1:00 P.M.  
 MST. NEWSPAPER AFFILIATIONS: Rapid City  
 Daily Journal. NEWS SERVICE: Associated  
 Press (non-Commercial). TRANSCRIPTION SER-  
 VICE: Standard Radio and Decca Records.

### Personnel

President..... J. P. Connolly  
 Chief Announcer..... John Crockett  
 Station Manager..... C. M. Rowe  
 Publicity Director..... Redford Dibble  
 Chief Engineer..... E. E. Clark

### POLICIES

Non-commercial. Does not sell time.

# K E L O

## SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1200 Kc. POWER: 100 watts.  
 OWNED BY: Sioux Falls Broadcast Assoc., Inc.  
 OPERATED BY: Sioux Falls Broadcast Assoc.,  
 Inc. BUSINESS ADDRESS: 317 S. Phillips.  
 PHONE. 757-8-9. STUDIO ADDRESS: 317 S.  
 Phillips. TRANSMITTER LOCATION: 3 miles  
 west of city limits. TIME ON THE AIR: 12:00  
 noon to 12:00 midnight. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE:  
 NBC Thesaurus, C. P. MacGregor.

### Personnel

President and Station  
 Manager..... Joseph Henkin  
 Advertising Manager..... S. C. Fattle, Jr.  
 Chief Announcer..... Bert Smith  
 Sales Manager..... Morton Henkin  
 Chief Engineer..... Max Staley

### REPRESENTATIVE

Howard H. Wilson & Co.

# K S O O

## SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1110 Kc. POWER: 2500 Watts.  
 OWNED BY: Sioux Falls Broadcasting Ass'n.,  
 Inc. OPERATED BY: Same. BUSINESS AD-  
 DRESS: 317 S. Phillips. PHONE: 757-8-9. STU-  
 DIO ADDRESS: Same. TRANSMITTER LOCA-  
 TION: 3 miles west of city limits. TIME ON  
 THE AIR: 6:00 A.M. to local sunset; Sunday,  
 8:00 A.M. to local sunset. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus, C. P. MacGregor.

### Personnel

President and Station  
 Manager..... Joseph Henkin

Sales Manager..... Morton Henkin  
 Chief Engineer..... Max Staley

### REPRESENTATIVE

Howard H. Wilson & Co.

# K U S D

## VERMILLION

FREQUENCY: 890 Kc. POWER: 500 Watts.  
 OWNED BY: University of South Dakota. OP-  
 ERATED BY: University of South Dakota. BUSI-  
 NESS ADDRESS: Vermillion. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Same.

### Personnel

Director..... B. B. Brackett

### POLICIES

Station does not sell time.

# K W T N

## WATERTOWN—EST. 1928

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: The Greater Kampska Radio  
 Corp. OPERATED BY: The Greater Kampska  
 Radio Corp. BUSINESS ADDRESS: Midland  
 National Life Insurance Co. Bldg. STUDIO  
 ADDRESS: Midland National Life Insurance Co.  
 Bldg.; Watertown Public Schools; Schaller's  
 Department Store. TRANSMITTER LOCATION:  
 Mellette Hill. TIME ON THE AIR: 6:30 A.M.  
 to 10:00 P.M.; Sunday, 9:00 A.M. to 6:00 P.M.

### Personnel

Business Manager..... M. W. Plowman

### REPRESENTATIVE

Cox & Tanz

# W N A X

## YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 5000 watts.  
 d.: 1000 watts, n. OWNED BY: WNAX  
 Broadcasting Co. OPERATED BY: WNAX  
 Broadcasting Co. BUSINESS ADDRESS: Sec-  
 ond and Capitol. PHONE: 484. STUDIO AD-  
 DRESS: Second & Capitol. TRANSMITTER  
 LOCATION: 4½ miles E. of Yankton. TIME  
 ON THE AIR: 6:00 a.m. to 12:00 midnight—  
 (Daily) 8:00 a.m. to 12:00 Midnight—(Sun-  
 days). NEWSPAPER AFFILIATIONS: Yank-  
 ton Press and Dakotan. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE:  
 Standard Radio Library.

### Personnel

President..... Chas. H. Gurney  
 Station Manager- Commercial  
 Manager..... Ted Matthews  
 Chief Engineer..... Clifton M. Todd

### REPRESENTATIVE

The Katz Agency



# TENNESSEE

Population 2,893,000

Number of Families 689,000

Number of Radio Homes 459,900

Retail Sales \$482,586,000

Auto Registrations 339,000

## WOPI

"THE VOICE OF THE APPALACHIANS"

BRISTOL—EST. 1929

FREQUENCY: 1500 Kc. POWER: 100 Watts.  
OWNED BY: Radiophone Broadcasting Station  
WOPI. OPERATED BY: Radiophone Broadcasting  
Station WOPI. BUSINESS ADDRESS: 410 State St.  
PHONE: WOPI. STUDIO ADDRESS: 410 State St.  
TRANSMITTER LOCATION: 22nd and State St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.; Saturday, 6:00 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, Standard Radio.

### Personnel

President and General Manager. W. A. Wilson  
Artists Bureau Head..... Mary Abell  
Chief Announcer and  
Musical Director..... Fey Rogers  
Publicity Director and Continuity,  
Harry Hudson  
Chief Engineer..... Robert Smith

### POLICIES

Does not accept liquor advertising or foreign language accounts.

Personal contact, window cards, etc., as merchandising aids.

### REPRESENTATIVE

Burn-Smith Co.

## W A P O

"CHATTANOOGA'S FRIENDLY STATION"

CHATTANOOGA—EST. 1936

NBC-BLUE

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: W. A. Patterson. OPERATED BY: W. A. Patterson. BUSINESS ADDRESS: Read House. PHONE: 6-6141-6-6142. STUDIO ADDRESS: Read House. TRANSMITTER LOCATION: Foust St. and Rossville Blvd. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. (CST). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus and Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

Owner..... W. A. Patterson  
General Manager..... R. G. Patterson  
Chief Announcer..... Alex Keirsey  
Publicity Director..... R. N. Krepps  
Musical Director..... W. R. Johnston  
Chief Engineer..... B. B. Barnes

### POLICIES

No liquor advertising accepted. Has special merchandising plans.

## W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts to LS. 1000 watts, n. OWNED BY: WDOD Broadcasting Corp. OPERATED BY: WDOD

## WOPI BRISTOL TENN. - VA.

Has a total of 72,900 radio homes within a radius of fifty miles.

Completely dominates the listening habits of this large audience because of the high mountain barriers both to the East and West which makes reception to distant stations almost impossible.

Broadcasting Corp. BUSINESS ADDRESS: Hotel Patten. PHONE: 6-5117. STUDIO ADDRESS: Hotel Patten. TRANSMITTER LOCATION: 6 miles from heart of city. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....Norman A. Thomas  
 Station Manager.....Frank S. Lane  
 Commercial Manager.....Carter M. Parham  
 Artists Bureau Head.....D. W. McCurdy  
 Chief Engineer.....J. R. Donovan

### POLICIES

No hard liquor accounts. No demand for foreign language programs due to the audience being native born.

Will furnish complete merchandising service. The amount depends to a large extent on the size of the campaign.

### REPRESENTATIVE

Paul H. Raymer Company

# WTJS

JACKSON—EST. 1930

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Sun Pub. Co. OPERATED BY: Sun Pub. Co. BUSINESS ADDRESS: Sun Bldg. PHONE: 3340-3341-1106-1107. MAIN STUDIO ADDRESS: Sun Bldg. OTHER STUDIOS: Union City, Milan, Humboldt, Martin, and Lexington. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. Maintains ARTISTS BUREAU. NEWSPAPER AFFILIATIONS: The Jackson Sun. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICES: NBC Thesaurus.

### Personnel

President.....C. E. Pigford  
 Business-Commercial Manager. A. B. Robinson  
 Advertising Manager.....Bill Winsell  
 Artists' Bureau Head.....James Allen  
 Chief Announcer.....Bill Reeves  
 Publicity Director.....Leslie Brooks  
 Musical Director.....Val Morse  
 Chief Engineer.....C. B. Brummell

### POLICIES

Does not accept foreign language or hard liquor advertising. No foreign population. Accepts wine and beer accounts.

Offers a complete merchandising service, including letters to the trade, counter and window displays, generous publicity in affiliated paper.

### REPRESENTATIVE

The Branham Company

# WJHL

JOHNSON CITY—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: W. Hanes Lan-

caster and J. W. Birdwell. OPERATED BY: Johnson City Broadcasting Co. BUSINESS ADDRESS: P. O. Box 871. STUDIO ADDRESS: 412 S. Roan St. PHONE: 189. TRANSMITTER LOCATION: Johnson City. PHONE: 2211. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Co-managers

W. Hanes Lancaster, J. W. Birdwell  
 Commercial Manager.....J. D. Schacklett  
 Program Director.....Dick Altman  
 Chief Engineer.....O. K. Garland

# WNOX

"TENNESSEE'S OLDEST STATION"

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Scripps-Howard Radio, Inc. OPERATED BY: Scripps-Howard Radio, Inc. BUSINESS ADDRESS: 110-112 S. Gay St. PHONE: 3-3171-5. STUDIO ADDRESS: 110-112 S. Gay St. TRANSMITTER LOCATION: Beverly and Anderson Road. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.; Sunday, 7:00 A.M. to 12:00 midnight. NEWS-PAPER AFFILIATION: Knoxville News-Sentinel. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library, Standard Radio.

### Personnel

General Manager.....R. B. Westergaard  
 Program Director.....Lowell Blanchard  
 Publicity Director.....C. B. Davis  
 Cashier-Office Manager.....Paul Healy  
 Chief Engineer.....J. B. Epperson

### POLICIES

No liquor advertising of any kind except beer and wine—no foreign language programs or announcements. All program copy subject to censorship of station.

Station has complete merchandising department with the following services available: window displays in street-front studios; billboards; movie trailers; taxicab tire covers; dealer calls; full column daily in affiliated newspaper; direct-mailing; sampling of studio audiences, etc.

### REPRESENTATIVE

The Katz Agency

# WROL

KNOXVILLE—EST. 1927

NBC—(RED & BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Stuart Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 524 S. Gay St. PHONE: 2-7112. STUDIO ADDRESS: Same. TRANSMIT-

TER LOCATION: Same. TIME ON THE AIR: 5:30 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President ..... S. E. Adcock  
Station Manager ..... C. H. Frazier  
Commercial Manager ..... Roland Weeks  
Chief Engineer ..... Joe Wofford

### POLICIES

Does not accept liquor advertisements or foreign language programs. Does accept beer advertising.

### REPRESENTATIVE

John Blair & Co.

**W H B Q**

"THIS IS THE FRIENDLIEST SPOT ON YOUR DIAL"

### MEMPHIS—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Broadcasting Station WHBQ, Inc. OPERATED BY: Broadcasting Station WHBQ, Inc. BUSINESS ADDRESS: Hotel Claridge. PHONE: 8-6868. STUDIO ADDRESS: Hotel Claridge. TRANSMITTER LOCATION: 46 Neely St. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. Maintains ARTISTS BUREAU. NEWS SERVICE: Local. TRANSCRIPTION SERVICE: Full facilities.

### Personnel

President.....Thos. Thompson  
General Manager.....E. A. Alburty  
Chief Announcer.....Emmett McMurray  
Sales Manager.....E. Pournelle  
Publicity Director.....Bert Ferguson  
Artists' Bureau Head and  
Musical Director.....J. M. Klaer  
Chief Engineer.....Weldon Roy

### POLICIES

Hard liquor advertising not accepted. Beer and wine accounts acceptable. Proprietary accounts subject to rigid copy censorship.

### REPRESENTATIVE

J. J. Devine & Associates

**W M C**

"MEMPHIS—DOWN IN DIXIE"

### MEMPHIS—EST. 1923

NBC—(RED)

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Commercial Appeal Co. OPERATED BY: Commercial Appeal Co. BUSINESS ADDRESS: Hotel Gayoso. PHONE: 8-7464. STUDIO ADDRESS: Hotel Gayoso. TRANSMITTER LOCATION: 5 Points, Tenn. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Com-

mercial Appeal. NEWS SERVICES: A.P. and Press Radio. TRANSCRIPTION SERVICES: NBC Thesaurus and NAB Library.

### Personnel

General Manager.....H. W. Slavick  
Commercial Manager.....J. C. Eggleston  
Chief Announcer.....Earl Moreland  
Program Director.....John Cleghorn  
Musical Director.....Leonard McEwen  
Chief Engineer.....C. E. Baker

### POLICIES

Liquor programs accepted after 10 P.M. Foreign programs must be (copy) translated in English due to limited foreign population.

Maintains a comprehensive merchandising and exploitation policy.

### REPRESENTATIVE

The Branham Company

**W M P S**

"THE MEMPHIS BLUE NETWORK STATION"

"THE VOICE OF SPORTS"

### MEMPHIS—EST. 1925

NATIONAL BROADCASTING CO. (BLUE) FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Memphis Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Columbian Tower. PHONE: 5-2721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1690 S. Lauderdale. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Memphis Press-Scimitar. TRANSCRIPTION SERVICES: Associated, Standard Radio.

### Personnel

President.....Jack Howard  
Vice President-General  
Manager.....J. C. Hanrahan  
Chief Engineer.....J. P. Epperson

### POLICIES

Station maintains thorough merchandising facilities which include newspaper publicity, direct mail, billboards, merchandise displays in downtown studios, movie trailers and assistance to accounts in distribution, display, etc.

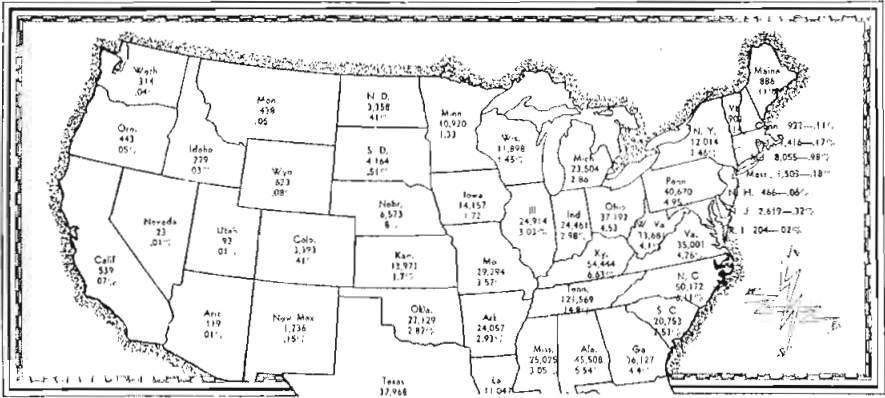
### REPRESENTATIVE

Weed & Co.

**W R E C**

### MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM FREQUENCY: 600 Kc. POWER: 5000 Watts. OWNED BY: WREC, Inc. OPERATED BY: WREC, Inc. BUSINESS ADDRESS: Hotel Peabody. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Memphis. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS



# AMERICA HEARS US -but Nobody Makes it Listen

MUCH is said about the value of voluntary circulation to an advertiser. Yet everyone seems to overlook the fact that every radio audience is voluntary. No one tunes to a given station except of his own free will, nor stays tuned unless what he hears pleases him.

The map above is undisputable proof that many thousands, outside of WSM's primary sphere of influence, not only listen but are enough impressed by what they hear to write a letter. Why should this be?

Simply because WSM offers a service or an entertainment which these people want, and cannot find elsewhere. They tune to WSM because of a definite broadcasting character which experience has taught them to be trustworthy. They represent a tremendous voluntary circulation built by the simple expedient of thinking in terms of what they want and need.

May we show you how much the purchasing power of this voluntary circulation can stimulate the sale of your product?



**WSM**  
NASHVILLE, TENNESSEE

**CLEAR CHANNEL**  
**50,000 WATTS**  
**NBC**

National Representatives, Edward Petry & Co.

*The Faith of Our Audience Comes First*

SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President-General Manager... Hoyt B. Wooten

**POLICIES**

Liquor advertising acceptable after 10:00 P.M.

**REPRESENTATIVE**

The Katz Agency

**W L A C**

**NASHVILLE—EST. 1926**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 Kc. POWER: 5000 Watts. OWNED BY: J. T. Ward. OPERATED BY: WLAC Broadcasting Service. BUSINESS ADDRESS: Third National Bank. PHONE: 7-3425. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dixie Highway. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICES: United Press. TRANSCRIPTION SERVICES: World Broadcasting System.

**Personnel**

Owner.....J. T. Ward  
Station and Sales Manager.....F. C. Sowell  
Publicity Director.....Paul Oliphant  
Program Director.....Tim Sanders  
Musical Director.....Charles Nagy  
Chief Engineer.....F. D. Binns

**POLICIES**

Beer acceptable, but no liquor advertising. No calls for foreign language programs. Medicine accounts accepted with reservations.

Monthly bulletins sent to retail druggists and grocers; monthly calls made on drug trade; distribution of display material.

**REPRESENTATIVE**

Paul H. Raymer Company

**W S I X**

"VOICE OF NASHVILLE"

**NASHVILLE—EST. 1927**

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: WSIX, Inc. OPERATED BY: WSIX, Inc. BUSINESS ADDRESS: Andrew Jackson Hotel. PHONE: 5-5431. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third and Boscobal Sts. TIME ON THE AIR: 6:00 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Nashville Banner. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, NBC Thesaurus.

**Personnel**

President.....Jack M. Draughon  
Director.....Jim Turner  
Chief Engineer.....B. E. Porter

**POLICIES**

Does not accept liquor accounts.

**REPRESENTATIVE**

Sears & Ayer

**W S M**

"WE SHIELD MILLIONS"

**NASHVILLE—EST. 1925**

NATIONAL BROADCASTING CO.

FREQUENCY: 650 Kc. POWER: 50,000 watts. OWNED BY: National Life & A. Insurance Co. OPERATED BY: Same. BUSINESS ADDRESS: National Bldg. PHONE: 6-7181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 6 miles north Franklin. TIME ON THE AIR: 6:30 A.M. to midnight (C.S.T.). NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Vice-President.....Edwin W. Craig  
Station Manager.....Harry Stone  
Commercial Manager.....Harbin Daniel  
Artists Bureau Head.....Geo. Hay  
Publicity Director.....Jack Harris  
Musical Director.....Peter Brescia  
Chief Engineer.....J. H. DeWitt, Jr.

**POLICIES**

No stated special policies.

Merchandising: A complete service to advertisers presenting regular programs; merchandising department will help plan cooperative efforts, if desired.

**REPRESENTATIVE**

Edward Pety & Co.



New modern studios and offices top floor Third National Bank Building. Complete new Western Electric studio and control room equipment.

J. T. WARD, *Owner*

F. C. SOWELL, *General Manager*

PAUL H. RAYMER & Co.,  
*National Representatives*

Member Station CBS and affiliated with World Transcription System

# TEXAS

Population 6,172,000

Number of Families 1,516,000

Number of Radio Homes 1,033,500

Retail Sales \$1,289,264,000

Auto Registrations 1,230,000

## K R B C

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts.  
d.; 100 Watts, n. OWNED BY: Reporter  
Broadcasting Co. OPERATED BY: Same.  
BUSINESS ADDRESS: Hilton Hotel. PHONE:  
5255 Studio; 3542 Transmitter. STUDIO AD-  
DRESS: Hilton Hotel. TRANSMITTER LOCA-  
TION: 341 Ambler St. TIME ON THE AIR:  
7:00 A.M. to 11:00 P.M. NEWSPAPER AFFIL-  
IATION: Reporter-News. NEWS SERVICE: As-  
sociated Press (non-commercial). TRANSCRIP-  
TION SERVICE: C. P. MacGregor.

### Personnel

President.....Bernard Hanks  
Station Manager.....Max Bentley  
Commercial Manager.....Poole Robertson  
Program Director.....Douglas Doan  
Chief Engineer.....W. W. Robertson

### POLICIES

Does not accept liquor advertising. Will  
take foreign language accounts only with  
translation to also go on the air.

### REPRESENTATIVE

Joseph Hershey McGillven

## K F D A \*

AMARILLO—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts.  
OWNED BY: Amarillo Broadcasting Corp.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Nunn Bldg. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: Same. TIME ON THE  
AIR: Full time license. TRANSCRIPTION SERV-  
ICE: Standard Radio.

### Personnel

General Manager.....C. S. Gooch  
Station Director.....R. MacKenzie  
\*Station was licensed to operate under a  
C. P. No further information was available at  
time of going to press.

## K G N C

"HEREFORD CAPITOL OF THE WORLD"

AMARILLO—EST. 1924

NBC (Optional Red and Blue)

TEXAS STATE NETWORK

FREQUENCY: 1410 Kc. POWER: 2500

Watts, d.; 1000 Watts, n. OWNED BY: Plains  
Radio Broadcasting Co. OPERATED BY: Plains  
Radio Broadcasting Co. BUSINESS ADDRESS:  
8th & Harrison. PHONE: 4242. STUDIO AD-  
DRESS: Same. TRANSMITTER LOCATION: 2  
miles east of city. TIME ON THE AIR: 6 A.M.  
to 12:00 midnight. MAINTAINS ARTISTS' BU-  
REAU. NEWSPAPER AFFILIATIONS: Amarillo  
Globe-News, Lubbock Avalanche Journal.  
NEWS SERVICE: United Press. TRANSCRIP-  
TION SERVICES: World Broadcasting System.  
NAB Library.

### Personnel

President.....O. L. Taylor  
Station and Commercial  
Manager.....John Ballard  
Artists' Bureau Head and  
Musical Director.....Eddie Baumel  
Chief Engineer.....W. S. Bledsoe  
Production Manager.....Dave Clark  
Merchandise Manager, Raymond Hollingsworth

### POLICIES

No hard liquor; wine only after 9 P.M.

Merchandising: Complete service offered  
without charge except such as involves printed  
matter for which advertiser is billed at actual  
cost; service includes letters to trade, market  
surveys, contacts with distributors and job-  
bers, window and store displays, personal  
calls, etc., special services at cost.

### REPRESENTATIVE

Howard H. Wilson Co.

## K N O W

"SERVING AUSTIN AND CENTRAL TEXAS  
17½ HOURS OUT OF EVERY 24"

AUSTIN—EST. 1923

MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 100 Watts.  
OWNED BY: KUT Broadcasting Co. OP-  
ERATED BY: Same. BUSINESS ADDRESS:  
Norwood Bldg. PHONE: 2-6213-4. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
Same. TIME ON THE AIR: 6:30 A.M. to  
midnight. NEWS SERVICE: International  
News Service. MAINTAINS ARTISTS  
BUREAU. TRANSCRIPTION SERVICE: Associ-  
ated Music Library.

### Personnel

General Manager.....James W. Pate  
Commercial Manager.....Paul Forchheimer

Program Director.....Pat Adelman  
 Production Manager.....Frank Ruetz  
 Chief Engineer.....T. E. Daniels

**POLICIES**

Has restricted policy on commercial programs.

Maintains complete merchandising and promotion service.

**REPRESENTATIVE**

International Radio Sales

●  
**K T B C \***

**AUSTIN—EST. 1937**

FREQUENCY: 1120 Kc. POWER: 1000 Watts. OWNED BY: State Capitol Broadcasting Assn. (R. B. Anderson, President). OPERATED BY: State Capitol Broadcasting Association. BUSINESS ADDRESS: Austin. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Austin. TIME ON THE AIR: Specified Daytime Hours with WTAW.

**Personnel**

President .....R. B. Anderson

\* Operating under C.P. issued by FCC, at time of going to press.

●  
**K F D M**

"KALL FOR DEPENDABLE MAGNELINE"  
**BEAUMONT—EST. 1924**

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 560 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Magnolia Petroleum Co. OPERATED BY: Sabine Broadcasting Co., Inc. BUSINESS ADDRESS: 310 Pearl St. PHONE: 3882. STUDIO ADDRESS: Grove and Doucette Sts. PHONE: 2873. TRANSMITTER LOCATION: Beaumont. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 7:00 A.M. to midnight. TRANSCRIPTION SERVICE: World Broadcasting System and NBC Thesaurus, C. P. MacGregor.

**Personnel**

President and General Manager...J. M. Gilliam  
 Artists' Bureau Head.....G. W. Caldwell  
 Sales Manager.....W. F. Adams  
 Chief Engineer.....W. C. Douglas

**POLICIES**

Accepts beer, light wine and liquors, but does not use the word "whiskey."

Cooperates with clients through brokers, wholesalers, and distributors. Mails out letters on own stationery, under first class mail to retailers. Maintains 100 per cent cooperation with local newspapers.

**REPRESENTATIVE**

John Blair & Co.

**K R I C \***

**BEAUMONT—EST. 1939**

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Beaumont Broadcasting Association. OPERATED BY: Same. BUSINESS ADDRESS: Beaumont. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

**Personnel**

President.....B. A. Steinhagen

\* Station was licensed to operate under a C. P. and no further information was available at time of going to press.

●  
**K B S T**

"LEND US YOUR EARS"

**BIG SPRING—EST. 1936**

MBS—TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Big Spring Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Crawford Hotel. PHONE: 1500-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: One mile east of town. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Big Spring Herald. THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICES: NBC Thesaurus and Standard Radio.

**Personnel**

Manager.....Howard Barnett  
 Commercial Manager.....Jack Wallace  
 Program Director.....Mary Vance Keneaster  
 Chief Engineer.....J. B. Casey

**POLICIES**

No stated special policies.

Merchandising: Station offers program merchandising facilities through the Big Spring Herald and station publicity department.

**REPRESENTATIVE**

Joseph Hershey McGillvra

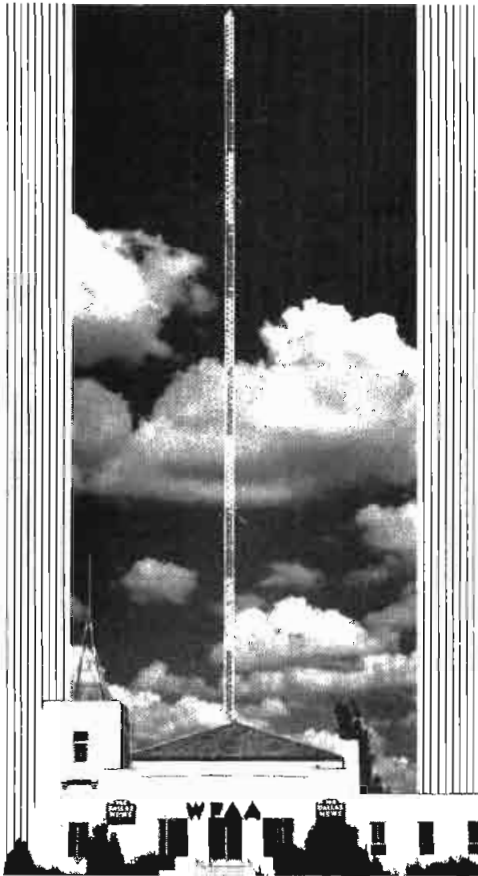
●  
**K N E L**

"YOUR FRIEND OF THE AIR"

**BRADY—EST. 1935**

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: G. L. Burns. OPERATED BY: G. L. Burns. BUSINESS ADDRESS: Gibbons Bldg. PHONE: 77. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Brady. TIME ON THE AIR: 7:00 A.M. to 1:00 P.M. and 3:00 P.M. to 6:00 P.M.; Sunday, 8:00 A.M. to 1:00 P.M. and 3:00 P.M. to 5:00 P.M. NEWS SERVICE: San Angelo Morning Times; Local news tie-up. TRANSCRIPTION SERVICE: C. P. MacGregor.

**WFAA'S 50,000 Watt Coverage,  
ALREADY LARGEST IN THE U. S.  
IS NOW INCREASED 30 %**



WFAA's new 653 foot vertical radiator adds 30% to the largest 50 KW primary coverage in the United States to a 5100' coverage that emanates from prosperous Dallas and thoroughly blankets the North Texas-Oklahoma region which is a consistently "Right Spot" on the Nation's business maps. With a performance record of 17 years' standing, WFAA has always been the outstanding radio investment in the Great Southwest. Now this station has more to offer than ever before!

\*The 30% primary coverage increase is a preliminary engineers' estimate, as technical surveys have not been fully completed. New maps and market data will be published soon. Ask to have your name on the mailing list.

*"Your Neighbor of the Air"*

**W F A A**

50,000 WATTS 800 K.C.

MARTIN CAMPBELL Gen. Mgr.

Radio Service of The Dallas News

**Personnel**

General Manager.....G. L. Burns  
Commercial Manager.....John Sloane  
Chief Announcer.....Forest Cox  
Musical Director.....Cecil Streigler  
Chief Engineer.....Marion Crawford

**POLICIES**

No liquor advertising accepted.

**REPRESENTATIVE**

Cox & Tanz

**K G F I**

"THE VALLEY NEWS STATION"

**BROWNSVILLE—EST. 1927**

FREQUENCY: 1500 Kc. POWER: 100 Watts.  
n.; 250 Watts, d. OWNED BY: Eagle Broad-  
casting Co. OPERATED BY: Eagle Broad-  
casting Co., Inc. BUSINESS ADDRESS: Browns-  
ville-San Benito Highway. PHONE: 1044 and  
1046. STUDIO ADDRESS: Brownsville. TRANS-  
MITTER LOCATION: Brownsville. TIME ON  
THE AIR: 7:00 A.M. to 10:00 P.M. (daily);  
8:00 A.M. to 9:30 P.M. (Sundays). NEWS  
AFFILIATION: Brownsville Herald. NEWS  
SERVICE: Transradio Press. TRANSCRIPTION  
SERVICE: World Broadcasting System.

**Personnel**

Vice President in Charge of  
Operations.....M. D. Gallagher  
Commercial Manager.....Grover A. Godfrey  
Chief Engineer.....John Shephard

**POLICIES**

Advertising of liquor with exception of beer,  
not accepted.

Merchandising: Station provides field work  
including dealer and consumer contacts; win-  
dow display. Services also include direct-  
mail, etc. for listener build-up; supervision of  
sampling for advertiser, all under direction of  
merchandise man.

**W T A W**

**COLLEGE STATION—EST. 1921**

TEXAS QUALITY NETWORK

FREQUENCY: 1120 Kc. POWER: 500 Watts.  
OWNED BY: A. & M. College. OPERATED BY:  
A. & M. College. BUSINESS ADDRESS: Col-  
lege Station. PHONE: 255. STUDIO ADDRESS:  
College Station. TRANSMITTER LOCATION:  
College Station.

**Personnel**

Station Manager.....E. P. Humbert  
Musical Director.....Mrs. Roy Dansforth  
Chief Engineer.....H. C. Dillingham

**POLICIES**

Non-Commercial.



# K R I S

CORPUS CHRISTI—EST. 1937  
NATIONAL BROADCASTING CO.  
TEXAS STATE NETWORK

FREQUENCY: 1330 Kc. POWER: 500 Watts.  
OWNED BY: Gulf Coast Broadcasting Co.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Medical and Professional Bldg., P. O. Box  
1128. PHONE: 475. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Corpus Christi.  
NEWSPAPER AFFILIATION: Corpus Christi  
Caller-Times. TRANSCRIPTION SERVICE: C. P.  
MacGregor.

## Personnel

Manager ..... T. Frank Smith

REPRESENTATIVE  
The Branham Co.

# K A N D

CORSICANA—EST. 1937  
TEXAS STATE NETWORK

FREQUENCY: 1310 Kc. POWER: 100 Watts.  
OWNED BY: Navarro Broadcasting Assn.  
OPERATED BY: Navarro Broadcasting Assn.  
BUSINESS ADDRESS: State Natl. Bank Bldg.  
PHONE: 30. STUDIO ADDRESS: State Natl.  
Bank Bldg. TRANSMITTER LOCATION: High-  
way 75. TIME ON THE AIR: 6:00 A.M. to  
local sunset. NEWS SERVICE: Transradio  
Press. MAINTAIN ARTISTS' BUREAU. TRAN-  
SCRIPTION SERVICE: Standard Radio.

## Personnel

President ..... J. C. West  
Station Manager ..... C. L. Whittier  
Chief Engineer ..... B. C. Boatright

## POLICIES

No stated special program policies.

Flexible merchandising plan embracing all  
media: Campaign dependent on nature of  
program.

# K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1040 Kc. POWER: 10,000  
Watts. (C. P. for 50,000 Watts.) OWNED BY:  
KRLD Radio Corp. OPERATED BY: KRLD Radio  
Corp. BUSINESS ADDRESS: Adolphus Hotel.  
PHONE: 2-6811. STUDIO ADDRESS: Adolphus  
Hotel. TRANSMITTER LOCATION: Garland.  
TIME ON THE AIR: 6:00 A.M. to midnight.  
NEWSPAPER AFFILIATION: Dallas Times  
Herald. NEWS SERVICE: International News  
Service. TRANSCRIPTION SERVICES: C. P.  
MacGregor.

## Personnel

President ..... Tom C. Gooch  
Managing Director ..... J. W. Runyon  
Station & Com. Mgr. .... C. W. Rembert  
Chief Announcer ..... Royce Colon  
Program Director ..... Ruth Clem  
Chief Engineer ..... R. M. Flynn

## POLICIES

Does not accept liquor accounts.

## REPRESENTATIVE

The Branham Co.

# W F A A

"YOUR NEIGHBOR OF THE AIR"

DALLAS—EST. 1922

NBC—RED and TEXAS QUALITY

FREQUENCY: 800 Kc. POWER: 50,000  
Watts. OWNED BY: A. H. Belo Corp. OPER-  
ATED BY: A. H. Belo Corp. and The Dallas  
Morning News. BUSINESS ADDRESS: Baker  
Hotel. PHONE: 7-9631, LD 794. STUDIO AD-  
DRESS: Baker Hotel. TRANSMITTER LOCA-  
TION: Grapevine. TIME ON THE AIR: WFAA-  
WBAP operated continuously 5:45 A.M. to  
midnight (daily); 8:00 A.M. to midnight (Sun-  
day). NEWSPAPER AFFILIATIONS: The Dal-  
las Morning News. NEWS SERVICES: United  
Press and Associated Press. TRANSCRIPTION  
SERVICE: NBC Thesaurus.

## Personnel

General Manager ..... Martin Campbell  
Merchandising Manager ..... Irvin Gross  
Program Director ..... Ralph Nimmons  
Regional Sales Manager ..... Alex Keese  
Publicity Director ..... Dick Jordan  
Musical Director ..... Karl Lambertz  
Chief Engineer ..... Raymond Collins

## POLICIES

Beer accepted but no other alcoholic bever-  
age.

Merchandising department maintains close  
contact with chains, wholesale houses, depart-  
ment stores and distributing firms. Advisory  
service and limited cooperation in making per-  
sonal contacts and surveys without charge.  
All other services rendered at actual net cost  
to station.

## REPRESENTATIVE

Edward Petry & Co., Inc.

# W R R

"WORLD'S OLDEST MUNICIPAL STATION"

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM  
TEXAS STATE NETWORK

FREQUENCY: 1280 Kc. POWER: 500 Watts.  
OWNED BY: City of Dallas. OPERATED BY:  
City of Dallas. BUSINESS ADDRESS: South-

land Life Bldg. PHONE: 2-1411. STUDIO ADDRESS: Southland Life Bldg. TRANSMITTER LOCATION: Fair Park. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWSPAPER AFFILIATION: Dallas Dispatch (no financial connection). NEWS SERVICES: Transradio Press, United Press (via Texas State Network). MAIN TAIN ARTISTS' BUREAU.

**Personnel**

Managing Director . . . . . John Thorwold  
 Assistant Manager . . . . . Chas. B. Jordan  
 Chief Announcer . . . . . Pete Teddlie  
 Publicity Director . . . . . Jack Mitchell  
 Musical Director . . . . . Murray Lambert  
 Chief Engineer . . . . . D. J. Tucker

**POLICIES**

No special stated program policies.  
 Merchandising department only at cost to advertiser for services desired and rendered.

**K D N T \***

DENTON—EST. 1939

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Harwell V. Shepard. OPERATED BY: Same. BUSINESS ADDRESS: Denton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

**Personnel**

Owner . . . . . Harwell V. Shepard  
 \* Station was licensed to operate under a C. P. No further information was available at time of going to press.

**K F P L**

"KIND FRIENDS PLEASE LISTEN"

DUBLIN—EST. 1924

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. C. Baxter. OPERATED BY: C. C. Baxter. BUSINESS ADDRESS: 205 Grafton. PHONE: 183. STUDIO ADDRESS: 205 Grafton. TRANSMITTER LOCATION: One-half mile out of city limits. TIME ON THE AIR: 6:00 A.M. to 3:00 P.M. and 5:15 P.M. to 8:15 P.M.; Sunday, 7:00 A.M. to 11:50 A.M. NEWS SERVICE: Christian Science Monitor.

**Personnel**

Station Mgr. & Chief Announcer . . . C. C. Baxter  
 Chief Engineer . . . . . C. B. Baxter

**POLICIES**

Accepts no liquor advertising.

**K R O D \***

EL PASO

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Dorrance D. Roderick. OPERATED BY: Dorrance D. Roderick. BUSINESS ADDRESS: El Paso. TIME ON THE AIR: Un-

ATED BY: Dorrance D. Roderick. BUSINESS ADDRESS: El Paso. TIME ON THE AIR: Un-

limited License. NEWSPAPER AFFILIATION: El Paso Times.  
 \*C.P. by F.C.C. Issues were being determined by Court of Appeals, Washington, D. C.

**K T S M**

"THE VOICE OF EL PASO"

EL PASO—EST. 1929

NBC (OPTIONAL RED & BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tri-State Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Paso del Norte, 200 So. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1001 Mills Bldg. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M.; Sunday, 7:00 A. M. to 9:30 A.M., 12:00 noon to 7:30 P.M. and 9:00 P. M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio.

**Personnel**

President . . . . . Mrs. L. E. Bredberg  
 General Manager . . . . . Karl O. Wyler  
 Sales Manager . . . . . Willard E. Kline  
 Program Director . . . . . Roy T. Chapman  
 Chief Engineer . . . . . E. L. Gemoets

**POLICIES**

No liquor advertising except beer and wine. No foreign language programs.

Merchandising: Assist in making displays, plugging program on air several days ahead of starting date . . . anything possible that will insure the success of the program.

**REPRESENTATIVE**

George P. Hollingbery Co.

**W D A H**

EL PASO—EST. 1929

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tri-State Broadcasting Co. OPERATED BY: Tri-State Broadcasting Co. BUSINESS ADDRESS: 200 S. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: 200 S. El Paso St. TRANSMITTER LOCATION: Mills Bldg. TIME ON THE AIR: (Sundays only) 9:30 A.M. to noon—7:30 P.M. to 8:30 P.M.

**Personnel**

President . . . . . Mrs. L. E. Bredberg  
 Station Manager . . . . . Karl O. Wyler

## POLICIES

Non-commercial station. Used on Sundays only for the broadcasting of church services from Trinity Methodist Church, El Paso, Texas.

# K F J Z

FORT WORTH—EST. 1922

MBS—TEXAS STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Fort Worth Broadcasters, Inc. OPERATED BY: Fort Worth Broadcasters, Inc. BUSINESS ADDRESS: 1119 W. Lancaster. PHONE 3-3474-5-6. STUDIO ADDRESS: 1119 W. Lancaster. TRANSMITTER LOCATION: North Fort Worth. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President ..... Elliott Roosevelt  
General Manager..... Sam H. Bennett  
Commercial Manager..... Jack Howell  
Program Director..... Len Finger

## POLICIES

All copy subject to approval of station management.

Merchandising: Local sales force cooperates with advertiser's sales force in promoting campaign through radio, posters and personal contacts.

## REPRESENTATIVE

International Radio Sales

# K G K O

"SERVING FORT WORTH, DALLAS AND THE GREAT SOUTHWEST"

FORT WORTH—EST. 1928

NBC (RED OR BLUE)

FREQUENCY: 570 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: Amon G. Carter. OPERATED BY: Same. BUSINESS ADDRESS: Star-Telegram Bldg. PHONE: 3-2301. STUDIO ADDRESS: Medical Arts Bldg. TRANSMITTER LOCATION: Arlington. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Fort Worth Star-Telegram. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

## Personnel

President ..... Amon G. Carter  
General Manager ..... Harold V. Hough  
Assistant General Manager... George Cranston  
Publicity, Promotion, and  
Merchandising Manager..... Jack Keasler

Chief Engineer ..... C. B. Locke  
Program Director..... Ed Lalley

## POLICIES

Does not accept liquor accounts; beer acceptable; good taste requirements on all programs.

Merchandising: Department maintained for servicing advertisers; service includes letters to dealers, free space in house organ, personal calls and publicity assistance.

## REPRESENTATIVE

Free & Peters, Inc.

(See Page 384)

# K T A T

"YOUR MUTUAL FRIEND IN FORT WORTH"

FORT WORTH—EST. 1927

MUTUAL—TEXAS STATE NETWORK

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Tarrant Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Texas. PHONE: 3-1381-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Birdville. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS BUREAU.

## Personnel

President..... Raymond E. Buck  
Commercial Manager..... Howard Foley  
Artists Bureau Head..... Roy S. George  
Chief Announcer..... Fritz Kunler  
Station Manager..... Sam H. Bennett  
Program Director..... Len Finger  
Musical Director..... Frances Kay  
Chief Engineer..... H. Sutton

## POLICIES

Station abides by NAB code. Does not accept hard liquor advertising. Will accept foreign language accounts, but limited foreign population in this territory precludes possibility of such advertising.

Merchandising: Has use of five theatres in merchandising programs to theatre crowds—usual mail facilities to retail accounts for national advertisers. Arrangement with newspapers on publicity on talent and program without mentioning sponsor's name in write-up. Direct mail and other types of merchandising at cost. Special merchandising personnel calling on retail trade and national accounts without charge.

## REPRESENTATIVE

Free & Peters, Inc.

★ **TWO NBC STATIONS**  
**SERVING FORT WORTH**  
**DALLAS AND THE**  
**GREAT SOUTHWEST** ★

Owned and Operated by  
**FORT WORTH STAR-TELEGRAM**

Amon G. Carter, *President*

**WBAP KGKO**

800 Kilocycles - 50,000 Watts

570 K. - 5,000 W. Day - 1,000 W. Night

WBAP, the Pioneer Station of Texas, was established in 1922 by The Fort Worth Star-Telegram. It always has been and continues to be a TOP STATION in the Southwest. Individual programming to fit its clientele.

Affiliated with National Broadcasting Company and Texas Quality Network.

Represented by Edward Petry & Co.

KGKO offers a concentrated coverage of Fort Worth, Dallas, North Texas, Southern Oklahoma, and Western Arkansas—an area with 681,385 radio homes. New equipment throughout. Regional rates.

KGKO is affiliated with the National Broadcasting Company and is a tested station of the WTS Gold Group.

Represented by Free & Peters, Inc.

Address Both Stations  
**STAR-TELEGRAM BLDG., FORT WORTH**  
Harold V. Hough, Gen. Mgr.

Herbert Southard, Mgr. WBAP    George Cranston, Mgr. KGKO

# W B A P

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: Carter Publications, Inc. OPERATED BY: Star-Telegram. BUSINESS ADDRESS: 400 W. Seventh. PHONE: 3-2301. STUDIO ADDRESS: Blackstone Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: 5:45 A.M., closes midnight (shared with WFAA). NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press (not open to sponsorship). TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

## Personnel

President.....Amon G. Carter  
General Manager.....Harold V. Hough  
Assistant General Manager...Herb C. Southard  
Program Director.....David Byrn  
Production Manager.....A. M. Woodford  
Chief Engineer.....R. C. Stinson

## POLICIES

Beer accounts accepted—but no hard liquor. Good taste requirements on all other programs.

All WBAP advertisers have access to Fort Worth Star-Telegram merchandising department—which is fully manned.

## REPRESENTATIVE

Edward Petry & Company

# K L U F

"KLUF IS FIRST WITH THE NEWS"

GALVESTON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KLUF Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1225-23rd St. PHONE: 760. STUDIO ADDRESS: 1225-23rd St. TRANSMITTER LOCATION: American National Insurance Co. Bldg. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.—12:00 midnight to 1:00 A.M. NEWS SERVICE: Transradio. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

## Personnel

President.....Geo. Roy Clough  
Station Manager.....Laurence D. Yates  
Chief Engineer.....John Taylor

## POLICIES

No stated special policies.

# K G V L \*

GREENVILLE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Hunt Broadcasting Assn. (Fred Horton, President). OPERATED BY: Hunt

Broadcasting Association. BUSINESS ADDRESS: Greenville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License. NEWSPAPER AFFILIATION: Stockholders are interested in newspaper publications.

## Personnel

President.....Fred Horton

\* Station was licensed to operate under C.P. issued by FCC, at time of going to press.

# K P R C

"THE HOUSTON PAST"

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 920 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Houston Printing Corp. OPERATED BY: Same. BUSINESS ADDRESS: Lamar Hotel. PHONE: Fairfax 7101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Houston Post. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....W. P. Hobby  
Station Manager.....Kern Tips  
Chief Engineer.....H. T. Wheeler

## POLICIES

Advertising of alcoholic beverages accepted.

## REPRESENTATIVE

Edward Petry & Co.

# K T R H

"THE CHRONICLE STATION"

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTRH Broadcasting Co. OPERATED BY: Houston Chronicle. BUSINESS ADDRESS: Rice Hotel. PHONE: Preston 4361—Capitol 1992. STUDIO ADDRESS: Rice Hotel. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 7:45 A.M. to midnight (Sunday). NEWSPAPER AFFILIATION: Houston Chronicle. NEWS SERVICE: Local News and thirty-word (Chronicle) National Flashes. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Station Manager.....B. F. Orr  
Commercial Manager.....Ray E. Bright  
Program Director.....Harry Grier  
Chief Engineer.....Tom Hiner

## POLICIES

No liquor accounts accepted; light wines and beer accounts accepted. Foreign language programs acceptable in line with CBS policies. No patent medicine, cancer cures, etc., accepted. Any program of a radical nature subject to careful editing by program department. Social diseases discussed providing speaker is member of medical profession in high standing or under government supervision.

Maintains special merchandising and exploitation departments to conform with normal wishes of any advertiser.

## REPRESENTATIVE

John Blair & Company

# K X Y Z

HOUSTON—EST. 1930

NATIONAL BROADCASTING CO.  
TEXAS STATE NETWORK

FREQUENCY: 1440 Kc. POWER: 1000 Watts. OWNED BY: Harris County Broadcast Co. OPERATED BY: Harris County Broadcast Co. BUSINESS ADDRESS: 5th floor, Gulf Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Houston. TIME ON THE AIR: 24 hours a day. MAINTAINS AN ARTIST BUREAU.

## Personnel

Manager.....T. F. Smith

## POLICIES

Merchandising and publicity departments are part of the regular service.

## REPRESENTATIVE

The Branham Co.

# K S A M

"THE HOME OF THE SAM HOUSTON STATE TEACHER'S COLLEGE"

HUNTSVILLE—EST. 1938

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Sam Houston Broadcasting Association. OPERATED BY: Same. BUSINESS ADDRESS: 1121 Twelfth St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walker County Fair Grounds. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press.

## Personnel

Manager.....Harold C. Scott  
Program Director.....Howard R. Holbrook  
Chief Engineer.....Paul Wolle

## POLICIES

Advertising of alcoholic beverages not accepted.

# K O C A

"KILGORE, THE OIL CAPITAL OF AMERICA"

KILGORE—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Oil Capitol Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 102½ East North St. PHONE: 616. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Duval & Martin Sts. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS-PAPER AFFILIATIONS: Kilgore Daily News. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

General Manager.....Roy G. Terry  
Station Manager.....H. A. Degner  
Chief Engineer.....H. C. Slife

## POLICIES

No stated special program policies.

# K P A B

"THE STATION WHERE NATION MEETS NATION"

LAREDO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Mervel M. Valentine. OPERATED BY: Mervel M. Valentine. BUSINESS ADDRESS: Hamilton Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 Stone Ave. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

General Manager.....Mervel M. Valentine  
Commercial Manager.....R. W. Bennett  
Program Director.....Jimmie Willson

## POLICIES

Station is equipped to handle announcements and programs in Spanish as well as English.

Merchandising: Any reasonable amount of assistance in sales and merchandising campaigns within the Laredo trade area is available.

## REPRESENTATIVE

Forjoe & Company, New York

# K F R O

"KEEP FOREVER ROLLING ON"

LONGVIEW—EST. 1934

MBS—TEXAS STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Voice of Longview. OPERATED BY: Voice of Longview. BUSINESS ADDRESS:

Box 616. PHONE: 411. STUDIO ADDRESS: 620 Glover Crim Bldg. TRANSMITTER LOCATION: S. Green at Radio Street. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library. MAINTAINS ARTISTS' BUREAU.

### Personnel

President-General Manager... James R. Curtis  
 Secretary-Treasurer ..... Joan Thompson  
 Commercial Manager..... Harold C. Johnson  
 Chief Announcer ..... John McDonald  
 Chief Engineer ..... Edward Bumpass

### POLICIES

Do not accept liquor accounts. No foreign language programs due to 99 per cent English speaking population.

Merchandising: Letters to dealers and prepare dealer mailing lists or routes. Furnish tie-in price cards and usual newspaper releases.

### REPRESENTATIVES

John H. Reagin, Atlanta, Ga.  
 Radio Time Agency, Chicago  
 Walter Biddick, Los Angeles

## K F Y O

"LUBBOCK, HUB OF THE PLAINS,  
 HOME OF TEXAS TECH"

### LUBBOCK—EST. 1927

#### MBS—TEXAS STATE NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: Box 1448. PHONE: 1700-1 (Trans) 1540. STUDIO ADDRESS: 914 Ave. J. TRANSMITTER LOCATION: 2312 5th St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 10:00 P.M. (Sunday). MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, NAB Library.

### Personnel

President..... O. L. Taylor (Amarillo)  
 Station Manager..... DeWitt Landis  
 Commercial Manager..... DeWitt Landis  
 Artists' Bureau Head..... R. B. McAlister  
 Chief Announcer..... Wesley Youngblood  
 Publicity Director..... Bruce Collier  
 Musical Director..... O. D. Cook  
 Chief Engineer..... W. H. Torrey

### POLICIES

No liquor accounts. Spanish is accepted, though not desirable (97 per cent white literate population).

Complete merchandising service, reasonable amount free, additional service at net cost.

### REPRESENTATIVE

Howard H. Wilson Company

## K R B A

### LUFKIN—EST. 1938

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Red Lands Broadcasting Association (Ben T. Wilson, President). OPERATED BY: Red Lands Broadcasting Association. BUSINESS ADDRESS: Lufkin. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President..... Ben T. Wilson  
 Manager ..... Darrell E. Yates

## K R L H

### MIDLAND—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Clarence Scharbauer. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Scharbauer. PHONE: 1070. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2100 West Wall. TIME ON THE AIR: 6:45 A.M. to 5:45 P.M.

### Personnel

Station Manager..... Pete Gates  
 Assistant Manager..... Gladys Foster  
 Chief Engineer..... Robert Harmon

### POLICIES

Does not accept liquor advertisements.

## K N E T

### PALESTINE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Palestine Broadcasting Assn. OPERATED BY: Palestine Broadcasting Association. BUSINESS ADDRESS: John and Crawford Sts. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Palestine. TIME ON THE AIR: Daytime License.

### Personnel

Manager..... B. V. Hammond

### REPRESENTATIVE

Cox & Tanz

## K P D N

"THE HIGH FIDELITY VOICE OF THE PAMPA NEWS"

### PAMPA—EST. 1936

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: R. C. Hoiles. OPERATED BY: S. L. Patterson. BUSINESS ADDRESS: 212½

N. Ballard. PHONE: 1100. STUDIO ADDRESS: 212½ N. Ballard. TRANSMITTER LOCATION: 8 miles east of city limits. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWSPAPER AFFILIATION: Pampa News. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....S. L. Patterson  
 Commercial Manager.....C. M. Ganes  
 Production Manager.....Ray Monday  
 Program Director.....Ray Monday  
 Chief Engineer.....Herman Kreiger

**POLICIES**

Copy must conform to station standards. Advertising of beer and wine accepted; no liquor advertising.

Merchandising: Facilities include posters, displays, publicity ad listing in Pampa News, direct mail.

**K P L T**

"THE FRIENDLY STATION"

PARIS—EST. 1936

MBS—TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: North Texas Broadcasting Co. OPERATED BY: North Texas Broadcasting Co. BUSINESS ADDRESS: Gibraltar Hotel. PHONE: 1124-5. STUDIO ADDRESS: Gibraltar Hotel, Mezzanine Floor. TRANSMITTER LOCATION: 1¼ miles south on Texas Highway No. 24. TIME ON THE AIR: 6:45 A.M. to local sunset. NEWSPAPER AFFILIATIONS: North Texas Broadcasting Co. is owned by North Texas Pub. Co. which publishes The Paris News. NEWS SERVICE: United Press (via Texas State Network). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....A. G. Pat Mayse  
 General Manager.....Fred E. Humphrey  
 Chief Engineer.....Weldon Jeffus

**POLICIES**

Accepts beer advertising but no wine and liquor advertising.

Merchandising cooperation to the fullest extent.

**REPRESENTATIVE**

Joseph Hershey McGillvra

**K I U N**

"VOICE WEST OF THE PECOS"

PECOS—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Jack Hawkins and Barney Hubbs.

OPERATED BY: Jack Hawkins and Barney Hubbs. BUSINESS ADDRESS: KIUN Building. STUDIO ADDRESS: KIUN Bldg. TRANSMITTER LOCATION: North of city, 1 mile. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS-PAPER AFFILIATION: Affiliated with Pecos Enterprise, a weekly, through interlocking ownership. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President-General Manager.....Jack Hawkins  
 Chief Announcer.....Wray Guye  
 Publicity Director.....Barney Hubbs  
 Musical Director.....S. Durkin  
 Chief Engineer.....T. G. Hubbard

**POLICIES**

Accepts wine and beer advertising; Spanish language programs subject to approval.

Renders newspaper publicity; any reasonable amount of dealer contact work.

**K P A C**

PORT ARTHUR—EST. 1935

FREQUENCY: 1260 Kc. POWER: 500 Watts. OWNED BY: Port Arthur College. OPERATED BY: Port Arthur College. BUSINESS ADDRESS: Port Arthur College. STUDIO ADDRESS: Same. PHONE: 3320. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 6:00 A.M. to local sunset.

**Personnel**

President.....Carl Vaughan  
 General Manager-Station Director.....Glenn Hewitt

**POLICIES**

Advertising of alcoholic beverages not accepted.

**K G K L**

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KGKL, Inc. OPERATED BY: KGKL, Inc. BUSINESS ADDRESS: St. Angelus Hotel. PHONE: 5515-6715-16-17. STUDIO ADDRESS: St. Angelus Hotel. TRANSMITTER LOCATION: 50 S. Milton St. TIME ON THE AIR: 7:00 A.M. to 10:15 P.M. NEWSPAPER AFFILIATIONS: San Angelo Standard Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....H. C. Ragsdale  
 Gen'l & Comm. Mgr.....J. Bert Mitchell, Jr.  
 Program Director.....Lynn Bigler  
 Chief Engineer.....Frank M. Jones

**POLICIES**

No stated special policies.

**REPRESENTATIVE**

Joseph Hershey McGillvra



# K A B C

"THE SPORTS STATION"  
SAN ANTONIO—EST. 1926  
MBS—TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Alamo Broadcasting Co. OPERATED BY: Alamo Broadcasting Co. BUSINESS ADDRESS: Milam Bldg. PHONE: Garfield 4241. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: San Antonio. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.; Sunday, 8:00 to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Henry Lee Taylor  
Manager.....Cliff Taton  
Program Director.....James McClain

## POLICIES

No liquor; beer accepted. Foreign language only in afternoon—2 to 4 P.M.

# K M A C

## SAN ANTONIO

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: W. W. McAllister. OPERATED BY: W. W. McAllister. BUSINESS ADDRESS: 27th floor, Smith Young Tower. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: San Antonio. TIME ON THE AIR: Part time schedule (divides time with KONO). TRANSCRIPTION SERVICE: NBC The-saurus.

## Personnel

Manager.....Howard W. Davis  
Program Director.....A. S. Bessan

# K O N O

## SAN ANTONIO—EST. 1927

FREQUENCY: 1370 Kc. POWER: 100 Watts (250 Watts pending). OWNED BY: Eugene J. Roth. OPERATED BY: Mission Broadcasting Co. BUSINESS ADDRESS: 317 Arden Grove. PHONE: F. 1371-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9 hours daily (shares time with KMAC). NEWS SERVICE: La Prensa (Spanish only). MAINTAINS ARTISTS' BUREAU.

## Personnel

Pres. & Station Manager.....Eugene J. Roth  
Commercial Manager.....James Brown  
Program Director.....Gerald Morgan  
Sales Manager.....James Brown  
Chief Engineer.....Geo. Ing

## POLICIES

Station accepts beer—light wines. No hard liquors. Announcements must conform with station policies. Spanish announcements accepted, but must be placed on nightly two-hour international Goodwill Program. All spot announcements must be no longer than seventy-five words. All products advertised on KONO must conform with requirements for the public welfare.

Merchandising tie-ups with all local and racial papers (local community papers). Programs "Previewed" on KONO Sampler Program weekly. Any other merchandising methods desired by account at cost. Station gives "plugs" on all new commercial programs for several days in advance of first program.

## REPRESENTATIVE

International Radio Sales

# K T S A

"SERVING THE PUBLIC INTEREST IN  
SOUTH TEXAS"  
"SAN ANTONIO'S BEST SALESMAN"

## SAN ANTONIO—EST. 1928

### COLUMBIA BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTSA Broadcasting Co. OPERATED BY: KTSA Broadcasting Co. BUSINESS ADDRESS: Gunter Hotel. PHONE: Garfield 1251. STUDIO ADDRESS: Gunter Hotel. TRANSMITTER LOCATION: St. Hedwig Road. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 7:45 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: San Antonio Light. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

## Personnel

Station Manager.....George W. Johnson  
Program Manager.....William C. Bryan  
Musical Director.....Rex L. Preis  
Chief Engineer.....Wm. Egerton

## POLICIES

No special stated policies.

## REPRESENTATIVE

International Radio Sales

# W O A I

## SAN ANTONIO—EST. 1922

### NBC—TEXAS QUALITY NETWORK

FREQUENCY: 1190 Kc. POWER 50,000 Watts. OWNED BY: Southland Industries, Inc. OPERATED BY: Southland Industries, Inc. BUSINESS ADDRESS: 1031 Navarro. PHONE: Garfield 4221-2-3. STUDIO ADDRESS: 1031 Navarro. TRANSMITTER LOCATION: Selma,

Texas. TIME ON THE AIR: (Sunday) 8:00 A.M. to 11:30 P.M.; (daily) 6:30 A.M. to 11:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Pres. & General Manager.....Hugh A. L. Halff  
Sales Promotion & Merchandising  
Manager.....Walter S. Zahrt  
Program Director.....Lew Valentine  
Chief Engineer.....Fred Sterling

**POLICIES**

Advertising of beer and wine accepted; no hard liquor accounts. Station maintains strict censorship on patent medicines.

Maintains complete merchandising service for its advertisers and will give full cooperation to any advertiser's merchandising activities in the San Antonio market. The station from time to time conducts local merchandising activities in cooperation with the local advertiser. A regular station publication is released every other month and a complete merchandising service to approximately 700 grocers and 225 druggists every month is provided. Merchandising display in studio lobby.

**REPRESENTATIVE**

Edw. Petry & Co., Inc.

**K R R V**

"THE VOICE OF THE RED RIVER VALLEY"

**SHERMAN—EST. 1936**

MBS—TEXAS STATE NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Red River Valley Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 163. PHONE: 201. STUDIO ADDRESS: 1910 S. Crockett St., Fannin & Owing Sts., Denison. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....G. H. Wilcox  
Station Manager.....L. L. Hendrick  
Chief Announcer.....Leon Lloyd  
Denison Studio Manager.....Maurice Wray  
Program Director.....W. E. Rowens, Jr.  
Chief Engineer.....T. E. Spellman

**POLICIES**

Accepts foreign language and wine and beer advertising. No hard liquor advertising. Station offers complete cooperation in merchandising and sales assistance.

**REPRESENTATIVE**

Texas State Network

**K T E M**

"THE FRIENDLY VOICE OF CENTRAL TEXAS"

**TEMPLE—EST. 1936**

MBS—TEXAS STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Bell Broadcasting Co. OPERATED BY: Bell Broadcasting Co. BUSINESS ADDRESS: Kyle Hotel. PHONE: 4646. STUDIO ADDRESS: Kyle Hotel. TRANSMITTER LOCATION: 2.6 miles north of Temple on Temple-Waco highway. TIME ON THE AIR: 6:15 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President.....Mrs. Ruth Mayborn  
Station Manager.....Burton Bishop  
Artists' Bureau Head.....Kirby Nix  
Chief Announcer.....Edwin Callaway  
Chief Engineer.....Paul Shaw

**POLICIES**

Liquor advertising accepted where copy is not offensive. Foreign language programs accepted due to large percentage of Czech and German people residing in area.

Commercial programs may have additional support of KTEM advising all dealers in territory of program by letter; commercial men

★ According to a weeks study made by  
**ROSS - FEDERAL RESEARCH**  
Write us for further details

MEMBER  
**SAN ANTONIO**

MEMBER 125 AFFILIATION YEAR ESTABLISHED 1936 SAN ANTONIO

assist by keeping all local accounts advised of program; programs listed in daily newspaper schedule and publicized in station's daily program resume. Special downtown window displays arranged on request.

**REPRESENTATIVE**  
Texas State Network

**K C M C**

"SERVING TEXARKANA AND THE FOUR STATES AREA WITH NEWS OF THE WORLD HOURS AHEAD"

**TEXARKANA—EST. 1932**

MBS—TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KCMC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 Pine St. PHONE: 958-3210. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Texarkana Gazette, Texarkana Daily News. NEWS SERVICES: United Press and Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President .....Henry Humphrey  
General Manager .....Foster W. Fort  
Artists Bureau Head and  
Traffic Manager .....Dorothy Moore  
Program & Publicity Dir.....Thomas Dillahunt  
Chief Engineer.....Harvey Robertson

**POLICIES**

All medicinal copy must be submitted for approval by station management and physicians. Whiskey advertising accepted; but must be edited by station management.

Merchandising: Facilities consist of letters to merchants; surveys on special products advertised; lists of dealers supplied to agencies and manufacturers; installation of displays and other advertising material.

**REPRESENTATIVE**  
Radio Time Agency

**K G K B**

**TYLER—EST. 1931**

MBS—TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: East Texas Broadcasting Co. OPERATED BY: J. G. Ulmer. BUSINESS ADDRESS: 115 S. College. PHONE: 1106-7. STUDIO ADDRESS: 115 S. College. TRANSMITTER LOCATION: Sandflat Road. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Owner-Operator .....Jas. G. Ulmer  
General Manager.....M. E. Danbom

**POLICIES**

Accepts no hard liquor advertising nor foreign language programs.

Merchandising: Station aids in getting store displays, mailing letters to dealers as part of a campaign, getting distribution; in general, any reasonable assistance.

**K V W C \***

**VERNON—EST. 1939**

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: The Northwestern Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Vernon. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Co-Partners  
R. N. Nichols, W. H. Wright, Stewart Hatch  
Manager.....John Sullivan

\*Station was licensed to operate under a C. P. No further information was available at time of going to press.

**W A C O**

"SERVING THE PUBLIC INTEREST"

**WACO—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KTSB Broadcasting Co. OPERATED BY: Hearst Radio, Inc. BUSINESS ADDRESS: Amicable Bldg. PHONE: 2700-1. STUDIO ADDRESS: Amicable Bldg. TRANSMITTER LOCATION: Amicable Bldg. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service.

**Personnel**

Station Manager.....J. W. Pate  
Commercial Manager.....R. E. L. Glasgow  
Chief Announcer.....Clark Fulks  
Publicity Director.....Frank Ruetz  
Musical Director.....Pat Adelman  
Chief Engineer.....L. H. Appelman

**POLICIES**

Liquor programs accepted only after 10:30 P.M. and must be of a dignified character, running not less than 15 minutes and produced in the station's studios. Patent medicines are subject to Station approval. Foreign language programs no set rules; does not encourage such programs.

Circulars, dodgers, placards, and direct mail merchandising aids.

**REPRESENTATIVE**  
International Radio Sales

# K R G V

"SERVING 'LOWER VALLEY GRANDE'  
TEXAS 4TH CITY"

WESTLACO—EST. 1926

NBC—(RED OR BLUE)

TEXAS STATE NETWORK

FREQUENCY: 1260 Kc. POWER: 1000 Watts.  
OWNED BY: KRGV, Inc. OPERATED BY:  
Same. BUSINESS ADDRESS: 201 Border.  
PHONE: 375-6. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Same. TIME ON  
THE AIR: 6:30 A.M. to 11:00 P.M. NEWS  
SERVICE: Transradio Press. TRANSCRIPTION  
SERVICE: Standard Radio.

## Personnel

President.....O. L. Taylor  
Station Manager.....Ken Lowell Sibson  
Sales Manager.....Ingham S. Roberts, III  
Publicity Director.....Dick Watkins  
Chief Engineer.....Neal McNaughton

## POLICIES

No hard liquor advertising accepted.  
Merchandising: Merchandising manager and  
three field men maintained by station for use

without cost to clients. Charges made only  
for special services requiring cash expendi-  
tures.

## REPRESENTATIVE

Howard H. Wilson Co.

# K W F T \*

WICHITA FALLS—EST. 1938

FREQUENCY: 620 Kc. POWER: 1000 Watts.  
d.; 250 Watts, n. OWNED BY: Wichita Broad-  
casting Co. OPERATED BY: Wichita Broad-  
casting Co. BUSINESS ADDRESS: 807 Hamil-  
ton Bldg. STUDIO ADDRESS: Wichita. TRANS-  
MITTER LOCATION: Same. TIME ON THE  
AIR: Full Time License. NEWS SERVICE:  
United Press.

## Personnel

President.....Joe B. Carrigan  
Station Manager.....D. A. Kahn  
\*Station was licensed to operate under a  
C. P.; construction has been interrupted be-  
cause issues are being determined in the  
Court of Appeals, District of Columbia.

# UTAH

Population 519,000

Number of Families 123,000

Number of Radio Homes 111,000

Retail Sales \$132,098,000

Auto Registrations 106,619

# K S U B

"GATEWAY TO SOUTHERN UTAH'S  
SCENIC WONDERLAND"

CEDAR CITY—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 Watts.  
OWNED BY: Johnson & Perry. OPERATED BY:  
Johnson & Perry. BUSINESS ADDRESS: Escal-  
ante Hotel. PHONE: 398. STUDIO ADDRESS:  
Escalante Hotel. TRANSMITTER LOCATION:  
West 2nd South. TIME ON THE AIR: 8:00 A.M.  
to 8:00 P.M. NEWS SERVICE: Transradio  
Press. TRANSCRIPTION SERVICES: NBC The-  
saurus, C. P. MacGregor.

## Personnel

Co-Owners. Leland M. Perry, Harold Johnson  
Station Manager.....Carl P. Wolfstrom  
Chief Engineer.....Cutler R. Miller

## POLICIES

No liquor accounts accepted.

## REPRESENTATIVE

Cox & Tanz

# K V N U

LOGAN—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
OWNED BY: Cache Valley Broadcasting Co.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Logan. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: Same. TIME ON THE  
AIR: Full Time License.

# K L O

"THE VOICE OF UTAH"

OGDEN—EST. 1924

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1400 Kc. POWER: 500 Watts.

(C. P. 500 Watts, d.; 1000 Watts, n.) OWNED

BY: Interstate Broadcasting Corp. OPERATED

BY: Same. BUSINESS ADDRESS: 7th floor,

Hotel Ben Lomona. PHONE: 84-85. STUDIO

ADDRESS: Same. TRANSMITTER LOCATION:

Ogden. TIME ON THE AIR: 7:30 A.M. to 12:00

midnight. NEWSPAPER AFFILIATION: Ogden

Standard Examiner. NEWS SERVICE: Associ-

ated Press (non-commercial). TRANSCRIPTION

SERVICE: C. P. MacGregor.

## Personnel

President ..... A. L. Glasmann

Vice President-Station

Manager ..... Paul R. Heitmeyer

Advertising Manager ..... M. J. Bunnell

Chief Announcer ..... John Woolf

Program Manager ..... Ethel G. Clark

Musical Director ..... Ed Barry

Chief Engineer ..... W. D'Orr Cozzens

Production Manager ..... Jack Riaska

## POLICIES

Does not accept liquor advertising. Advertising of beer accepted. Foreign language advertising not encouraged.

## REPRESENTATIVE

Bryant Griffith & Brunson  
Walter Biddick Co. (West Coast)

# K E U B

"THE VOICE OF EASTERN UTAH"

PRICE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 100 Watts.

OWNED BY: E. Utah Broadcasting Co. (Sam.

G. Weiss). OPERATED BY: E. Utah Broadcast-

ing Co. BUSINESS ADDRESS: Price. PHONE:

Price 200. STUDIO ADDRESS: Price. TRANS-

MITTER LOCATION: Price. TIME ON THE AIR:

8:00 A.M. to 8:00 P.M. NEWS SERVICE: Trans-

radio Press. TRANSCRIPTION SERVICES: NBC

Thesaurus, C. P. MacGregor.

## Personnel

Program Director-Commercial

Manager ..... Jack Richards

Station Manager ..... Sam G. Weiss

Chief Engineer ..... Carl E. Busart

## POLICIES

No hard liquor accounts. Beer and foreign languages accepted.

# K D Y L

"THE POPULAR STATION"

SALT LAKE CITY—EST. 1922

NBC (RED)

FREQUENCY: 1290 Kc. POWER: 5000 Watts,

d.; 1000 Watts, n. OWNED BY: Intermountain

Broadcasting Corp. OPERATED BY: Same.

BUSINESS ADDRESS: 6th floor, Tribune-Tele-gram Bldg. PHONE: Wasatch 7180-1-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 9th W. and 33rd. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

## Personnel

President & General Manager ..... S. S. Fox

Commercial Manager ..... W. E. Wagstaff

Program Director ..... George Snell

Chief Announcer ..... Floyd Farr

Sales Manager ..... W. E. Wagstaff

Publicity Director ..... David Simmons

Artists' Bureau Head and

Musical Director ..... T. B. Woodbury

Chief Engineer ..... J. M. Baldwin

## POLICIES

No liquor advertisements except beer. No foreign language accounts. Medical accounts accepted only after copy to be used has been submitted and approved.

Merchandising: Station is equipped to handle sponsor display in attractive, well-placed showcases in its Tribune-Telegram Bldg, studios and its new Radio Playhouse. Other tie-ups are available by arrangement.

## REPRESENTATIVE

John Blair & Company

**BUSINESS IS GOOD**  
IN  
**SALT LAKE CITY**

PARTICULARLY for  
ADVERTISERS USING

The  
**POPULAR STATION**

5000 Watts Daytime  
1000 Watts Nighttime

**KDYL**

Salt Lake City  
Representative  
John Blair & Co.

**NBC**  
RED  
NETWORK

# K S L

"THE VOICE OF THE WEST"

**SALT LAKE CITY—EST. 1921**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1130 Kc. POWER: 50,000 watts. OWNED BY: Radio Service Corporation of Utah. OPERATED BY: Same. BUSINESS ADDRESS: Union Pacific Bldg. PHONE: Wasatch 3901. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Saltair. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Salt Lake Tribune. NEWS SERVICES: United Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library, Standard Library, C. P. MacGregor.

## Personnel

President.....Sylvester O. Cannon  
Station Manager.....Earl J. Glade  
Commercial Manager.....Dan H. Vincent  
Artists Bureau Head.....Irma F. Bitner  
Production Director.....Lennox Murdock  
Musical Director.....Gene Halliday  
Chief Engineer.....E. G. Pack

## POLICIES

Does not accept liquor advertising.  
Merchandising: Mailing service. Will distribute merchandise displays to Salt Lake

stores. Listing in KSL Press Release weekly. Space in monthly. Program brochure.

## REPRESENTATIVE

Edward Petry & Co., Inc.

# K U T A

"TOPS ON THE DIAL"

**SALT LAKE CITY—EST. 1938**

**NBC—BLUE**

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Utah Broadcasting Co. OPERATED BY: Utah Broadcasting Co. BUSINESS ADDRESS: Belvedere Apartment Hotel. PHONE: Wasatch 1730. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1324 S. 3rd St., West. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Manager.....Frank C. Carmen  
Commercial Manager.....Arch Madsen  
Program Director.....Hal Parkes  
Chief Engineer.....Lyle Wahlquist

## REPRESENTATIVE

Joseph Hershey McGillvra

# VERMONT

Population 383,000

Number of Families 99,000

Number of Radio Homes 88,600

Retail Sales \$99,121,000

Auto Registrations 79,000

# W C A X

**BURLINGTON—EST. 1931**

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Burlington Daily News, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 203 College St. PHONE: 134-373. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Burlington Daily News. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Col. H. Nelson Jackson  
General Manager.....John A. Cellar  
Treasurer.....E. E. Germain

Commercial Manager.....W. J. Kennedy  
Program Manager.....H. B. Wight  
Chief Engineer.....James W. Tierney

## POLICIES

Advertising of alcoholic beverages accepted. No restrictions on foreign language accounts if the program is on a transcription. However, all matter on same is subject to our approval.

# W S Y B

"WE SERVE YOU BEST"

**RUTLAND—EST. 1930**

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: P. Weiss Music Co. OPERATED

BY: Same. BUSINESS ADDRESS: 80 West St. PHONE: 1247. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Creek Road. TIME ON THE AIR: 8:30 A.M. to 9:00 P.M.; Sunday, 10:00 A.M. to 11:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President ..... P. Weiss  
 Station Manager ..... J. H. Weiss  
 Chief Engineer ..... J. A. Housek

### POLICIES

No stated special program policies.  
 Merchandising for accounts in Rutland only.

## W Q D M

"THIS IS YOUR STATION"

ST. ALBANS—EST. 1929

FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: F. Arthur Bostwick. OPERATED BY: F. Arthur Bostwick. BUSINESS ADDRESS: 32 North Main. PHONE: 126. STUDIO ADDRESS: 32 North Main St. TRANSMITTER LOCATION: ¼ mile north of city on route 7. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President ..... F. Arthur Bostwick  
 General Manager ..... G. S. Wasser  
 Production Manager ..... Byron Snowden  
 Continuity Director ..... Walter Murtrogh  
 Chief Engineer ..... Edward J. Regan

### POLICIES

No hard liquor. Accepts beer and foreign language accounts.  
 Tie-up with newspaper and window displays.

### REPRESENTATIVE

Weed & Co.

## W N B X

"RADIO CAPITAL OF VERMONT & NEW HAMPSHIRE"

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts. OWNED BY: Twin State Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Woolson Bldg. PHONE: 66-3-66-4. STUDIO

ADDRESS: Same. TRANSMITTER LOCATION: Mt. Ararat. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

### Personnel

President ..... Harry C. Wilder  
 Station and Commercial  
 Manager ..... Herman Steinbruch  
 Chief Announcer ..... Ozzie Wade  
 Program and Publicity Director ..... Harriot Stem  
 Chief Engineer ..... Bill Moore

### POLICIES

No liquor advertising accepted. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the station.

Merchandising: Station has its own merchandising service located in the 22 trading areas within its coverage area; will also make "competitive brand surveys."

### REPRESENTATIVE

Paul H. Raymer Co.

## W D E V

"VERMONT'S MID-STATE STATION"

WATERBURY—EST. 1931

FREQUENCY: 550 Kc. POWER: 500 Watts, 1000 pending. OWNED BY: Mary M. Whitehill Estate, Charles B. Adams, Administrator. OPERATED BY: L. E. Squier and W. G. Ricker. BUSINESS ADDRESS: 8 Stowe St. PHONE: 13-240. STUDIO ADDRESS: Waterbury. TRANSMITTER LOCATION: Waterbury. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio. Lang-Worth.

### Personnel

Station and Sales Manager ..... L. E. Squier  
 Advertising Manager and  
 Artists' Bureau Head ..... W. G. Ricker  
 Commercial Manager ..... Harold Deal  
 Chief Announcer ..... Ted Nelson  
 Musical Director ..... Paul Turner  
 Chief Engineer ..... Melvin Stickle

### POLICIES

No liquor advertising. Sole restriction.  
 Service available from printing department of Waterbury Record and columns of paper.

### REPRESENTATIVE

Horace Hagedorn, N. Y. C.

# WRVA 50,000 WATTS MAKE CASH REGISTERS SING!



**VIRGINIA'S ONLY  
50,000 WATT STATION  
GIVES YOU MANY  
MARKETS AT THE  
COST OF ONLY ONE!**

**I**T PAYS—in every way—to use WRVA, because **only** this radio station (with its new 50,000 watt power) provides such thorough coverage of Richmond and the rich Tidewater area in this great State.

Although located near Richmond, Virginia, WRVA's popularity helps sell the dealers as well as the customers throughout this broad area. That's why cash registers sing a song of sales!

Write, wire or 'phone for the naked truth about WRVA's new 50,000 watt coverage **PLUS** the bare facts about this rich and responsive market.

**PAUL H. RAYMER COMPANY**  
*National Representative*

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO



## WRVA 50,000 WATTS



# VIRGINIA

Population 2,706,000

Number of Families 613,000

Number of Radio Homes 400,200

Retail Sales \$471,329,000

Auto Registrations 373,000

## W C H V

"VIRGINIA'S GOODWILL STATION"

**CHARLOTTESVILLE—EST. 1932**

VIRGINIA BROADCASTING SYSTEM, INC.  
FREQUENCY: 1420 Kc. POWER: 250 Watts,  
d.; 100 Watts, n. OWNED BY: Community  
Broadcasting Corp. OPERATED BY: Same.  
BUSINESS ADDRESS: E. Market & 4th. PHONE:  
444. STUDIO ADDRESS: Same. TRANSMIT-  
TER LOCATION: Route 250, Jefferson Highway.  
TIME ON THE AIR: 7:00 A.M. to 10:05 P.M.  
NEWS SERVICE: United Press. MAINTAINS  
ARTISTS' BUREAU. TRANSCRIPTION SER-  
VICE: Standard Radio, Lang-Worth.

### Personnel

Station Manager.....Hugh M. Cutler  
Secretary-Treasurer.....John T. Elsroad  
Commercial Manager.....Edward H. Allen  
Program.....C. H. Goldsmith  
Chief Engineer.....Walter W. Gray

### POLICIES

Does not accept liquor or foreign language  
accounts.

Maintains merchandising department which  
calls on trade in primary area regularly, so-  
liciting orders.

### REPRESENTATIVE

Burn-Smith Co.

## W B T M

"WORLD'S BEST TOBACCO MARKET"

**DANVILLE—EST. 1930**

VIRGINIA BROADCASTING SYSTEM  
FREQUENCY: 1370 Kc. POWER: 250 Watts,  
d.; 100 Watts, n. OWNED BY: Piedmont  
Broadcasting Corp. OPERATED BY: Piedmont  
Broadcasting Corp. BUSINESS ADDRESS: 427  
Main St. PHONE: 2350. STUDIO ADDRESS:  
427 Main St. TRANSMITTER LOCATION:  
Danville. NEWS SERVICE: Transradio Press.  
MAINTAINS ARTISTS' BUREAU. TRANSCRIP-  
TION SERVICE: C. P. MacGregor.

### Personnel

President.....L. N. Dibrell  
Vice President and General  
Manager.....S. C. Ondarcho

Program Director.....W. P. Heffernan  
Publicity Director.....Jay Caldwell  
Chief Engineer.....Phil Briggs

### POLICIES

No liquor advertising accepted; beer and  
wine accepted; foreign language accounts  
discouraged because of limited foreign popu-  
lation; medical accounts accepted; copy in all  
cases must be in good taste and ethical.

For exploitation station publishes its own  
weekly paper. No merchandising department  
established but a reasonable amount is done  
without cost.

### REPRESENTATIVE

Burn-Smith Co.

## W S V A

"THE VALLEY STATION"

**HARRISONBURG—EST. 1935**

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 500 Watts.  
OWNED BY: Shenandoah Valley Broadcasting  
Corp. OPERATED BY: Shenandoah Valley  
Broadcasting Corp. BUSINESS ADDRESS:  
Newman Bldg. PHONE: Harrisonburg, 875.  
STUDIO ADDRESS: Newman Bldg.; Profes-  
sional Bldg., Staunton. PHONE: Staunton 647.  
TRANSMITTER LOCATION: 5 miles South of  
Harrisonburg on U. S. Route 11. TIME ON  
THE AIR: 6:30 A.M. to local sunset. NEWS  
SERVICE: Transradio News. TRANSCRIPTION  
SERVICE: World Broadcasting System.

### Personnel

General and Commercial  
Manager.....Chas. P. Blackley  
Program Director.....Wendell Siler  
Chief Engineer.....U. L. Lynch

### POLICIES

Beer accounts accepted. Wine and liquor  
accounts not accepted.

Complete cooperation is given all clients in  
the distribution of printed matter and in the

mailing of prizes, etc.; merchants are contacted.

# W L V A

LYNCHBURG—EST. 1930

REGIONAL V.B.S.

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Lynchburg Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Medical Arts Bldg. PHONE: 3030. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Page St. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, NBC Thesaurus.

## Personnel

President ..... Edw. A. Allen  
 Station Manager ..... Philip P. Allen  
 Commercial Manager ..... Glen E. Jackson  
 Program Director ..... James Moore  
 Publicity Director ..... James Howe  
 Chief Engineer ..... Albert E. Heisen

## POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

# WMBG

NBC Red

RICHMOND, VIRGINIA

Can Be Purchased  
 Independent of Basic

CONSULT

JOHN BLAIR & CO.

NEW YORK—MURRAY HILL 9-6084

CHICAGO—SUPERIOR 8660

DETROIT—MADISON 7889

# W G H

"WORLD'S GREATEST HARBOR"

NEWPORT NEWS—EST. 1928

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Hampton Roads Broadcasting Corp. OPERATED BY: Hampton Roads Broadcasting Corp. BUSINESS ADDRESS: Portlock Bldg., Norfolk. PHONE: 44319. STUDIO ADDRESS: Boat Harbor: American National Bank Bldg., Portsmouth. PHONE: 991—Portlock Bldg., Norfolk. TRANSMITTER LOCATION: Newport News. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:30 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, NBC Thesaurus.

## Personnel

President ..... James W. Baldwin  
 Vice-President & General  
 Manager ..... Edward E. Bishop  
 Secretary ..... Gene D. Stratton  
 Commercial Manager ..... Edward E. Edgar  
 Artists' Bureau Head ..... Alfred Temple  
 Chief Announcer ..... Joel F. Wahlberg  
 Publicity Director ..... Gene Stratton  
 Musical Director ..... Willby Goff  
 Chief Engineer ..... Raymond P. Aylor, Jr.

## POLICIES

No liquor advertising except wines and beers, conforming to rules of Virginia Alcoholic Beverage Board. Foreign language accounts acceptable where public interest is served and necessity exists. Internal medicines not accepted.

## REPRESENTATIVE

Burn-Smith Co.

# W T A R

"VIRGINIA'S PIONEER VOICE"

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

(RED & BLUE)

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: WTAR Radio Corp. OPERATED BY: WTAR Radio Corp. BUSINESS ADDRESS: National Bank of Commerce Bldg. PHONE: 2-5671-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glenrock, Princess Anne County. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Norfolk Ledger-Dispatch, Norfolk Virginian Pilot. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

## Personnel

President.....Paul S. Huber  
General Manager.....Campbell Arnoux  
Commercial Manager.....John W. New  
Continuity & Publicity  
Director.....Lee Chadwick  
Program Director.....Shirley Hosier  
Production Manager.....Vaughn Bradshaw  
Sales Promotion Director....Ralph S. Hatcher  
Musical Director....Henry Cowles Whitehead  
Technical Director.....J. L. Grether

## POLICIES

Accepts wine and beer accounts; no hard liquor advertising. Foreign language accounts judged individually and acceptance based on the merit of the program material. No foreign language account has been broadcast over station to date.

Merchandising: Courtesy announcements gratis, listings in morning and evening newspaper, announced in two daily program resumes, letters to dealers, contact of dealers and wholesalers, and additional activities at cost.

## REPRESENTATIVE

Edward Petry & Co.

# W P I V \*

## PETERSBURG—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Petersburg Newspaper Corp. OPERATED BY: Same. BUSINESS ADDRESS: Petersburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License except Sunday which time is divided with WBBL. NEWSPAPER AFFILIATION: Petersburg Progress Index.

## Personnel

President.....W. E. Harris

\* Station was licensed to operate under a C. P. and no further information was available at time of going to press.

# W B B L

## RICHMOND

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Grace Covenant Presbyterian Church (M. A. Sitton, Agent). OPERATED BY: Grace Covenant Presbyterian Church. BUSINESS ADDRESS: Richmond. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified hours.

## Personnel

Agent.....M. A. Sitton

## POLICIES

Station does not sell time.

# W M B G

## "THE HAVENS AND MARTIN STATION" RICHMOND—EST. 1926

NBC-RED

FREQUENCY: 1350 Kc. POWER: 500 Watts. OWNED BY: Havens & Martin, Inc. OPERATED BY: Havens & Martin, Inc. BUSINESS ADDRESS: P. O. Box 5229. PHONE: 5-8611. STUDIO ADDRESS: 3301 W. Broad St. TRANSMITTER LOCATION: Staples Mill Road & Broad St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President & Station  
Manager.....Wilbur M. Havens  
Vice-President.....Callom B. Jones  
Secretary.....C. H. Woodward  
Treasurer.....Wilfred H. Wood  
Chief Announcer.....Jack Hooper  
Local Sales Manager.....Wm. Filer  
Publicity Director & National  
Sales Manager.....R. E. Mitchell  
Musical Director.....Garrett Tate  
Chief Engineer.....Wilfred H. Wood

## POLICIES

Beer and wine accounts accepted; no hard liquor.

Complete merchandising set-up including dealers' letters; distribution of window and counter cards; window dressing.

## REPRESENTATIVE

John Blair & Co.

# W R N L

## "THE FRIENDLY STATION"

## RICHMOND—EST. 1927

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 500 watts (C. P.; 1000 watts, Full Time License). OWNED BY: WLBG, Inc. OPERATED BY: WLBG, Inc. (ex-WPHR). BUSINESS ADDRESS: 323 E. Grace St. PHONE: 3-4242. STUDIO ADDRESS: 323 E. Grace St. TRANSMITTER LOCATION: Scott Rd. TIME ON THE AIR: 6:00 A.M. to local sunset; Sunday, 8:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Music, Lang-Worth and C. P. MacGregor.

## Personnel

President.....John Stewart Bryan  
Station Manager.....Earl Sowers  
Artists' Bureau Head.....Blanche Moody  
Chief Announcer.....Wallace Stell  
Sales Manager.....C. A. Baker  
Publicity Director.....Earl Sowers  
Musical Director.....Marynelle Gutridge  
Chief Engineer.....W. A. Selden

## POLICIES

Advertising of alcoholic beverages not accepted, excepting beer.

Has merchandising department, including audience room excellently equipped for auditions, etc.

## REPRESENTATIVE

Burn-Smith Co.

# W R T D

"THE TIMES-DISPATCH RADIO STATION"

RICHMOND—EST. 1937

NATIONAL BROADCASTING SYSTEM  
(BLUE)

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Times-Dispatch Radio Corp. OPERATED BY: Times-Dispatch Radio Corp. Inc. BUSINESS ADDRESS: State-Planters Bank Building. PHONE: 3-7471, 3-7472, 3-7473. STUDIO ADDRESS: State-Planters Bank Building. TRANSMITTER LOCATION: Belle Isle. TIME ON THE AIR: Mon. to Sat. 7:00 A.M. to 1:00 A.M.; Sun. 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Times-Dispatch Publishing Co., Inc.

## Personnel

President.....John D. Wise  
Vice-President.....Campbell Arnoux  
Secretary-Treasurer.....J. L. Stott  
Manager.....Ovelton Maxey  
Chief Engineer.....David Bain  
Sports Director.....Pete Gleason  
Production Manager.....Conrad Rianhard  
Program Director.....Grace Gatling  
Continuity Director.....Bernard Dabney  
Publicity & Merchandising.....Robert Ehrman  
Traffic Manager.....Mildred Williams  
Chief Announcer.....Sam Lawder

## POLICIES

Does not accept hard liquor or wines but does accept beer; does not accept foreign languages.

Displays in five banks; one in lobby of Richmond Times-Dispatch; one in reception room of WRTD; as a rule preannouncements; personal contact with distributors and dealers. Letters to distributors and principal dealers.

## REPRESENTATIVE

Edward Petry & Co., Inc.

# W R V A

"VIRGINIA'S ONLY 50,000 WATT STATION"

RICHMOND—EST. 1925

CBS-MBS

FREQUENCY: 1110 Kc. Power: 50,000 watts. OWNED BY: Larus & Brother Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Richmond. PHONE: 3-6633. STUDIO ADDRESS: Hotel Richmond. TRANSMITTER LOCATION: Varina Farms. TIME ON THE AIR: 7:00 A.M. to midnight (Fri. to 2:00 A.M.). NEWS SERVICE: United Press. TRANSCRIPTION SERV-

ICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

## Personnel

General Manager.....C. T. Lucy  
Business Manager.....Barron Howard  
Program Service Manager.....Irvin Abeloff  
Publicity Director.....Walter R. Bishop  
Musical Director.....E. D. Naff  
Technical Supervisor.....H. S. Lucy  
Chief Engineer.....D. C. Woods

## POLICIES

Accept no alcoholic advertising including wine, beer or liquor. Has no foreign language accounts since this is native territory. After 6:00 P.M. accepts no advertising for product, use of which would not be considered suitable topic for discussion in mixed group. Matter of good taste applied to all proposed accounts.

Merchandising: Merchandising and exploitation is handled on a per-job basis by a local exploitation firm. No definite merchandising set-up is maintained by station.

## REPRESENTATIVE

Paul H. Raymer Company

(See Page 396)

# W D B J

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 5000 Watts, d.; 1000, n. OWNED BY: Times-World Corp. OPERATED BY: Times-World Corp. BUSINESS ADDRESS: 124 West Kirk Ave. PHONE: 8131, 8132. STUDIO ADDRESS: 124 West Kirk Ave. TRANSMITTER LOCATION: Colonial Hqts., Roanoke. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Roanoke Times (morning); The Roanoke World News (evening). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NAB Library and World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....J. P. Fishburn  
Station Manager.....Ray P. Jordan  
Commercial Manager.....F. D. Kesler  
Publicity Director.....Jack Weldon  
Studio Director.....Paul Reynolds  
Artists' Bureau Head &  
Musical Director.....Mary Henson  
Chief Engineer.....J. W. Robertson

## POLICIES

Does not accept liquor advertising except beer and light wines. No objection to foreign language accounts, but advises against them because of only 2 per cent foreign born population.

Complete merchandising co-operation. Letters to dealers; window and store displays, newspaper publicity, etc.

## REPRESENTATIVES

Free & Peters, Inc.

# WASHINGTON

Population 1,658,000

Number of Families 468,000

Number of Radio Homes 443,300

Retail Sales \$528,709,000

Auto Registrations 449,925

## KXRO

"TWIN HARBOR" STATION

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.  
FREQUENCY: 1310 Kc. POWER: 250 Watts.  
OWNED BY: KXRO, Inc. OPERATED BY:  
KXRO, Inc. BUSINESS ADDRESS: P. O. Box  
1120. PHONE: Aberdeen 4098 and 4099.  
STUDIO ADDRESS: 207 East Market St.  
TRANSMITTER LOCATION: Finch Farms.  
TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.  
(Daily); 9:00 A.M. to 11:00 P.M. (Sunday).  
NEWS SERVICE: United Press. TRANSCRIP-  
TION SERVICE: World Broadcasting System.

### Personnel

President.....Harry R. Spence  
Commercial Manager.....Fred G. Goddard  
Chief Announcer.....Ben Weatherwax  
Publicity Director.....Edwin J. Alexander  
Musical Director.....A. W. Lindsay  
Chief Engineer.....W. M. McGoffin

### POLICIES

Beer and wine accepted, also foreign lan-  
guage accounts.

### REPRESENTATIVE

John Blair & Company

## KVOS

BELLINGHAM—EST. 1927

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
OWNED BY: KVOS, Inc. OPERATED BY:  
KVOS, Inc. BUSINESS ADDRESS: Luther Bldg.  
PHONE: 4200-1627-34. TRANSMITTER LOCA-  
TION: Luther Bldg. TIME ON THE AIR: 6:30  
A.M. to 11:00 P.M. NEWS SERVICE: Trans-  
radio Press. TRANSCRIPTION SERVICES:  
World Broadcasting System, C. P. MacGregor.

### Personnel

President.....Rogan Jones  
Advertising & Sales Manager....Tom Schafer  
Musical Director.....Henry Ehlers  
Chief Engineer.....Joe Ernst

### POLICIES

Advertising of beer and wine accepted.

### REPRESENTATIVE

John Blair & Co.

## KELA

CENTRALIA AND CHEHALIS

EST. 1937

MUTUAL—DON LEE  
PACIFIC BROADCASTING CO.

FREQUENCY: 1440 Kc. POWER: 500 Watts.  
OWNED BY: Central Broadcasting Corp.  
OPERATED BY: Central Broadcasting Corp.  
BUSINESS ADDRESS: Kela Bldg. PHONE:  
Chehalis 721—Centralia 721. STUDIO AD-  
DRESS: Same. TIME ON THE AIR: 6:00 A.M.  
to 12:00 midnight. NEWSPAPER AFFILIA-  
TIONS: Lewis County Advocate, Chehalis Bee  
Nugget, Centralia Tribune. NEWS SERVICE:  
Transradio Press. TRANSCRIPTION SERV-  
ICE: Lang-Worth.

### Personnel

General Manager.....J. Elroy McCaw

### POLICIES

No hard liquor accounts accepted.

### REPRESENTATIVE

John Blair & Company

## KRKO

"THE VOICE OF EVERETT AND  
SNOHOMISH COUNTY"

EVERETT—EST. 1922

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 50 Watts.  
OWNED BY: Lee E. Mudgett. OPERATED BY:  
Lee E. Mudgett. BUSINESS ADDRESS: 300  
Clark Bldg. PHONE: Main 5-2-6. STUDIO  
ADDRESS: 300 Clark Bldg. TRANSMITTER  
LOCATION: 2814 Rucker Ave. TIME ON THE  
AIR: 7:00 A.M. to 12:00 noon—4:00 P.M. to  
7:00 P.M.; Sunday, 9:00 A.M. to 4:00 P.M.  
NEWS SERVICE: Transradio Press. MAIN-  
TAINS ARTISTS' BUREAU.

## Personnel

Owner.....Lee E. Mudgett  
Station Manager.....W. F. Knehr  
Musical Director.....Maynard Bordsen  
Chief Engineer.....Lee E. Mudgett

## POLICIES

No liquor advertising accepted.  
Merchandising: Station has reciprocal agreement with local Shopping News.

## REPRESENTATIVE

John Blair & Co.

# K W L K

"YOUR STATION"

LONGVIEW—EST. 1938

FREQUENCY: 780 Kc. POWER: 250 Watts.  
OWNED BY: Twin City Broadcasting Corp.  
OPERATED BY: Twin City Broadcasting Corp.  
BUSINESS ADDRESS: 1262—14th. STUDIO ADDRESS: 1262—14th; Chinook Hotel, Kelso.  
TRANSMITTER LOCATION: Ocean Beach Highway. TIME ON THE AIR: Daytime License.  
NEWSPAPER AFFILIATION: Longview Daily News. NEWS SERVICE: Associated Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

## Personnel

General Manager.....M. F. Woodling  
Assistant Manager.....Charles B. Foll

## REPRESENTATIVE

Cox & Tanz  
Walter Biddick Co. (West Coast)

# K G Y

"IN WASHINGTON'S CAPITOL CITY"

OLYMPIA—EST. 1921 (non-Comm.)  
1932 (Comm.)

MUTUAL—DON LEE BROADCASTING SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
OWNED BY: KGY, Inc. OPERATED BY: KGY, Inc.  
BUSINESS ADDRESS: 11th & Capitol Way. PHONE: 746-1006. STUDIO ADDRESS: 11th & Capitol Way. TRANSMITTER LOCATION: 11th & Capitol Way. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (except Thursday—off at 7:30 P.M.) Silent Sunday. NEWS SERVICE: United Press.

## Personnel

President.....Louis A. Wasmer  
Vice President.....Archie G. Taft  
Station Manager & Commercial Manager.....W. R. Taft  
Publicity Director.....Freda Tilden  
Program Director.....Jean Walters  
Chief Engineer.....John H. Thatcher

## POLICIES

No hard liquor advertising accepted.  
Merchandising: Placing of newspaper publicity; designing and distribution of placards handbills, etc.

## REPRESENTATIVE

John H. Blair & Co.

# K W S C

"STATE COLLEGE ON THE AIR"

PULLMAN—EST. 1922

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 n. OWNED BY: State College of Wash. OPERATED BY: State College of Wash. BUSINESS ADDRESS: State College. PHONE: 6044. STUDIO ADDRESS: State College. TRANSMITTER LOCATION: Pullman. TIME ON THE AIR: 6:45 A.M. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....E. O. Holland  
Station Manager.....Kenneth E. Yeend  
Chief Announcer.....M. Reid White  
Chief Engineer.....Leonard Burton

## POLICIES

No commercial broadcasting whatsoever.

# K E E N

"YOUR KEEN STATION"

SEATTLE—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
OWNED BY: KVL, Inc. OPERATED BY: KVL, Inc. BUSINESS ADDRESS: Smith Tower. PHONE: Seneca 0070. STUDIO ADDRESS: Smith Tower. TRANSMITTER LOCATION: Smith Tower. TIME ON THE AIR: 12:00 noon to 4:00 P.M. and 7:00 P.M. to 11:00 P.M.

## Personnel

President and General Manager.....Arthur C. Dailey  
Sales Manager.....H. D. Porter  
Publicity Director.....L. D. Woodruff  
Chief Engineer.....Dick Nickols

## POLICIES

No liquor accounts accepted. Accepts foreign language business.

# K I R O

"THE FRIENDLY STATION"

SEATTLE—EST. 1935 (1928 as KPCB)  
COLUMBIA BROADCASTING SYSTEM  
WORLD TRANSCRIPTION SYSTEM

FREQUENCY: 710 Kc. POWER: 1000 Watts.  
OWNED BY: Queen City Broadcasting Co.  
OPERATED BY: Queen City Broadcasting Co.  
BUSINESS ADDRESS: Cobb Bldg. PHONE:

Seneca 1500. STUDIO ADDRESS: Cobb Bldg. TRANSMITTER LOCATION: 2nd and Union Sts. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. daily; Sunday, 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio.

**Personnel**

President.....Louis K. Lear  
 Station Manager.....H. J. Quilliam  
 Business Manager.....Loren B. Stone  
 Program Director.....Tommy Thomas  
 Sales Manager.....J. A. Morton  
 Chief Announcer.....Maurice Rider  
 Publicity Director.....Vera Jidlick  
 Chief Engineer.....James Hatfield

**POLICIES**

Does not accept spirituous liquors.

**REPRESENTATIVE**

The Katz Agency

**K J R**

"SEATTLE'S PIONEER RADIO STATION"

**SEATTLE—EST. 1921**

NBC (PACIFIC COAST BLUE)

NORTHWEST TRIANGLE

FREQUENCY: 970 Kc. POWER: 5000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Fisher's Blend Station, Inc. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 P.M. (Sunday) 8:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....O. W. Fisher  
 Station Manager.....Birt F. Fisher  
 Commercial & Advertising  
 Manager.....H. M. Feltis  
 Chief Announcer.....Bennett Fisher  
 Publicity Director.....Dick Keplinger  
 Chief Engineer.....Francis Brott

**POLICIES**

Accepts no hard liquor advertising. Accepts Scandinavian (foreign) language accounts. Limit to 10 per cent commercial content.

**REPRESENTATIVE**

Edward Pety & Co., Inc.

**K O L**

**SEATTLE—EST. 1922**

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1270 Kc. POWER: 5000 Watts.

d.; 1000 Watts, n. OWNED BY: Seattle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Northern Life Tower. PHONE: Main 2312. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1110 West Florida. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICES: Transradio Press, local news through Seattle Post Intelligencer. TRANSCRIPTION SERVICES: Titan, NAB Library.

**Personnel**

Vice President.....Archie Taft  
 General Manager.....E. D. Pederson  
 Chief Announcer.....Wilson Arthur Edwards  
 Musical Director.....Don Isham  
 Chief Engineer.....A. L. Henderson

**POLICIES**

Advertising of alcoholic beverages not accepted, excepting beer and wine.

**REPRESENTATIVE**

John Blair & Co.

**K O M O**

"FISHER'S BLEND STATION"

**SEATTLE—EST. 1925**

NBC (PACIFIC COAST RED)

NORTHWEST TRIANGLE

FREQUENCY: 920 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Fisher's Blend Station Inc. OPERATED BY: Same. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 midnight. (Sunday) 8:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....O. W. Fisher  
 Station Manager.....Birt F. Fisher  
 Commercial & Advertising  
 Manager.....H. M. Feltis  
 Chief Announcer.....Bennett Fisher  
 Publicity Director.....Dick Keplinger  
 Chief Engineer.....Francis Brott

**POLICIES**

Accepts no hard liquor advertising, or foreign language accounts. Commercial content limited to 10 per cent of program time.

We have no special merchandising feature. We send out all publicity releases to the publications using radio news.

**REPRESENTATIVE**

Edward Pety & Co., Inc.

**K R S C**

**SEATTLE—EST. 1926**

FREQUENCY: 1120 Kc. POWER: 250 Watts. OWNED BY: Radio Sales Corp. OPERATED BY: Radio Sales Corp. BUSINESS ADDRESS: 819 Fairview Place. PHONE: Elliot 3480. STUDIO ADDRESS: 819 Fairview Place. TRANS-

MITTER LOCATION: 819 Fairview Place. TIME ON THE AIR: 6:00 A.M. to 1:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth. Standard Radio.

**Personnel**

President.....P. K. Leberman  
 Station Manager.....Robt. E. Priebe  
 Commercial Manager.....R. C. Fuller  
 Chief Announcer.....Ted Bell  
 Publicity Director.....E. B. Rivers  
 Musical Director.....Robt. S. McCaw  
 Chief Engineer.....George A. Freeman

**POLICIES**

No liquor, wine or beer; no foreign language accounts; no proprietary medicine accounts.

Merchandising: Supports advertisers with publicity in sixteen weekly community newspapers. Circulation 80,000. Arranges window displays, and contacts local distributors.

**REPRESENTATIVE**

Gene Furgason & Co.

**K T W**

"FOR THE GOSPEL AND THE CONSTITUTION"

SEATTLE—EST. 1919

FREQUENCY: 1220 Kc. POWER: 1000 Watts. OWNED BY: The First Presbyterian Church of Seattle. OPERATED BY: Same. BUSINESS ADDRESS: 7th & Spring Sts. PHONE: Main 4177, Main 2056. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Sunday) 10:00 A.M. to 10:00 P.M. (Thursday) 7:30 P.M. to 10:30 P.M. (Shares time with radio station KWSC.)

**Personnel**

President and Station Manager.....Dr. M. A. Matthews  
 Chief Announcer.....Gene Freeman  
 Mrs. C. R. Foss  
 Musical Director.....Mrs. C. R. Foss  
 Chief Engineer.....James S. Ross

**POLICIES**

No advertising or commercial programs. Church programs and broadcasts only.

**K X A**

SEATTLE—EST. 1928

FREQUENCY: 760 Kc. POWER: 1000 watts (C. P.). OWNED BY: American Radio Telephone Co. OPERATED BY: American Radio Telephone Co. BUSINESS ADDRESS: 314 Bigelow Bldg. PHONE: Seneca 1000-1001. STUDIO ADDRESS: 314 Bigelow Bldg. TRANSMITTER LOCATION: 314 Bigelow Bldg. TIME ON THE AIR: 6:30 A.M. to sundown; 10:00 P.M. to 3:00 A.M. (9:00 P.M. during eastern daylight saving time).

**Personnel**

President.....R. F. Meggee  
 Station Manager.....Florence Wallace  
 Chief Announcer.....Jackson Latham  
 Chief Engineer.....Maurice M. McMullen

**POLICIES**

Accepts beer and light wines. Foreign language accounts accepted if accompanied by translations. No patent medicines accepted.

**REPRESENTATIVE**

Cox and Tanz

**K F I O**

SPOKANE—EST. 1922

FREQUENCY: 1120 Kc. POWER 100 Watts. OWNED BY: Spokane Broadcasting Co. OPERATED BY: Spokane Broadcasting Co. BUSINESS ADDRESS: 526 Riverside Ave. STUDIO ADDRESS: 526 Riverside Ave.; 204 Norfolk and 408½ West Sprague Ave., Spokane. TRANSMITTER LOCATION: 526 Riverside Ave. TIME ON THE AIR: 6:00 A.M. to local sunset. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President.....A. L. Smith

**K F P Y**

"THE PIONEER BROADCASTING STATION OF THE INLAND EMPIRE"

SPOKANE—EST. 1922

CBS—PACIFIC NETWORK

FREQUENCY: 890 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Symons Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Symons Bldg. PHONE: Main 1218. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Route 3, Box 100. TIME ON THE AIR: (Daily) 6:45 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library.

**Personnel**

President.....T. W. Symons, Jr.  
 Vice-President & Commercial Manager.....Arthur L. Bright  
 Program Director.....R. W. Brazeal  
 Musical Director.....James B. Clark  
 Chief Engineer.....George Langford

**POLICIES**

No time sold for religious broadcasts or hard liquor advertising.

Merchandising done at cost to advertiser.

**REPRESENTATIVES**

Gene Furgason & Co.  
 Walter Biddick Co. (West Coast)



# K G A

SPOKANE—EST. 1926

NBC (BLUE)—NORTHWEST TRIANGLE CHAIN  
FREQUENCY: 1470 Kc. POWER: 5000 Watts.  
OWNED BY: Louis Wasmer. OPERATED BY:  
Louis Wasmer. BUSINESS ADDRESS: Radio  
Central Bldg. PHONE: M 5383. STUDIO AD-  
DRESS: Same. TRANSMITTER LOCATION:  
Lidgewood & Rowan. TIME ON THE AIR:  
Full Time License.

## Personnel

Station Manager.....Louis Wasmer  
Assistant Manager.....Harvey Wixson

## REPRESENTATIVE

Edward Pety & Company

# K H Q

"TELLING THE WORLD"

SPOKANE—EST. 1920

NORTHWEST TRIANGLE CHAIN  
NATIONAL BROADCASTING CO.—(RED)

FREQUENCY: 590 Kc. POWER: 5000 Watts,  
d.; 1000 Watts, n. OWNED BY: Louis Was-  
mer, Inc. OPERATED BY: Louis Wasmer, Inc.  
BUSINESS ADDRESS: Radio Central Bldg.  
PHONE: M-5383. STUDIO ADDRESS: Radio  
Central Bldg. TRANSMITTER LOCATION:  
4105 S. Regal St. TIME ON THE AIR: 6:45  
A.M. to 12:00 midnight; Sunday, 8:00 A.M.  
to 12:00 midnight. NEWS SERVICE: Trans-  
radio Press. TRANSCRIPTION SERVICE: NBC  
Thesaurus and has Studio Recording Equip-  
ment.

## Personnel

President.....Louis Wasmer  
Station Manager.....Harvey Wixson  
Chief Announcer.....Harry Lanry  
Assistant Manager.....Herb Wixson  
Musical Director.....Marian Boyle  
Chief Engineer.....A. G. Sparling

## POLICIES

No hard liquor accounts accepted.

## REPRESENTATIVE

Edward Pety & Co., Inc.

# K M O

"THE VOICE OF TACOMA"

TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK  
PACIFIC BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 1000 Watts.  
OWNED BY: KMO, Inc. OPERATED BY: KMO,  
Inc. BUSINESS ADDRESS: 914½ Broadway.  
PHONE: Main 4144. STUDIO ADDRESS: 914½  
Broadway. TRANSMITTER LOCATION: 1½  
miles east of Tacoma. TIME ON THE AIR:

6:00 A.M. to 12:00 midnight. NEWS SERVICE:  
United Press. TRANSCRIPTION SERVICES:  
World Broadcasting System, NAB Library,  
Lang-Worth.

## Personnel

President and Station

Manager.....Carl E. Haymon  
Assistant Manager.....Jack Buchanan  
Advertising Manager.....Roscoe Smith  
Chief Announcer.....Harry Jordan  
Publicity Director.....Larry Huesby  
Musical Director.....Dick Ross  
Chief Engineer.....Joe Kolesar

## POLICIES

No liquor advertising. Accepts foreign lan-  
guage accounts.

Advertise all of commercial accounts in  
"Shopping News."

## REPRESENTATIVE

John Blair & Company

# K V I

"THE PUGET SOUND STATION"

TACOMA—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 5000 Watts,  
d.; 1000 Watts, n. OWNED BY: Puget Sound  
Broadcasting Co. OPERATED BY: Same.  
BUSINESS ADDRESS: W. R. Rust Bldg. PHONE:  
BR. 4211, 2. 3-Tacoma; Ma. 1171-Seattle.  
STUDIO ADDRESS: W. R. Rust Bldg., Tacoma,  
Olympic Hotel, Seattle. TRANSMITTER LO-  
CATION: Vashon Island. TIME ON THE AIR:  
6:00 A.M. to midnight. NEWSPAPER AFFIL-  
LATION: Tacoma News Tribune. NEWS SERV-  
ICE: Associated Press (non-commercial).

## Personnel

President & Station

Manager.....Vernice Boulianne  
Commercial Manager.....Earl T. Irwin  
Sales Promotion Director.....Elvin E. Evans  
Publicity Director.....Dorothy Doernbecher  
Musical Director.....Jane Powers  
Program Director.....Wade Thompson  
Chief Engineer.....James W. Wallace

## POLICIES

Does not accept foreign language or hard  
liquor accounts.

Merchandising: Station makes every effort  
to cooperate with accounts in special mer-  
chandising or exploitation features—such as  
letters to the trade, personal contacts, news-  
paper publicity stories, etc.

## REPRESENTATIVE

Free & Peters, Inc.

# KVAN\*

VANCOUVER—EST. 1939

FREQUENCY: 880 Kc. POWER: 250 watts. OWNED BY: Vancouver Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Clark County National Bank Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Vancouver. TIME ON THE AIR: Daytime License.

## Personnel

President . . . . . Sheldon F. Sackett  
Vice-President . . . . . D. Elwood Caples  
General Manager . . . . . Walter L. Read  
Commercial Manager . . . . . Ricky Bras  
Chief Engineer . . . . . Paul W. Spargo

\* Station licensed to operate under a C. P. No further information was available at the time of going to press.

# KUJ

"SERVING THE NORTHWEST'S RICHEST AGRICULTURAL AREA"

WALLA WALLA—EST. 1928

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: KUJ, Inc. OPERATED BY: KUJ, Inc. BUSINESS ADDRESS: 2nd and Rose Sts. PHONE: 1230. STUDIO ADDRESS: 2nd and Rose Sts. TRANSMITTER LOCATION: 2nd and Rose Sts. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

## Personnel

President and General  
Manager . . . . . H. E. Studebaker  
Commercial Director . . . . . Jerry Jensen  
Advertising Director . . . . . Norval Armes  
Program Director . . . . . John F. Hicks  
Chief Announcer . . . . . Dick Crombie  
Publicity Director . . . . . Esther Carter  
Musical Director . . . . . Roy Dorr  
Chief Engineer . . . . . Milton MacLafferty

## POLICIES

No liquor accounts accepted.

Merchandising: Station's policy is to concentrate on sale and production of sponsored programs rather than over-emphasis of commercial announcements.

## REPRESENTATIVES

Cox & Tanz, Philadelphia  
Sears & Ayer, Chicago  
Walter Biddick Co., Pacific Coast

# KPQ

WENATCHEE—EST. 1930

MUTUAL—DON LEE BROADCASTING COMPANY

PACIFIC BROADCASTING CO.

FREQUENCY: 1500 Kc. POWER: 250 Watts. d.: 100 Watts, n. OWNED BY: Westcoast

Broadcasting Co. OPERATED BY: Westcoast Broadcasting Co. BUSINESS ADDRESS: KPQ Bldg. PHONE: 45 and 875. STUDIO ADDRESS: KPQ Bldg. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (Daily); 9:00 A.M. to 11:15 P.M. (Sunday). NEWS SERVICE: International News Service.

## Personnel

President . . . . . Rogan Jones  
Station and Commercial  
Manager . . . . . Cole Wylie  
Chief Announcer . . . . . Louis Gillette  
Publicity Director . . . . . Dorothy Lee  
Chief Engineer . . . . . Elwood Lippincott

## POLICIES

Accepts beer and wine accounts.  
Gives publicity in all news casts; sales force gives advertisers special cooperation.

# KIT

"VOICE OF THE YAKIMA VALLEY"

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1250 Kc. POWER: 1000 watts, d.: 500 watts, n. OWNED BY: Carl E. Haymond. OPERATED BY: Carl B. Haymond. BUSINESS ADDRESS: 414 E. Yakima Ave. PHONE: 8115, 8116, 4513. STUDIO ADDRESS: 414 E. Yakima Ave. TRANSMITTER LOCATION: Old Town, Wash. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8 A.M. to 12:00 midnight. NEWS SERVICE: United Press News. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor, Lang-Worth.

## Personnel

President . . . . . Carl E. Haymond  
Resident Station Manager . . . . . J. A. Murphy  
Commercial Manager . . . . . A. Q. Moore  
Chief Announcer . . . . . Bob Dyal  
Publicity Director . . . . . P. Wick  
Musical Director . . . . . Harrison Miller  
Chief Engineer . . . . . H. B. Murphy

## POLICIES

Accepts beer and wine advertising, also foreign language accounts.

Will set up dealer displays in territory within five mile radius of station and will mail out dealer helps at cost to advertiser.

## REPRESENTATIVE

John Blair & Company

# WEST VIRGINIA

Population 1,865,000

Number of Families 417,000

Number of Radio Homes 348,300

Retail Sales \$332,190,000

Auto Registrations 219,550

## W J L S

BECKLEY—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Joe L. Smith Jr. OPERATED BY: Joe L. Smith Jr. BUSINESS ADDRESS: WJLS Bldg., Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Teel Road. TIME ON THE AIR: Full Time License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Station Manager.....Joe L. Smith Jr.  
Advertising Manager.....James L. Cox

## W H I S

"SERVING THE BILLION DOLLAR  
COALFIELDS OF W. VA. AND VA."

BLUEFIELD—EST. 1928

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 watts, n. OWNED BY: Daily Telegraph Printing Co. OPERATED BY: Daily Telegraph Printing Co. BUSINESS ADDRESS: 621 Commerce St., Bodeil Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Harry Heights. TIME ON THE AIR: Week days, 5:00 A.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Bluefield Daily Telegraph, Sunset News. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

### Personnel

Manager.....C. H. Murphy, Jr.  
Chief Engineer.....P. T. Flanagan

### POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.  
Merchandising service available.

### REPRESENTATIVE

The Katz Agency

## W C H S

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: John A. Kennedy. OPERATED BY: Howard L. Chernoff, Station Manager. BUSINESS ADDRESS: 1008 Lee St. PHONE: 28-131-2-3-4. STUDIO ADDRESS: 1008 Lee St. TRANSMITTER LOCATION: 5 miles from Charleston. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....John A. Kennedy  
Station & Sales Manager..Harold L. Chernoff  
Chief Announcer.....George Gow  
Artists' Bureau Head &  
Musical Director.....N. Pagliara  
Chief Engineer.....Odes Robinson

### POLICIES

Accepts beer advertising. Foreign language programs accepted at certain hours.  
Complete merchandising service available at cost.

### REPRESENTATIVE

The Branham Co.

## W G K V \*

CHARLESTON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Kanawha Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Charleston. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

\* Station was licensed to operate under a C. P. and no further information available at time of going to press.

# W B L K

"CLARKSBURG'S OWN RADIO STATION"

**CLARKSBURG—EST. 1937**

THE WEST VIRGINIA NETWORK

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: The Exponent Company. OPERATED BY: Same. BUSINESS ADDRESS: Clarksburg. PHONE: 3040. STUDIO ADDRESS: Robinson Grand Theater Bldg. TRANSMITTER LOCATION: Glen Elk No. 2. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. NEWS-PAPER AFFILIATION: The Clarksburg Exponent. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President. . . . . John A. Kennedy  
Station & Commercial  
Manager. . . . . Meyer "Mike" Layman  
Chief Announcer & Program  
Director . . . . . Don McWhorter  
Chief Engineer. . . . . Wm. P. Heitzman

## POLICIES

Advertising of beer accounts accepted.  
Merchandising department is available at cost.

## REPRESENTATIVE

The Branham Co.

# W M M N

"THE VOICE OF WEST VIRGINIA"

**FAIRMONT—EST. 1928**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 890 Kc. POWER: 1000 Watts, d.; 500 Watts, n. (C. P. 5000 Watts, d.; 1000 Watts, n.). OWNED BY: Monongahela Valley Broadcasting Co. OPERATED BY: Monongahela Valley Broadcasting Co. BUSINESS ADDRESS: 208 Adams St. PHONE: 3100. STUDIO ADDRESS: 208 Adams St. TRANSMITTER LOCATION: Monongah. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. MAIN-TAINS ARTISTS' BUREAU.

## Personnel

President. . . . . George B. Storer  
Station & Sales Manager. . . . . O. J. Kelchner  
Commercial Manager. . . . . R. C. Warden  
Program Manager & Chief  
Announcer . . . . . Howard Wolfe  
Publicity Director. . . . . Kay Balfe  
Musical Director. . . . . Frank Knuth  
Chief Engineer . . . . . Roy Hech

## POLICIES

Liquor accounts not accepted.  
Station will cooperate to any reasonable extent with advertisers on merchandising program.

## REPRESENTATIVE

John Blair & Company

# W S A Z

**HUNTINGTON—EST. 1927**

FREQUENCY: 1190 Kc. POWER: 1000 Watts. OWNED BY: WSAZ, Inc. OPERATED BY: WSAZ, Inc. BUSINESS ADDRESS: 927 1/2 4th Ave. PHONE: 4106. STUDIO ADDRESS: 927 1/2 4th Ave. TRANSMITTER LOCATION: Pleasant Heights. TIME ON THE AIR: 6:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATIONS: Huntington Publishing Co. NEWS SERVICE: Local. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Lang-Worth.

## Personnel

President and Station  
Manager. . . . . W. C. McKellar  
Commercial Manager. . . . . J. L. Henry  
Advertising Manager. . . . . V. C. Bailey  
Chief Announcer and Musical  
Director . . . . . Fred Burns  
Publicity Manager. . . . . V. C. Bailey  
Chief Engineer. . . . . Glenn E. Chase

## POLICIES

Beer and wines and foreign language accounts accepted.  
Will make coincidental surveys, retail outlet surveys, furnish newspaper, billboard, and direct mail counsel and copy, outlet contacts, newspaper publicity, etc., at expense—on cost basis—of advertiser.

# W P A R

**PARKERSBURG—EST. 1935**

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Ohio Valley Broadcasting Corp. OPERATED BY: Ohio Valley Broadcasting Corp. BUSINESS ADDRESS: Grinter Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Gihon Road, S. Parkersburg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President. . . . . John A. Kennedy  
Station Manager. . . . . Abe Rauch  
Chief Announcer. . . . . Paul Schimmel  
Musical Director. . . . . Sarah Heermans  
Chief Engineer. . . . . Marion McDowell

## POLICIES

Continuity requirements to be met on liquor and foreign language accounts.  
Normal contacts made with dealers and distributors, circulars and letters written and mailed; special display cards furnished and distributed; special directional announcements made.

## REPRESENTATIVE

The Branham Co.

# W W V A

"THE FRIENDLY VOICE FROM OUT OF THE HILLS OF WEST VIRGINIA"

**WHEELING—EST. 1926**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1160 Kc. POWER: 5000

Watts. OWNED BY: West Virginia Broadcasting Co. OPERATED BY: West Virginia Broadcasting Co. BUSINESS ADDRESS: Hawley Bldg. PHONE: Wheeling 5383. STUDIO ADDRESS: Hawley Bldg. TRANSMITTER LOCATION: Near West Liberty. TIME ON THE AIR: Opening 6:00 A.M.—Closing varies due to time division from 8:30 P.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Greater Wheeling Home Talk. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....George B. Storer  
Managing Director.....George W. Smith  
Production Manager.....Paul J. Miller

Program Director.....Wayne Sanders  
Chief Engineer.....Glenn G. Boudny

## POLICIES

Accepts only advertising for beer—up to 6 per cent alcoholic content.

## REPRESENTATIVE

John Blair & Company

# W B T H \*

**WILLIAMSON—EST. 1939**

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Williamson Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Williamson. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

\* Station licensed to operate on a construction permit. No further information was available at time of going to press.

# WISCONSIN

Population 2,926,000

Number of Families 735,000

Number of Radio Homes 612,700

Retail Sales \$871,832,000

Auto Registrations 707,000

# W E A U

**EAU CLAIRE**

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1050 Kc. POWER: 1000 Watts.

OWNED BY: Central Broadcasting Co. OPERATED BY: Central Broadcasting Co. BUSINESS ADDRESS: 203 S. Barstow St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eau Claire. TIME ON THE AIR: Shares time with KFBL. NEWSPAPER AFFILIATION: Superior Evening Telegram. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

## PERSONNEL

Manager.....John J. Stack

## REPRESENTATIVE

George P. Hollingsbery Co.

ERATED BY: Reporter Printing Co. BUSINESS ADDRESS: 18 W. 1st St. PHONE: 356. STUDIO ADDRESS: 18 W. 1st St. TRANSMITTER LOCATION: 18 W. 1st St. TIME ON THE AIR: 8:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATIONS: Fond-du-Lac Commonwealth Reporter. NEWS SERVICE: United Press.

## Personnel

Manager.....Lynn N. Fairbanks

## POLICIES

Advertising of alcoholic beverages accepted.

## REPRESENTATIVE

Small & Brewer, Inc.

# W H B Y

"VOICE OF THE FOX RIVER VALLEY"

**GREEN BAY—EST. 1925**

WISCONSIN RADIO NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: WHBY, Inc. OPERATED BY: WHBY, Inc., subsidiary of St. Norbert College. BUSINESS ADDRESS: Bellin Bldg. PHONE: Adams 1, Adams 2.

# K F I Z

**FOND-DU-LAC—EST. 1922**

WISCONSIN RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 100 watts.

OWNED BY: Reporter Printing Co. OP-

STUDIO ADDRESS: Bellin Bldg. TRANSMITTER LOCATION: W. De Pere. TIME ON THE AIR: Daily 7:00 a.m. to 10:00 p.m., Sunday 9:00 a.m. to 10:00 p.m. MAINTAINS ARTIST BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. C. P. MacGregor.

**Personnel**

President..... B. H. Pennings  
 Station & Commercial  
 Manager..... Rev. James A. Wagner  
 Artists Bureau Head..... Em Owen  
 Chief Announcer..... Em Owen  
 Sales Manager..... Val Schneider  
 Publicity Director..... Alf. W. Michel  
 Musical Director..... Em Owen  
 Chief Engineer..... Wallace J. Stangel

**POLICIES**

No special restrictions as long as ethics of various firms and advertising rules are observed.

Merchandising department which has staged special sales drives in connection with introducing products into the territory by contacting retail outlets.

**REPRESENTATIVE**

Small & Brewer, Inc.

**W T A Q**

**GREEN BAY—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1330 Kc. POWER: 1000 watts (C. P.: 5000 watts, d.). OWNED BY: WHBY, Inc. OPERATED BY: WHBY, Inc., subsidiary of St. Norbert College. BUSINESS ADDRESS: Bellin Bldg. PHONE: Adams 1. Adams 2. STUDIO ADDRESS: Bellin Bldg. TRANSMITTER LOCATION: W. De Pere. TIME ON THE AIR: Daily, 7:00 A.M. to 12:00 midnight; Sundays, 10:00 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. C. P. MacGregor.

**Personnel**

President..... B. H. Pennings  
 Station & Commercial  
 Manager..... Rev. James A. Wagner  
 Artists Bureau Head..... Em Owen  
 Chief Announcer..... Em Owen  
 Sales Manager..... Val Schneider  
 Publicity Director..... Alf. W. Michel  
 Musical Director..... Em Owen  
 Chief Engineer..... Wallace J. Stangel

**POLICIES**

No restrictions aside from requiring ethics of advertising be observed strictly in handling of any account.

Station maintains merchandising department.

**REPRESENTATIVE**

Small & Brewer

**W C L O**

"THE VOICE OF SOUTHERN WISCONSIN"

**JANESVILLE—EST. 1930**

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Gazette Printing Co. OPERATED BY: Same. BUSINESS ADDRESS: 200 E. Milwaukee St. PHONE: 2500. STUDIO ADDRESS: 200 E. Milwaukee St. TRANSMITTER LOCATION: S. Oakhill Ave. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: The Janesville Daily Gazette. NEWS SERVICE: Transradio Press and Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus. C. P. MacGregor.

**Personnel**

President..... S. H. Bliss  
 General Manager..... R. L. Ferguson  
 Chief Engineer..... Chas. Brannen

**POLICIES**

No liquor advertising. Foreign language accounts accepted. Patent medicine accounts must first be approved by management.

Merchandising: All commercial programs exploited through the news columns of the Janesville Daily Gazette, with 15,000 circulation, 35-mile radius. Art Department will plan and produce point of sale display tie-up and merchandising department works with field representatives. Weekly bulletins to entire drug and grocery mailing list publicizes new programs. Several currently running test campaigns produced and exploited through close cooperation with agencies.

**REPRESENTATIVE**

Weed & Co.

**W K B H**

"CONNECTING LINK BETWEEN CHICAGO AND MINNEAPOLIS"

**LA CROSSE—EST. 1923**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1380 Kc. POWER: 1000 watts. OWNED BY: WKBH, Inc. OPERATED BY: WKBH, Inc. BUSINESS ADDRESS: Radio Building, 409 Main St. PHONE: 450. STUDIO ADDRESS: Radio Building, 409 Main St.; Hotel Winona, Winona. TRANSMITTER LOCATION: R.F.D., La Crosse. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICES: United Press, local news. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President and Station  
 Manager..... Otto M. Schlabach  
 Commercial Manager..... Chas. F. Callaway  
 Program Director..... Bernice Callaway  
 Musical Director..... Johan Fossum  
 Chief Engineer..... Al Leeman

## POLICIES

No liquor advertising accepted. Beer and foreign language programs accepted if programs are up to standard compared with other programs broadcast over WKBH.

Advance spot announcements. Personal calls on dealers in La Crosse and Winona. Letters to outside dealers. Advance publicity in city and country papers. Full cooperation with client to bring desired results.

### REPRESENTATIVE

Howard H. Wilson Co.

# W H A

AMERICA'S OLDEST EDUCATIONAL BROADCASTING STATION

## MADISON—EST. 1922

FREQUENCY: 940 Kc. POWER: 5000 Watts. OWNED BY: University of Wisconsin. OPERATED BY: University of Wisconsin. BUSINESS ADDRESS: Madison. STUDIO ADDRESS: Radio Hall, U. of W. Campus. TRANSMITTER LOCATION: Fish Hatchery Road. TIME ON THE AIR: 8:00 A.M. to local sunset.

### Personnel

Director.....H. B. McCarty  
Public Relations Director.....H. A. Engel  
Musical Director.....Frederick Fuller  
Chief Operator.....John Stiehl

### POLICIES

Station does not sell time.

# W I B A

## MADISON—EST. 1924

NBC (Red and Blue)

FREQUENCY: 1280 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Badger Broadcasting Co. OPERATED BY: Badger Broadcasting Co. BUSINESS ADDRESS: 111 King St. PHONE: Fairchild 8800. STUDIO ADDRESS: 111 King St. TRANSMITTER LOCATION: Rt. 5. Madison. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: The Capital Times, Wisconsin State Journal, Daily Cardinal. NEWS SERVICE: United Press, and own local news bureau. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus.

### Personnel

President.....William T. Evjue  
Business Manager.....W. E. Walker  
Program Manager & Publicity  
Director.....K. F. Schmitt  
Musical Director.....Leon Persson  
Chief Engineer.....M. F. Chapin

### POLICIES

No liquor advertising accepted. Merchandising occasionally and to a limited extent.

### REPRESENTATIVE

Small & Brewer (Chicago)

# W O M T

"THE NEWSPAPER OF THE AIR"

## MANITOWOC—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Francis M. Kadow. OPERATED BY: Same. BUSINESS ADDRESS: Radio Bldg. PHONE: 167-400W. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 11110 Washington St. TIME ON THE AIR: 6:57 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

General Manager.....F. M. Kadow  
Chief Announcer.....M. Pierce  
Sales Manager.....W. C. Webster  
Chief Engineer.....W. F. Dubin

### POLICIES

No restrictions on liquor and beer advertisements. No foreign language accounts accepted.

Merchandising through window card supplied by station and placed on long term accounts. Also movie trailers for outstanding program accounts.

# W E M P

"THE FRIENDLY STATION"

## MILWAUKEE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY Milwaukee Broadcasting Co. OPERATED BY: Milwaukee Broadcasting Co. BUSINESS ADDRESS: 710 N. Plankinton. PHONE: Marquette 7722. STUDIO ADDRESS: 711 Empire Bldg. TRANSMITTER LOCATION: 710 Empire Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

### Personnel

President.....H. L. Mount  
Station Manager.....C. J. Lanphier  
Commercial Manager.....Gene T. Dyer  
Advertising Manager.....Glenn Roberts  
Chief Announcer.....Chas. La Force  
Sales Manager.....Ben Wolff  
Publicity Director.....Chas. A. La Force  
Musical Director.....Florence Betty-Kelly  
Chief Engineer.....Raymond Host

### POLICIES

Accept liquor and foreign language programs, subject to station supervision.

### REPRESENTATIVE

Weston, Frykman and Allen

# W I S N

'SERVICING THE PUBLIC ADDRESS'

## MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1120 Kc. POWER: 1000 watts.  
OWNED BY: Hearst Radio, Inc. OPERATED BY: Hearst Radio, Inc. BUSINESS ADDRESS: 123 W. Michigan. PHONE: Daly 3900. STUDIO ADDRESS: 123 W. Michigan. TRANSMITTER LOCATION: 231 W. Michigan. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sunday, 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Milwaukee News, Milwaukee Sentinel, Sunday News-Sentinel. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Station Manager.....G. W. Grignon  
Sales Manager.....Fred H. Zindler  
Publicity Director.....E. Williams  
Musical Director.....E. Krebs  
Chief Engineer.....D. A. Weller

### POLICIES

Liquor accounts after 10 p.m. with live talent only.

Promote new programs over air.

### REPRESENTATIVE

International Radio Sales

# W T M J

## MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Journal Company. OPERATED BY: The Milwaukee Journal. BUSINESS ADDRESS: 333 West State St. PHONE: Marquette 6000. STUDIO ADDRESS: 333 W. State St. TRANSMITTER LOCATION: 12 miles west of Milwaukee on Blue Mound Road. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. MAINTAINS TALENT SERVICE. NEWSPAPER AFFILIATIONS: The Milwaukee Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, NAB Library.

### Personnel

Managing Director.....W. J. Damm  
Station Manager.....D. B. Abert  
Asst. Manager.....R. G. Winnie  
Commercial Manager.....Wm. F. Dittmann  
Chief Announcer.....Robt. Heiss  
Continuity Director.....Russ W. Tolg  
Publicity Director.....Harry Eldred  
Musical Director.....Wm. J. Benning  
Chief Technician.....D. W. Gellerup

### POLICIES

No liquor advertising. Foreign language accounts not encouraged.

Furnishes special merchandising on cost basis.

### REPRESENTATIVE

Edward Petry & Company

# W I B U

'THE FRIENDLY FARMER STATION'

## POYNETTE—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Wm. C. Forrest. OPERATED BY: Same. BUSINESS ADDRESS: Commercial State Bank. PHONE: 97R5. STUDIO ADDRESS: Electric Farm. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Baraboo News Republic. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, Radio Transcription Company.

### Personnel

Station Manager.....Wm. C. Forrest  
Chief Announcer.....Donald Zook  
Chief Engineer.....Leonard Doese

### POLICIES

Policy governed by station belief in maintaining programs in public interest.

Merchandising: Station has studios in four communities: namely, Poynette, Portage, Baraboo, and Beaver Dam. This close contact with the social and distribution areas surrounding these communities makes possible merchandising effectiveness in a large general area which extends generally to WIBU full coverage.

# W R J N

## RACINE—EST. 1926

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Racine Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: American Bank Bldg. PHONE: Jackson 290. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Pleasant. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Racine Journal-Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth. C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

### Personnel

President and General  
Manager.....F. R. Starbuck  
Commercial Manager.....John M. Printup  
Chief Announcer & Artists'  
Bureau Head.....R. W. Conrad



Publicity Director.....Kent Owens  
 Musical Director.....R. W. Conrad  
 Chief Engineer.....F. Lee Dechant

**POLICIES**

Station is operated entirely in the public interest and all policies are compatible with that purpose.

Full merchandising cooperation is available alike to all sponsors.

**REPRESENTATIVES**

Joseph Hershey McGillvra

**W J M C \***

**RICE LAKE—EST. 1939**

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Walter H. McGenty. OPERATED BY: Walter H. McGenty. BUSINESS ADDRESS: Rice Lake. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

\* Station was licensed to operate under a C. P. and no further information available at time of going to press.

**W H B L**

"THE VOICE OF DAIRYLAND"

**SHEBOYGAN—EST. 1928**

WISCONSIN RADIO NETWORK

FREQUENCY: 1300 Kc. POWER: 250 watts. OWNED BY: Press Publishing Co. OPERATED BY: Press Publishing Co. BUSINESS ADDRESS: Sheboygan. PHONE: 1900. STUDIO ADDRESS: 636 Center Ave. TRANSMITTER LOCATION: R R 3 Sheboygan, Wis. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Sheboygan Press. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting Co., Standard Radio, NBC The-saurus.

**Personnel**

President.....C. E. Broughton  
 Manager.....Ed Cuniff  
 Chief Announcer.....Glen James  
 Bus. Mgr.....H. H. Born  
 Publicity Director.....E. Zufelt  
 Program & Musical Director.....M. J. Pape  
 Chief Engineer.....Herbert Mayer

**POLICIES**

Merchandise manager calls on the trade in trading area; assists sponsors by means of letters to dealers, dealer and market surveys, preparation of dealer displays and newspaper publicity.

**REPRESENTATIVE**

Howard H. Wilson & Co.

**W L B L**

"WISCONSIN LAND OF BEAUTIFUL LAKES"

**STEVENS POINT—EST. 1924**

FREQUENCY: 900 Kc. POWER: 5000 watts. OWNED BY: State of Wisconsin-Department of Agriculture and Markets. OPERATED BY: Department of Agriculture and Markets. BUSINESS ADDRESS: State Teachers' College. PHONE: 525. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburndale. TIME ON THE AIR: Daytime License.

**Personnel**

Station Manager.....F. R. Calvert  
 Chief Engineer.....H. O. Brickson

**POLICIES**

Non-commercial station; does not sell time.

**W D S M \***

**SUPERIOR—EST. 1937**

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Fred A. Baxter. OPERATED BY: Fred A. Baxter. BUSINESS ADDRESS: Superior. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Un-limited.

\* Station was operating under C.P. and no further information was available at time of going to press.

**W S A U**

"YOUR STATION"

**WAUSAU—EST. 1937**

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Inc. OPERATED BY: Northern Broadcasting Co., Inc. BUSINESS ADDRESS: 113-115 Third St. PHONE: 6521. STUDIO ADDRESS: 113-115 Third St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:15 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....W. E. Walker  
 General Manager.....Wayne W. Cribb  
 Program Director.....Donald R. Burt  
 Publicity Director.....Denman Arnold  
 Musical Director.....Ethel La Blonde  
 Chief Engineer.....Roland Richardt

**POLICIES**

All patent medicine copy must bear written acceptance of station management.

Merchandising: Maintains merchandising service along newspaper lines.

**REPRESENTATIVE**

Reynolds-Fitzgerald, Inc.

# WYOMING

Population 235,000

Number of Families

Number of Radio Homes 49,800

Retail Sales \$82,681,000

Auto Registrations 65,000

## K D F N

CASPER—EST. 1930

FREQUENCY: 1440 Kc. POWER: 500 watts. OWNED BY: D. L. Hathaway. OPERATED BY: D. L. Hathaway. BUSINESS ADDRESS: Box 930. PHONE: 407. STUDIO ADDRESS: 1st and Lennox Sts. TIME ON THE AIR: 7:30 a.m. to 9:00 p.m. NEWS SERVICE: Radio News and Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, Standard Radio.

### Personnel

Station & Sales Manager.....D. L. Hathaway  
Commercial Manager.....F. R. Hufsmith  
Chief Announcer.....M. Nichols  
Publicity Director.....H. Brewer  
Chief Engineer.....F. Wickencamp

### POLICIES

Liquor advertising accepted with reservations on program, and program times.

### REPRESENTATIVES

Sears and Ayer, James F. Fay,  
Walter Biddick Co.

## K V R S

ROCK SPRINGS—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts. d.: 100 watts, n. OWNED BY: Wyoming Broadcasting Co. OPERATED BY: Wyoming Broadcasting Co. BUSINESS ADDRESS: Rock Springs. PHONE: 93. STUDIO ADDRESS: Same. TIME ON THE AIR: Full time license. TRANSMITTER LOCATION: Lincoln Highway. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

### Personnel

General Manager.....Ken Nielsen

## K W Y O

"THE VOICE OF WYOMING"

SHERIDAN—EST. 1934

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Bighorn Broadcasting Co. OPERATED BY: Bighorn Broadcasting Co. BUSINESS ADDRESS: Sheridan. PHONE: 601-2. STUDIO ADDRESS: 20 N. Main. TRANSMITTER LOCATION: Park Drive and O'Marr. TIME ON THE AIR: 7:00 O.M. to 9:30 P.M. NEWS SERVICE: Transradio Press. TRAN-

SCRIPTION SERVICES: C. P. MacGregor' Standard Radio.

### Personnel

President.....R. E. Carroll  
Station Manager.....Herb Siebert  
Chief Announcer.....Bill Thompson  
Chief Engineer.....Bob Crossthwaite

### POLICIES

Liquor accounts not accepted. Station reserves right to refuse or discontinue any advertising or programs for reasons satisfactory to station.

### REPRESENTATIVE

Cox & Tanz, Spot Broadcasting, Inc.

## TERRITORIES AND POSSESSIONS

## Alaska

## K F Q D

"VOICE OF THE GOLDEN NORTH"

ANCHORAGE—EST. 1924

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Anchorage Radio Club, Inc. OPERATED BY: R. E. McDonald. BUSINESS ADDRESS: KFQD Bldg. PHONE: Black 143. STUDIO ADDRESS: Anchorage. TRANSMITTER LOCATION: 411 Fourth Ave. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press, Own correspondents in numerous parts of Alaska. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

### Personnel

President and General  
Manager.....R. E. McDonald  
Program Director.....Ken Laughlin  
Chief Engineer.....Wm. J. Wagner

### POLICIES

No foreign language accounts. Liquor accounts accepted only on approval. Beer accounts accepted.

### REPRESENTATIVE

Walter Biddick Co.

# K F A R \*

FAIRBANKS—EST. 1939

FREQUENCY: 610 Kc. POWER: 1000 watts. OWNED BY: Midnight Sun Broadcasting Co. OPERATED BY: Midnight Sun Broadcasting Co. BUSINESS ADDRESS: Fairbanks. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

## Personnel

President.....A. E. Lathrop  
Vice-President.....Don Adler  
Secretary-Treasurer.....Miriam Dickey

\* Station licensed to operate under a C. P. No further information was available at time of going to press.

# K I N Y

JUNEAU—EST. 1935

FREQUENCY: 1430 Kc. POWER: 250 watts. OWNED BY: Edwin A. Kraft. OPERATED BY: Same. BUSINESS ADDRESS: Goldstein Bldg. PHONE: 197. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Alaska Juneau Mine Property. TIME ON THE AIR: 8:00 A.M. to 1:00 P.M. and 4:00 P.M. to 11:00 P.M. NEWS SERVICE: Transradio Press, Local News. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Titan and Lang-Worth.

## Personnel

Owner.....Edwin A. Kraft  
Station Manager.....C. B. Arnold  
Chief Announcer.....Wilson Foster  
Chief Engineer.....C. F. Heister

## POLICIES

No liquor accounts accepted.

## REPRESENTATIVES

Northwest Radio Adv. Co., Inc., Seattle  
Panamerican Broadcasting Co., New York

# K G B U

KETCHIKAN—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts. OWNED BY: Alaska Radio and Service Co. OPERATED BY: Alaska Radio and Service Co. BUSINESS ADDRESS: KGBU Bldg. STUDIO ADDRESS: KGBU Bldg. TRANSMITTER LOCATION: Ketchikan. TIME ON THE AIR: 10:00 A.M. to 2:00 P.M. and 5:00 P.M. to 10:00 P.M.; Sunday, 4:00 P.M. to 9:00 P.M.

## Personnel

President-General Mgr.....James A. Britton  
Vice-President.....R. W. Britton

## POLICIES

Advertising of hard liquors acceptable. The station reserves the right to reject any program material not consistent with the policy of the station or government regulations.

# Hawaii

# K H B C

HILO—EST. 1936

CBS-MBS

HAWAIIAN BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Honolulu Broadcasting Co. OPERATED BY: Honolulu Broadcasting Co. BUSINESS ADDRESS: P. O. Box 595; Mainland Office, Russ Bldg., San Francisco. STUDIO ADDRESS: Hilo. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Tribune Herald of Hilo. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor, Standard Radio.

## Personnel

General Manager.....J. Howard Worrall  
Manager of Mainland Office.....L. D. West  
Station Manager.....Earl A. Nielson

## POLICIES

No hard liquor accounts accepted.

Specialize in Japanese and Filipino programs.

Station maintains a well developed merchandising policy.

## REPRESENTATIVE

John Blair & Co.

# K G M B

HONOLULU—EST. 1929

CBS—MUTUAL—HAWAIIAN BROADCASTING SYSTEM (Regional)

FREQUENCY: 1320 Kc. POWER: 1000 watts. OWNED BY: Honolulu Broadcasting Co. OPERATED BY: Honolulu Broadcasting Co. BUSINESS ADDRESS: Kapiolani Blvd. & Pensacola St. STUDIO ADDRESS: Same; Mainland Office: Russ Bldg., San Francisco. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. NEWSPAPER AFFILIATION: Honolulu Star-Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Associated, C. P. Mac Gregor, Titan Production, NAB Library.

## Personnel

General Manager.....J. Howard Worrall  
Mainland Office Manager.....L. D. West  
Station Manager.....Webley Edwards

## POLICIES

No hard liquor advertising accepted.

Specializes in Japanese participating programs. Also Filipino.

A special merchandising man devotes his entire time in assisting to merchandise national accounts that are on station.

## REPRESENTATIVES

John Blair & Co.

# K G U

"VOICE OF HAWAII"  
HONOLULU—EST. 1922

NBC (RED & BLUE)  
FREQUENCY: 750 Kc. POWER: 2500 Watts.  
OWNED BY: Marion A. Mulrony and Advertiser Publishing Co., Ltd. OPERATED BY: Advertiser Publishing Co., Ltd. STUDIO ADDRESS: Advertiser Square. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M. NEWSPAPER AFFILIATION: Honolulu Advertiser. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

## Personnel

General Manager.....M. A. Mulrony  
Program Manager.....Edward Jansen  
Director of Natl. Advertising...R. S. Thurston  
Assistant Manager.....Don O. Crozier

## POLICIES

Merchandising facilities available for national advertisers.

## REPRESENTATIVES

The Katz Agency  
Walter Biddick Co. (Coast)

# K T O H \*

LIHUE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Garden City Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: Lihue. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

\* Station licensed to operate under a C. P. No further information was available at time of going to press.



# W P R A

"VOICE OF THE WEST"  
MAYAGUEZ—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100-250 Watts. OWNED BY: Puerto Rico Adv. Co. OPERATED BY: Same. BUSINESS ADDRESS: Del Rio No. 26. PHONE: 269-271. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 mile from city. TIME ON THE AIR: 7:00 to 9:00 A.M.—11:00 A.M. to 2:00 P.M.—6:00 to 10:00 P.M. NEWS SERVICE: Transradio Press.

## Personnel

President.....Andres Camara  
Station Manager.....Patricio R. Fermainnt  
Chief Announcer.....Mario Acosta  
Musical Director.....Celso Torres  
Chief Engineer.....Ralph P. Perry

## POLICIES

No other requirements than those of the Federal Communications Commission.

# W P R P

"THE VOICE OF PUERTO RICO"  
PONCE—EST. 1935

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Julio M. Conesa. OPERATED BY: Same. BUSINESS ADDRESS: 4-8-16 Trujillo St. STUDIO ADDRESS: Same. TIME ON THE AIR: 8 hours daily. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Local news. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

General Manager.....Julio M. Conesa  
Artists' Bureau Head.....G. Ayala  
Commercial Manager.....A. Mirabal  
Chief Engineer.....I. S. Smidtk

## POLICIES

Programs are all broadcast in Spanish, unless specially contracted for.

Station will furnish merchandising facilities.

# W K A Q

SAN JUAN—EST. 1922

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Radio Corporation of Porto Rico. OPERATED BY: Radio Corporation of Porto Rico. BUSINESS ADDRESS: Telephone Bldg. NEW YORK OFFICE: 67 Broad St., New York City. STUDIO ADDRESS: Telephone Bldg. TRANSMITTER LOCATION: Hato Rey, P. R. TIME ON THE AIR: Unlimited.

## Personnel

President.....J. W. G. Oglvie

# W N E L

"THE LINK OF THE AMERICAS"  
SAN JUAN—EST. 1934

FREQUENCY: 1290 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Juan Piza. OPERATED BY: Same. BUSINESS ADDRESS: 59 Brau St. PHONE: 107-8. STUDIO ADDRESS: 59 Brau St.; 99 Sol St. TRANSMITTER LOCATION: 99 Sol St. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICES: Transradio News, Radio News Assoc. TRANSCRIPTION SERVICES: Lang-Worth.

## Personnel

General Manager.....Juan Piza  
Commercial Manager.....Victor Cobb  
Program Director.....Gustavo Diaz  
Chief Engineer.....William N. Greer

## POLICIES

Adheres to the restrictions of the Federal Communications Commission. Also, no two programs advertising the same class of product shall follow each other.

## REPRESENTATIVE

Broadcasting Abroad, Ltd.

# F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

**P**LACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows: Two copies direct to Washington, D. C.

*Contents.* Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

*Full disclosures.* Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

*Additional statements.* In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

*Installation or removal of apparatus.* Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

*Extension of time for construction.* Any application for extension of time within which to commence and/or complete construction of a station shall be filed at least thirty days prior to the expiration date of such permit: *Provided, however,* That any such application filed within less than thirty days may be accepted upon satisfactory showing to the Commission of sufficient reasons for the delay in filing such application. No application for reinstatement of a permit already forfeited will be granted, except upon a satisfactory showing to the Commission of sufficient reasons for the delay in filing such application.

*License following construction permit.* In all cases where a construction permit is required by Section 319 of the Act

for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests. (All stations, except government, amateur, those on mobile vessels, railroad rolling stock or aircraft, must apply for construction permit.)

*Where construction permit not required.* Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

*Modification of license.* An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service, and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however,* that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

*Renewal of license.* Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement required by the rules of practice and procedure of the Commission, reference to which by

date and file number shall be included in the application.

*Financial statements.* Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on Forms 705 and 706, or such other forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

*Filing directed by Commission.* Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

*Temporary extension of station licenses.* Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commission may, in its discretion, grant a temporary extension of such license; *Provided, however,* That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; *And provided further,* That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

*Assignment or transfer of control.* (a) *General.* An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license,

there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

*Special authorization.* (a) *Operation which may be authorized.* Upon proper request by the licensee of a broadcast station or by the licensee of, or applicant for, a service other than broadcasting, the Commission may grant special temporary authority for the operation of a station for a limited time, or in a manner and to an extent, or for a service other or beyond that authorized in its existing license; *Provided, however,* That if request is for a broadcast station it shall be limited to a definite and temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof may not be granted for a period in excess of thirty days.

(b) *Filing of requests.* No such request will be considered unless:

1. It is received by the Commission at least ten days previous to the date of proposed operation; *Provided, however,* That any such request received within less than ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. If the request is for broadcast operation upon a clear channel, it shall be supported by the consent of the dominant clear-channel station.

3. If the request is for broadcast operation on any frequency it shall be supported by the consent of each station licensed for operation upon the same and adjacent frequency, when the consenting station is located at a distance less than that given in the latest published table of recommended separations.

4. If the request is made by a sharing-time broadcast station it shall be supported by the consent of the station with which time is shared.

5. Full particulars as to the purpose for which the request is made are stated.

(c) *Consents.* Consent, when required under this rule shall be forwarded direct to the Commission by the consenting station and shall show whether the same is for simultaneous operation or whether

consenting station is giving up the time sought by applicant.

*Inconsistent or conflicting applications.* When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

*Pending appeals.* Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast service and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

### ACTION ON APPLICATIONS

*Partial grants.* Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within thirty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

*Designation for hearing.* In cases where the application is proper upon its face but the Commission is unable to determine, without a hearing on the merits, that the granting of such application, either in whole or in part, would serve public interest, convenience, or necessity, and that the granting of such application, either in whole or in part, would not aggrieve or adversely affect the interest of any licensee, or any person having a pending application, the Commission will designate the same for hearing and the following procedure will govern:

(a) *Notice of designation.* The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing (together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application), and a list of the other parties notified thereof.

(b) *Appearances.* In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission one additional copy of the application and all papers incorporated as a part thereof and a written appearance, under oath, stating that he will appear and present evidence in support of his application on such date as may be fixed for hearing. Copies of such written appearance (not including the application and supporting documents) shall be served upon all other parties (or their attorneys) named in the notice of designation for hearing and accompanied by proof of service, in form of a signature of the party served; on an affidavit showing personal service; or service by registered mail to the last known address of said parties.

Within twenty-five days of the mailing of the notice of designation for hearing by the Secretary, any respondent named in said notice who desires to participate in the hearing shall file in person or by his attorney with the Commission his written appearance, under oath, stating facts showing a substantial interest in the proceeding, the manner in which his interest may be aggrieved or adversely affected, and that he intends to appear at the hearing on the application on such date as may be fixed for the hearing. Copies of such appearance shall be served upon the applicant and accompanied by proof of service.

(c) *Default for failure to file statement.* In case no such statement is filed by the applicant within the time specified, the applicant will be deemed in default, his application denied, and the Secretary shall notify the applicant and other parties.

(d) *Notice of time and place.* In such case appearance is filed by the applicant within the time specified, the application will be entered upon the hearing docket and notice of the time and place for hearing shall be given by the Secretary.

(e) *Default for failure to appear.* If, at the date set for hearing, the applicant does not appear and offer evidence in support of his said application, a default will be entered, and the Commission will deny the application.

(f) *Action by Commission.* After a hearing has been held in accordance with the foregoing, the Commission may grant the application, deny it, or grant it in part, or deny it in part.

## ANSWERS TO NOTICES OF VIOLATION

*Under Title III of the Act.* Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; *Provided, however,* That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, are taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

## REVOCATION AND MODIFICATION OF STATION LICENSES

*Revocation.* Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the

order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

*Modification.* (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

## SUSPENSION OF OPERATOR LICENSES

*Order of suspension.* No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay.



# RADIO STATIONS IN THE U. S. A. OWNED WHOLLY OR PARTIALLY BY NEWSPAPER INTERESTS

*The following listing was compiled through the cooperation  
of the FCC and is up-to-date as of Feb. 1, 1939.*

## ALABAMA

The Anniston Star.....WHMA  
*Licensee*—Harry M. Meyers, Annis-  
ton. President-Publisher of Con-  
solidated Publishing Co. and Gen-  
eral Manager of the Anniston Star.  
The Birmingham Age-Herald.....WSGN  
The Birmingham News  
Huntsville Times  
*Licensee*—The Birmingham News  
Co., Birmingham.

## ARIZONA

Prairie Farmer Publishing Co.....KOY  
*Licensee*—Salt River Valley Broad-  
casting Co., Phoenix.  
Arizona Republic .....KTAR  
Phoenix Gazette  
Arizona Weekly Gazette  
*Licensee*—KTAR Broadcasting Co.,  
Phoenix.

## ARKANSAS

Arkansas Gazette .....KGHI  
*Licensee*—Arkansas Gazette Publish-  
ing Co., Little Rock.  
Arkansas Gazette .....KLRA  
*Licensee*—Gazette Publishing Co.—  
16.1%, Little Rock.  
Texarkana Gazette .....KCMC  
Texarkana Daily News  
*Licensee*—KCMC, Inc., Texarkana.

## CALIFORNIA

McClatchy Newspapers .....KERN  
*Licensee*—McClatchy Broadcasting  
Co., Bakersfield, Cal.  
McClatchy Newspapers .....KMJ  
*Licensee*—McClatchy Broadcasting  
Co., Fresno, Cal.  
American Newspapers, Inc.....KEHE  
Los Angeles Evening Herald & Ex-  
aminer  
*Licensee*—Hearst Radio, Inc., Los  
Angeles, Cal.  
Merced Sun Star.....KYOS  
*Licensee*—Merced Star Publishing  
Co., Merced, Cal.  
Monterey Peninsula Herald.....KDON  
Salinas Index-Journal  
Salinas Post

*Licensee*—Monterey Peninsula  
Broadcasting Co., Monterey, Cal.  
The Oakland Tribune .....KLX  
*Licensee*—Tribune Building Co.  
Oakland, Cal.  
Humboldt Times .....KIEM  
Humboldt Standard  
*Licensee*—Redwood Broadcasting Co.,  
Eureka.  
Director-publishers of Standard Print-  
ing Co., of Times Publishing Co.,  
each hold 3.6% of stock.  
McClatchy Newspapers .....KFBK  
*Licensee*—McClatchy Broadcasting  
Co., Sacramento, Cal.  
American Newspapers, Inc.....KYA  
*Licensee*—Hearst Radio, Inc., San Fran-  
cisco, Cal.  
Santa Barbara News.....KTMS  
Santa Barbara Press  
*Licensee*—The News-Press Publish-  
ing Co., Santa Barbara, Cal.  
Santa Rosa Press-Democrat.....KSRO  
*Licensee*—The Press-Democrat Pub-  
lishing Co., Santa Rosa, Cal.  
McClatchy Newspapers .....KWG  
*Licensee*—McClatchy Broadcasting  
Co., Stockton, Cal.  
Visalia Times Delta.....KTKC  
*Licensee*—Tulare-Kings Counties  
Radio Associates, Charles A.  
Whitmore, Pres., Visalia, Cal.  
Register-Pajaronian .....KHUB  
*Licensee*—John P. Scripps, Watson-  
ville, Cal.

## COLORADO

Stockholders interested in Okla- KVOR  
homa Publishing Co.; The Ga-  
zette & Telegraph; (Daily Okla-  
homan, Oklahoma City Times and  
Farmer - Stockman). Oklahoma  
Publishing Co., 33% stockholder.  
*Licensee*—Outwest Broadcasting Co.,  
Colorado Springs, Colo.  
The Daily Oklahoman.....KLZ  
The Oklahoma City Times  
The Farmer-Stockman  
*Licensee*—KLZ Broadcasting Co.,  
Denver, Colo.

## CONNECTICUT

Hartford Times ..... WHTT  
(Gannett Co., Inc.)  
*Licensee*—The Hartford Times, Inc.,  
Hartford, Conn.  
American-Republican, Inc. .... WBRY  
Waterbury, Conn.

## DELAWARE

Stockholders interested in newspa- WDEL  
per publications.  
*Licensee*—WDEL, Inc., Wilmington,  
Del.  
Stockholders interested in newspa- WILM  
per publications.  
*Licensee* — Delaware Broadcasting  
Co., Wilmington, Del.

## DISTRICT OF COLUMBIA

The Washington Star..... WMAL  
*Licensee*—National Broadcasting Co.,  
Washington, D. C.  
Station owned by Star Newspaper Co.  
and is operated by the National  
Broadcasting Co.

## FLORIDA

The Miami Daily News..... WJOD-WMBF  
(The Metropolis Publishing Co.)  
*Licensee*—Isle of Dreams Broad-  
casting Corp., Miami, Fla.  
Owner holders 33 1/3% of Society WKAT  
Pictorial  
*Licensee* — A. Frank Katzentine,  
Miami Beach, Fla.  
News-Journal Company ..... WCOA  
*Licensee* — Pensacola Broadcasting  
Co., Pensacola, Fla.  
Highlands Co. Pilot..... WTAL  
Scenic Highlands Sun  
(Avon Park, Fla.)  
Lake Placid News  
(Lake Placid, Fla.)  
*Licensee* — Florida Capital Broad-  
casters, Inc., Tallahassee, Fla.  
Tampa Times ..... WDAE  
*Licensee*—Tampa Times Company,  
Tampa, Fla.  
Waycross Journal-Herald ..... WAYX  
*Licensee* — Waycross Broadcasting  
Co., Waycross, Ga.

## GEORGIA

Athens Banner-Herald ..... WGAU  
*Licensee*—J. K. Patrick Co., Athens,  
Ga.  
One of licensee-partners is a pub-  
lisher.  
Atlanta Journal ..... WAGA  
*Licensee*—Liberty Broadcasting Co.,  
Atlanta, Ga.  
Atlanta Journal owns 40% of stock.  
The Atlanta Journal..... WSB  
*Licensee*—The Atlanta Journal Co.,  
Atlanta, Ga.

## ILLINOIS

News-Gazette ..... WDWS  
*Licensee*—Champaign News-Gazette,  
Inc., Champaign, Ill.  
Chicago Daily Drovers Journal..... WAAF  
*Licensee*—Drovers Journal Publish-  
ing Co., Chicago, Ill.  
Chicago Tribune News Syndicate, WGN  
Inc., publisher of the N. Y.  
News. Directors interested in the  
Washington Herald; Rockford  
Morning Star and Register Re-  
public.  
*Licensee*—WGN, Inc., Chicago, Ill.  
Farmers Radio Weekly  
*Licensee* — Agricultural Broadcast-  
ing Co., Chicago, Ill.  
Danville Commercial-News ..... WDAN  
*Licensee* Northwest Publishing Co.,  
Danville, Ill.  
100% owned by Gannett Publications.  
Decatur Newspapers Inc.—49% ..... WJBL  
*Licensee* — Commodore Broadcasting,  
Inc., Decatur, Ill.  
Galesburg Register-Mail ..... WGIL  
*Licensee* — Galesburg Broadcasting  
Co., Galesburg, Ill.  
60% stockholder is also interested in  
Galesburg Printing & Publishing  
Co.  
Rockford Consolidated Newspapers, WROK  
Inc.  
Rockford Morning Star  
Rockford Register Republic  
*Licensee* — Rockford Broadcasters,  
Inc., Rockford, Ill.  
Rock Island Argus..... WHBF  
*Licensee*—Rock Island Broadcasting  
Co., Rock Island, Ill.  
Illinois State Journal..... WCBS  
*Licensee*—WCBS, Inc., Springfield,  
Ill.

## INDIANA

Elkhart Daily Truth..... WTRC  
*Licensee* — The Truth Publishing  
Co., Inc., Elkhart, Ind.  
Hammond-Lake County Times..... WHIP  
*Licensee* — Hammond - Calumet  
Broadcasting Corp., Hammond,  
Ind.  
Central Newspapers, Inc. (100%)... WIRE  
Huntington Herald-Express  
Vincennes Sun-Commercial  
*Licensee* — Indianapolis Broadcast-  
ing, Inc., Indianapolis, Ind.  
South Bend Tribune..... WFAM  
*Licensee*—The South Bend Tribune,  
South Bend, Ind.  
The South Bend Tribune..... WSBT  
*Licensee*—The South Bend Tribune,  
South Bend, Ind.

## IOWA

- Des Moines Register & Tribune.....WMT  
*Licensee*—Iowa Broadcasting Co.,  
Cedar Rapids, Iowa.  
Register & Tribune.....KRNT  
*Licensee*—Iowa Broadcasting Co.,  
Des Moines, Iowa.  
Register & Tribune.....KSO  
*Licensee*—Iowa Broadcasting Co.,  
Des Moines, Iowa.  
Director interested in The Daven- WHO  
port Democrat and Leader, Dav-  
enport, Iowa.  
*Licensee*—Central Broadcasting Co.,  
Des Moines, Iowa.  
Dubuque Telegraph-Herald.....KDTH  
*Licensee*—Telegraph - Herald Co.,  
Dubuque, Iowa.  
Globe-Gazette .....KGLO  
*Licensee*—Mason City Globe Ga-  
zette Co., Mason City, Iowa.  
The Sioux City Journal.....KSCJ  
Sioux City, Iowa.  
*Licensee*—Perkins Bros. Co., Sioux  
City, Iowa (The Sioux City Jour-  
nal).  
Principal Stockholder: Tribune Co., KTRI  
publisher of Sioux City Tribune  
(50%).  
*Licensee*—Sioux City Broadcasting  
Co., Sioux City, Iowa.

## KANSAS

- The Coffeyville Daily Journal.....KGGF  
Coffeyville, Kans.  
*Licensee*—Hugh J. Powell & Stanley  
Platz, d/b as Powell & Platz, Cof-  
feyville, Kans.  
Dodge City Daily Globe.....KGNO  
Dodge City, Kans.  
*Licensee*—The Dodge City Broad-  
casting Co., Inc., Dodge City,  
Kans.  
Capper Publications .....KCKN  
(U. S. Senator Capper.)  
*Licensee*—WLBK Broadcasting Co.  
Kansas City, Kans.  
Salina Journal .....KSAL  
Hays Daily News  
Goodland Daily News  
Hall City Times  
*Licensee*—R. J. Laubengayer, Sa-  
lina, Kans.  
The Topeka Daily Capital.....WIBW  
Kansas City, Kans.  
(U. S. Senator Capper publications)  
*Licensee*—Topeka Broadcasting As-  
sociation, Inc., Topeka, Kans.  
The Wichita Eagle.....KFH  
*Licensee*—Radio Station KFH Co.,  
Wichita, Kans.

## KENTUCKY

- Ashland Daily Independent.....WCMI  
*Licensee*—The Ashland Broadcast-  
ing Co., Ashland, Ky.

- Louisville Times .....WHAS  
Louisville Courier-Journal  
*Licensee*—The Courier Journal Co.  
and the Louisville Times Co.,  
Louisville, Ky.  
Owensboro Messenger .....WOMI  
Owensboro Inquirer  
*Licensee*—Owensboro Broadcasting  
Co., Owensboro, Ky.

## LOUISIANA

- Capital City Press.....WJBO  
*Licensee*—Baton Rouge Broadcast-  
ing Co., Inc., Baton Rouge, La.  
Lafayette Advertiser .....KVOL  
*Licensee*—Evangeline Broadcasting  
Co., Inc., Lafayette, La.  
Stockholders interested in KRRV, KPLC,  
KVOL.  
*Licensee*—Calcasieu Broadcasting  
Co., Lake Charles, La.  
Stockholders interested in news- KRMD  
paper publishing.  
*Licensee*—Radio Station KRMD,  
Inc., Shreveport, La.  
Stockholders also interested in KPLM,  
KRRV and KHBG.  
The Shreveport Times.....KTBS  
*Licensee*—Tri-State Broadcasting  
System, Inc., Shreveport, La.  
The Shreveport Times.....KWKH  
*Licensee*—International Broadcast-  
ing Corp., Shreveport, La.

## MAINE

- Stockholder with 70% interest in the WCOU  
newspaper business.  
*Licensee*—Twin City Broadcasting  
Co., Lewiston, Maine.  
Stockholders are interested in news- WGAN  
paper publishing.  
*Licensee*—Portland Broadcasting  
System, Portland, Me.

## MARYLAND

- American Newspapers, Inc.....WBAL  
*Licensee*—The WBAL Broadcasting  
Co., Baltimore, Md.

## MASSACHUSETTS

- Lawrence Daily Eagle.....WLAW  
The Evening Tribune  
*Licensee*—Hildreth & Rogers Co.,  
Lawrence, Mass.  
The Evening Standard Times.....WNBH  
The Sunday Standard Times  
The Morning Mercury  
*Licensee*—E. Anthony & Sons, Inc.,  
New Bedford, Mass.  
Worcester Telegram .....WTAG  
Worcester Evening Gazette  
*Licensee*—Worcester Telegram Pub-  
lishing Co., Inc., Worcester, Mass.

## MICHIGAN

- Enquirer and News.....WELL  
(Federated Publications, Inc.)

*Licensee*—Enquirer-News Co., Battle Creek, Mich.  
 Calumet News .....WIDEF  
 Houghton Mining Gazette  
*Licensee*—Upper Michigan Broadcasting Co., Calumet, Mich.  
 The Detroit News.....WWJ  
*Licensee*—The Evening News Association, Detroit, Mich.  
 The Daily Mining Journal.....WBEO  
 The Rhinelander News  
 Rhinelander, Wisc.  
 The Iron Mountain News  
 Iron Mountain, Mich.  
*Licensee*—The Lake Superior Broadcasting Co., Marquette, Mich.

**MINNESOTA**

Northwestern Jeweler (Trade Paper) KATE  
*Licensee*—Albert Lea Broadcasting Co., Albert Lea, Minn.  
 Owner of one sixth interest in president of Trades Publishing Co.  
 Duluth News-Tribune .....WEBC  
 Superior Telegram  
*Licensee*—Head of Lakes Broadcasting Co., Duluth, Minn.  
 Northwestern Publications, Inc., publisher of Duluth News-Tribune and Evening Telegram Co., publisher of Superior (Wisc.) Telegram, both own 32% of stock each.  
 Fargo (N. D.) Forum (See WDAY) KDAL  
*Licensee*—Red River Broadcasting Co., Duluth, Minn.  
 Stockholders interested in news paper publications. (See WEBC)  
*Licensee*—Head of the Lakes Broadcasting Co., Hibbing, Minn.  
 Dispatch-Pioneer Press .....WTCN (St. Paul, Minn.)  
 Minnesota Tribune  
 (Minneapolis, Minn.)  
*Licensee*—Minnesota Broadcasting Corp., Minneapolis, Minn.  
 Times-Journal .....KFAM  
*Licensee*—The Times Publishing Co., St. Cloud, Minn.  
 Evening Telegram .....WHLB  
*Licensee*—Head of Lakes Broadcasting Co., Virginia, Minn.  
 Winona Republican-Herald .....KWNO  
*Licensee*—Winona Radio Service, Winona, Minn.  
 Partners are editor and general manager of newspaper.

**MISSISSIPPI**

The Clark County Tribune.....WGOE  
 Quitman, Miss.  
*Licensee*—Miss. Broadcasting Co., Inc., Meridian, Miss.  
 The Vicksburg Evening Post .....WQBC  
 The Vicksburg Herald  
*Licensee*—Delta Broadcasting Co., Inc., Vicksburg, Miss.

**MISSOURI**

St. Louis Star-Times.....KFRU  
*Licensee*—KFRU, Inc., Columbia, Mo.  
 Capital News .....KWOS  
 Post-Tribune  
*Licensee*—Tribune Printing Co., Jefferson City, Mo.  
 Joplin Globe .....WMBH  
 Joplin News-Herald  
*Licensee*—Joplin Broadcasting Co., Joplin, Mo.  
 Kansas City Star.....WDAF  
*Licensee*—The Kansas City Star Co., Kansas City, Mo.  
 Stockholders: News Broadcasting KFEQ Co.; officers and directors associated with St. Joseph News and the Press Gazette.  
*Licensee*—KFFQ, Inc., St. Joseph Mo.  
 Post-Dispatch .....KSD  
*Licensee*—The Pulitzer Publishing Co., St. Louis, Mo.  
 Star-Times .....KXOK  
*Licensee*—Star-Times Publishing Co., St. Louis, Mo.  
 Springfield News .....KGBX  
*Licensee*—Springfield Broadcasting Co., Springfield, Mo.  
 Springfield News .....KWTO  
 Leader & News  
*Licensee*—Ozark Broadcasting Co., Springfield, Mo.

**MONTANA**

Stockholder interested in Great Falls Tribune. KFBB  
*Licensee*—Buttrey Broadcast, Inc., Great Falls, Mont.  
 Lewiston Democrat-News .....KDNC  
 Lewiston Telegram  
*Licensee*—Democrat-News Co., Inc., Lewiston, Mont.

**NEBRASKA**

Clay County Sun (weekly).....KMMJ  
*Licensee*—KMMJ, Inc., Clay Center, Neb.  
 Stockholders: Sidel Co., Lincoln KFAB  
 State Journal, Lincoln Star.  
*Licensee*—KFAB Broadcasting Co., Lincoln, Neb.  
 Stockholders: Sidel Co., Lincoln KFOR  
 State Journal, Lincoln Star.  
*Licensee*—Cornbelt Broadcasting Corp., Lincoln, Neb.  
 The Norfolk Daily News.....WJAG  
*Licensee*—The Norfolk Daily News, Norfolk, Neb.  
 Stockholders interested in State Journal Co., Publishers of Nebraska State Journal and the Evening News; and Star Publishing Co., publisher of Lincoln Daily Star.  
*Licensee*—Central States Broadcasting Co., Omaha, Neb.

Omaha World-Herald .....WAAW  
Licensee—World Publishing Co.,  
Omaha, Neb.

## NEVADA

McClatchy Newspapers .....KOH  
Licensee — The Bee, Inc., Reno,  
Nevada.

## NEW MEXICO

Owner of stock in licensee corporation is an officer in following:  
Albuquerque Publishing Co.;  
Journal Publishing Co.; Scripps-  
Howard Newspapers (Rocky Mt.  
Division), Denver Publishing Co.  
Licensee — Albuquerque Broadcast-  
ing Co., Albuquerque, New Mex.  
Pecos Enterprise, Pecos, Tex.....KLAH  
Licensee — Carlsbad Broadcasting  
Co., Carlsbad, N. M.  
Lexington Daily Herald.....KICA  
Lexington, Ky.  
Licensee — Western Broadcasters,  
Inc., Clovis, N. M.

## NEW YORK

Knickerbocker News .....WABY  
Licensee—Adirondack Broadcasting  
Co., Albany, N. Y.  
Knickerbocker News .....WOKO  
Licensee — WOKO, Inc., Albany,  
N. Y.  
Auburn Citizen-Advertiser .....WMBO  
Licensee—WMBO, Inc., Auburn,  
N. Y.  
Buffalo Evening News.....WBEN  
Licensee — WBEN, Inc., Buffalo,  
N. Y.  
Buffalo Evening News.....WEBR  
Licensee — WEBR, Inc., Buffalo,  
N. Y.  
Elmira Star Gazette.....WENY  
Elmira Advertiser  
Elmira, N. Y.  
Licensee—Elmira Star-Gazette, Inc.,  
100% owned by Gannett Publica-  
tions  
Elmira Star Gazette.....WESC  
Elmira Advertiser  
Licensee — Cornell University, El-  
mira, N. Y.  
Operated under lease by Gannett  
Publications.  
Jewish Daily Forward.....WEVD  
Licensee — Debs Memorial Fund,  
Inc., New York City.  
Officers and directors are publishers.  
Jewish Daily Forward.....WFAB  
Licensee—Debs Memorial Radio  
Fund, Inc., New York, N. Y. Offi-  
cers and directors are publishers.  
\*American Newspapers, Inc.....WINS  
Licensee—Hearst Radio, Inc., New  
York, N. Y.  
Olean Times Herald.....WHDL  
Licensee — Olean Broadcasting Co.,  
Inc., Olean, N. Y.

Gannett Co., Inc.....WHEC  
(Newspaper publishers)

Licensee — WHEC, Inc., Rochester,  
N. Y.

\*This station has been sold to Mil-  
ton Biow and is awaiting final ap-  
proval of FCC at time of going to  
press.

## NORTH CAROLINA

Asheville Citizen-Times .....WWNC  
Licensee — Asheville Citizen-Times  
Co., Inc., Asheville, N. C.  
The Durham Morning Herald.....WDNC  
The Durham Sun  
Licensee — Durham Radio Corp.,  
Durham, N. C.  
Stockholder with 71% interest is  
vice president and treasurer of a  
newspaper. WSTP  
Licensee — Piedmont Broadcasting  
Co., Salisbury, N. C.  
Winston-Salem Journal .....WSJS  
Licensee—Piedmont Publishing Co.,  
Winston-Salem, N. C.

## NORTH DAKOTA

Fargo Forum .....WDAY  
Licensee—WDAY, Inc., Fargo, N. D.

## OHIO

Ashtabula Star-Beacon .....WICA  
Geneva Free Press  
Conneaut News-Herald  
Painesville Telegraph  
Licensee—C. A. Rowley, Ashtabula,  
Ohio.  
Canton Repository .....WHBC  
Licensee — The Ohio Broadcasting  
Co., Canton, Ohio.  
100% owned by Brush-Moore News-  
papers Inc.  
Serrips-Howard Newspapers .....WCPO  
Cincinnati Post  
Licensee — Serrips-Howard Radio  
Inc., Cincinnati, Ohio.  
The Cleveland Plain Dealer.....WHK  
Licensee—Radio Air Service Corp.,  
Cleveland, Ohio.  
Officers and directors interested in  
newspaper publishing. WCLE  
Licensee — Cleveland Radio Broad-  
casting Corp., Cleveland, Ohio.  
Columbus Dispatch .....WBNS  
Ohio State Journal  
Licensee—WBNS, Inc., Columbus,  
Ohio.  
The Cleveland Plain Dealer.....WHKC  
Licensee — Associated Radiocasting  
Corp., Columbus, Ohio.  
Dayton Daily News.....WHIO  
Springfield News  
Springfield Sun  
Licensee—Miami Valley Broadcast-  
ing Corp., Dayton, Ohio.

Owners interested in newspaper publishing. WPAY  
*Licensee* — Vee Bee Corp., Portsmouth, Ohio.  
 Stockholders interested in Cleveland Plain Dealer. WKBN  
*Licensee* — WKBN Broadcasting Corp., Youngstown, Ohio.  
 Youngstown Vindicator & Telegram. WMFJ  
*Licensee*—William F. Magg, Jr., Youngstown, Ohio.  
*Licensee* is a publisher.

### OKLAHOMA

The Ardmoreite .....KVSO  
*Licensee*—The Ardmoreite Publishing Co., Inc., Ardmore, Okla.  
 Enid Morning News.....KCRC  
 Enid Daily Eagle  
*Licensee* — Enid Radiophone Co., Enid, Okla.  
 Daily Phoenix Times Democrat.....KBIX  
*Licensee*—Okla. Press Publishing Co., Muskogee, Okla.  
 Ft. Worth Star Telegram.....KTOK  
 Ft. Worth, Tex.  
*Licensee* — Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.  
 Oklahoma City Oklahoman.....WKY  
 Oklahoma City Times  
*Licensee*—WKY Radiophone Co., Oklahoma City, Okla.  
 Stauffer Publications Inc.....KGFF  
 Newspapers in Neb., Kans., Mo., Okla., Ark. and N. M.  
*Licensee*—KGFF Broadcasting Co., Inc., Shawnee, Okla.  
 Owner is a publisher.....KOME  
*Licensee* — Harry Schwartz, Tulsa, Okla.

### OREGON

Astoria-Budget .....KAST  
*Licensee*—Astoria Broadcasting Co., Inc., Astoria, Ore.  
 Bend Bulletin .....KBND  
*Licensee*—The Bend Bulletin, Bend, Ore.  
 La Grande Observer.....KLBM  
*Licensee*—Harold & Mrs. Eloise Finlay, La Grande, Ore.  
 Coos Bay Times.....KOOS  
*Licensee*—KOOS, Inc., Marshfield, Ore.  
 Oregon Journal .....KALE  
*Licensee* — KALE, Inc., Portland, Ore.  
 Morning Oregonian .....KEX  
*Licensee*—Oregonian Publishing Co., Portland, Ore.  
 Oregonian .....KGW  
*Licensee* — Oregonian Publishing Co., Portland, Ore.  
 Oregon Journal .....KOIN  
*Licensee* — KOIN, Inc., Portland, Ore.  
 Roseburg News-Review .....KRNR

Klamath Falls Herald and News  
 Medford Mail-Tribune  
*Licensee*—Southern Oregon Publishing Co., Roseburg, Ore.

### PENNSYLVANIA

Allentown Call .....WSAN  
 Chronicle & News  
*Licensee*—WSAN, Inc., Allentown, Pa.  
 Stockholders interested in news- WEST  
 paper publications.  
*Licensee* — Associated Broadcasters, Inc., Easton, Pa.  
 The Harrisburg Telegraph.....WHP  
*Licensee*—WHP, Inc., Harrisburg, Pa.  
 Harrisburg Telegraph News.....WKBO  
*Licensee* — Keystone Broadcasting Corp., Harrisburg, Pa.  
 Stockholders interested in news- WAZL  
 paper publishing.  
*Licensee* — Hazleton Broadcasting Service, Inc., Hazleton, Pa.  
 Johnstown Tribune .....WJAC  
*Licensee*—WJAC, Inc., Johnstown, Pa.  
 Stockholders interested in news- WGAL  
 paper publications (Mason Dixon Radio Group, Inc.)  
*Licensee* — WGAL, Inc., Lancaster, Pa.  
 Public Ledger .....WHAT  
*Licensee*—Independence Broadcasting Co., Inc., Philadelphia, Pa.  
 Pittsburgh Sun & Telegraph.....WCAE  
 (Newspaper publication.)  
*Licensee*—WCAE, Inc., Pittsburgh, Pa.  
 Pittsburgh Post Gazette.....WWSW  
*Licensee*—Walker & Downing Radio Corp., Pittsburgh, Pa.  
 Scranton Times .....WQAN  
*Licensee* — The Scranton Times, Scranton, Pa.  
 Sharon Herald .....WPIC  
*Licensee* — Sharon Herald Publishing Co., Sharon, Pa.  
 Sunbury Item .....WKOK  
*Licensee* — Sunbury Broadcasting Corp., Sunbury, Pa.  
 Williamsport Sun .....WRAK  
 Williamsport Gazette-Bulletin  
*Licensee* — WRAK, Inc., Williamsport, Pa.  
 Stockholders interested in news- WORK  
 paper publishing (Mason Dixon Radio Group, Inc., Wilmington, Del.)  
*Licensee*—York Broadcasting Co., York, Pa.

### SOUTH CAROLINA

Independent & Daily Mail.....WAIM  
*Licensee*—Wilton E. Hall, Anderson, S. C.  
 Greenville News .....WFBC

Greenville Piedmont  
 License—Greenville News-Piedmont  
 Co., Greenville, S. C.

**SOUTH DAKOTA**

Stockholder is a newspaper publisher. WNAX  
 License—WNAX Broadcasting Co.,  
 Yankton, S. D.

**TENNESSEE**

Jackson Sun .....WTJS  
 License—The Sun Publishing Co.,  
 Inc., Jackson, Tenn.  
 Scripps-Howard Newspapers .....WNOX  
 License — Scripps-Howard Radio  
 Inc., Knoxville, Tenn.  
 Memphis Commercial Appeal.....WMC  
 License—Memphis Commercial Ap-  
 peal Co., Memphis, Tenn.  
 Memphis Commercial Appeal.....WMP  
 License — Memphis Broadcasting  
 Co., Memphis, Tenn.

**TEXAS**

Sweetwater Reporter .....KRBC  
 Big Spring Herald  
 Paris News  
 Corpus Christi Caller  
 Corpus Christi Times  
 San Angelo Standard  
 License — Reporter Broadcasting  
 Co., Ahilene, Tex.  
 Amarillo Globe & News.....KGNC  
 Lubbock Avalanche Journal  
 License—Plains Radio Broadcast-  
 ing Co., Amarillo, Tex.  
 American Newspapers, Inc.....KNOW  
 License — KUT Broadcasting Co.,  
 Austin, Tex.  
 Big Spring Herald.....KBST  
 San Angelo Standard  
 Corpus Cristi Caller  
 Corpus Christi Times  
 Sweetwater Reporter  
 License—Big Spring Herald Pub-  
 lishing Co., Big Spring, Tex.  
 Stockholder: owner 14% publ. Cor-  
 pus Christi Caller-Times (W. G.  
 Kinsolving). KGFI  
 License — Eagle Broadcasting Co.,  
 Brownsville, Texas.  
 Stockholder: (40%) W. G. Kin-  
 solving. KRIS  
 License—Gulf Coast Broadeasting  
 Co., Corpus Christi, Tex.  
 Dallas Times Herald.....KRLD  
 License—KRLD Radio Corpora-  
 tion, Dallas, Tex.  
 Dallas News .....WFAA  
 Dallas Journal  
 License—A. H. Belo Corp., Dallas,  
 Tex.  
 El Paso Times.....KROD  
 License—Dorrance D. Roderick, El  
 Paso, Tex.

Fort Worth Star-Telegram.....KGKO  
 License—Fort Worth Broadcasting  
 Co., Fort Worth, Tex.  
 Fort Worth Star-Telegram.....WBAP  
 License—Carter Publications, Inc.  
 Fort Worth, Tex.  
 Greenville Banner .....KGVL  
 License—Hunt Broadcasting Assn.  
 (Fred Horton, Pres.)  
 Houston Post .....KPRC  
 License—Houston Printing Co.,  
 Houston, Tex.  
 Houston Chronicle .....KTRH  
 License—KTRH Broadcasting Co.,  
 Houston, Tex.  
 Kilgore Daily News.....KOCA  
 License—Oil Capital Broadcasting  
 Assn., Kilgore, Tex.  
 Lubbock Avalanche-Journal .....KFYO  
 License—Plains Radio Broadcast-  
 ing Co.  
 Santa Ana Daily Register.....KPDN  
 Santa Ana, Calif.  
 News Journal,  
 Clovis, N. Mex.  
 Telegraph-Forum,  
 Bucyrus, Ohio.  
 Pampa Daily News  
 License—R. C. Hoiles, Pampa, Tex.  
 Paris News .....KPLT  
 License—North Texas Broadcasting  
 Co., A. G. Mayse, President,  
 Paris, Tex.  
 Pecos Enterprise .....KIUN  
 License—Jack W. Hawkins and  
 Barney H. Huhbs, Pecos, Tex.  
 San Angelo .....KGKL  
 Standard Times  
 Abilene Reporter-News, Sweetwater  
 Reporter, Big Spring Herald, Paris  
 News, Corpus Christi Caller-Times  
 License—KGKL, Inc., San Angelo,  
 Tex.  
 San Antonio Light.....KTSA  
 License—KTSA Broadcasting Co.,  
 San Antonio, Tex.  
 The Sherman Democrat.....KRRV  
 Sherman, Tex.  
 License—Red River Valley Broad-  
 casting Corp., Sherman, Tex.  
 Temple Telegram .....KTEM  
 License—Bell Broadcasting Co.,  
 Temple, Tex.  
 American Newspapers, Inc.....WACO  
 License—KTSA Broadcasting Co.,  
 Waco, Tex.  
 Amarillo Globe-News .....KRGV  
 License — KRGV, Inc., Weslaco,  
 Texas.  
 98.43% stockholder is also inter-  
 ested in Globe News Publishing  
 Co.  
 Wichita Falls Post.....KWFT  
 License—Wichita Falls Broadcast-  
 ing Co., Wicbita Falls, Tex.

## UTAH

- Ogden Standard-Examiner .....KLO  
*Licensee*— Interstate Broadcasting Corp., Ogden, Utah  
Salt Lake City Tribune, Salt Lake City Telegram. ....KSL  
*Licensee*—Radio Service Corp. of Utah, Salt Lake City, Utah.

## VERMONT

- Burlington Daily News.....WCAX  
*Licensee*— Burlington Daily News, Inc., Burlington, Vt.  
Waterbury Record .....WDEV  
*Licensee*—Mary M. Whitehill, Executrix of the Estate of Harry C. Whitehill, Waterbury, Vt.

## VIRGINIA

- Ledger-Dispatch .....WTFAR  
Virginian Pilot  
*Licensee*—WTFAR Radio Corp., Norfolk, Va.  
Petersburg Progress-Index .....WPIV  
*Licensee*— Petersburg Newspaper Corp., Petersburg, Va.  
Richmond News Leader.....WRNL  
*Licensee*—WLBC, Inc., Richmond, Va.  
Times-Dispatch .....WRTD  
*Licensee*— The Times-Dispatch Radio Corp., Richmond, Va.  
Roanoke Times .....WDBJ  
World News  
*Licensee*—Times World Corp., Roanoke, Va.

## WASHINGTON

- Longview Daily News.....KWLK  
*Licensee*— Twin City Broadcasting Corp., Longview, Wash.

## WEST VIRGINIA

- Bluefield Daily Telegram.....WHIS  
Sunset-News & Times-Leader  
*Licensee*— Daily Telegraph Printing Co., Bluefield, W. Va.  
The Huntington Advertiser.....WCHS  
The Herald-Dispatch  
The Sunday Herald-Advertiser  
*Licensee*— Charleston Broadcasting Corp., Charleston, W. Va.  
Clarksburg Exponent .....WBLK  
Clarksburg Telegram  
*Licensee*— The Exponent Co., Clarksburg, W. Va.  
Huntington Herald-Dispatch .....WSAZ  
Huntington Advertiser  
*Licensee*—WSAZ, Inc., Huntington, W. Va.

- Clarksburg Exponent .....WPAR  
Clarksburg Telegram  
*Licensee*—Ohio Valley Broadcasting Corp., Parkersburg, W. Va.

## WISCONSIN

- Superior Evening Telegram.....WEAU  
Eau Claire Telegram  
Eau Claire Leader  
*Licensee*—Central Broadcasting Co., Eau Claire, Wis.  
FDL Commonwealth Reporter.....KFIZ  
*Licensee*—Reporter Printing Co., Fond du Lac, Wis.  
Janesville Gazette .....WCLO  
*Licensee*— Gazette Printing Co., Janesville, Wis.  
La Crosse Tribune & Leader Press..WKBH  
*Licensee*—WKBH, Inc., La Crosse, Wis.  
Capital Times .....WIBA  
*Licensee*— Badger Broadcasting Co., Inc., Madison, Wis.  
American Newspapers, Inc.....WISN  
*Licensee*—Hearst Radio, Inc., Milwaukee, Wis.  
The Milwaukee Journal .....WTMJ  
*Licensee*— The Journal Co. (The Milwaukee Journal), Milwaukee, Wis.  
Racine Journal Times.....WRJN  
*Licensee*— Racine Broadcasting Corp., Racine, Wis.  
Stock & Dairy Farmer.....WJMC  
*Licensee*— Walter H. McGenty, Rice Lake, Wis.  
The Sheboygan Press.....WHBL  
*Licensee*—Press Publishing Co., Sheboygan, Wis.

## ALASKA

- Fairbanks News-Miner .....KFEAR  
*Licensee*—Midnight Sun Broadcasting Co., Fairbanks, Alaska.

## HAWAII

- Honolulu Star-Bulletin .....KGMB  
*Licensee*— Honolulu Broadcasting Co., Honolulu, T. H.  
Honolulu Advertiser .....KGU  
*Licensee*— Marion A. Mulrony & Advertiser Publishing Co., Ltd., Honolulu, T. H.  
Honolulu Star-Bulletin .....KHBC  
Hilo Tribune-Herald  
*Licensee*— Honolulu Broadcasting Co., Hilo, T. H.  
Garden City Publishing Co.....KTOH  
*Licensee*— Garden City Publishing Co., Lihue, T. H.



# EXPERIMENTAL BROADCAST STATIONS

*The term "experimental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast service along lines other than those prescribed by other broadcast rules. Licenses are issued to properly qualified applicants who are carrying on experimentation and research in one or more developments which have reasonable promise of substantial contribution to the development of broadcasting. No regular program service is maintained unless specifically authorized by the license and no commercial programs, other than those transmitted simultaneously with regular broadcast stations, are permitted; and in no case may a charge, direct or indirect, be made for such programs.*

Licensee and Location	Call Letters	Frequency (kc)	Power	Emission
Bell Telephone Labs., Inc. Whippany, N. J. ....	W3XDD	560, 900, 1340	50 kw	A3
Central Broadcasting Co. Mitchellville, Iowa .....	W9XC	1000	1000 w	A3
Connecticut State College Storrs, Conn. ....	W1XCS	100000, 110000, 200000, 300000	250 w	A3 & Special
Connecticut State College Storrs, Conn. ....	W1XEV	86000-400000, 401000 and above	500 w	A3
The Crosley Corp. Near Mason, Ohio.....	W8XO	700	500 kw	A3
William G. H. Finch New York, N. Y. ....	W2XBF	31600, 35600, 38600, 41000	1000 w	A2, A3 & Special
C. J. MacGregor, Mobile (North Polar Region vic. Ellesmere Island) .....	W10XAB	2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 31100, 34600, 37600, 40600, 86000 to 400000	400 w 15 w	A3 A3, A4
Natl. Broadcasting Co., Inc. New York, N. Y. ....	W2XKI	175000-180000		
Natl. Broadcasting Co., Inc. Portable (vicinity N. Y.) ...	W10XF	1614, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000- 400000, 401000 and above	25 w	A1, A2, A3
Natl. Broadcasting Co., Inc. Portable-Mobile .....	W10XR	1614, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000- 400000, 401000 and above	100 w	A1, A2, A3
The National Life and Accident Insurance Co., Inc. Nashville, Tenn. ....	W4XFN	300000, 330000, 360000	15 w	A3
Travelers Br. Service Corp. Avon, Conn. ....	W1XEH	63500	150 w	A2, A3

# HIGH FREQUENCY BROADCAST STATIONS

*The term "high frequency station" means a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for the purpose of experimentation.*

FREQUENCY GROUPS—Group C—31600, 35600, 38600 and 41000 kc.; Group E2 (selective)—41600, 86500, 111000 kc.; Group E3 (selective)—88000, 120000, 240000 and 500000 kc.

LOCATION Town and State	Call Letters	Licensee	Power Watts	Frequency (kc) or Groups
Albany, N. Y.	W2XOY	General Electric Co.	150	C
Alpine, N. J.	W2XMN	Edwin H. Armstrong	40000	E2
Alpine, N. J.	W2XSN	Paul F. Godley	1000	41800
Baltimore, Md.	W3XES	Monumental Radio Co.	300	C
Baltimore, Md.	W3XEY	Baltimore Radio Show, Inc.	100	C
Boston, Mass.	W1XKA	Westinghouse E. & M. Co.	50	C
Bound Brook, N. J.	W2XDG	National Broadcasting Co.	150	C
				S.A.38650
Buffalo, N. Y.	W8XH	WBEN, Inc.	100	C
Charleston, W. Va.	W8XNO	Charleston Broadcasting Co.	50	26100
Chattanooga, Tenn.	W4XBW	WDOD Broadcasting Corp.	100	C
Chicago, Ill.	W9XBS	National Broadcasting Co.	50	C
			C.P.100	
Cincinnati, Ohio	W8XNU	The Crosley Corp.	1000	25950
Cleveland, Ohio	W8XNT	Radio Air Service Corp.	50	C
Dallas, Tex.	W5XD	A. H. Belo Corp.	100	C
Denver, Colo.	W9XLA	KLZ Broadcasting Co.	100	C
Detroit, Mich.	W8XWJ	Evening News Asso.	500	C
Fairhaven, Mass.	W1XEQ	E. Anthony & Sons	100	C1
Flushing, N. Y.	W2XQO	Knickerbocker Broadcasting Co.	100	26550
Georgetown, D. C.	W3XO	Jansky & Bailey	1000	40300
Harrisburg, Ill.	W9XTA	Schonert Radio Service	500	26500
Kansas City, Mo.	W9XA	Commercial Radio Equip'mt Co.	1000	26450
Kansas City, Mo.	W9XER	Midland Broadcasting Co.	50	C
Los Angeles, Calif.	W6XDA	Columbia Broadcasting System	100	C
Los Angeles, Calif.	W6XKG	Ben S. McGlashan	1000	25950
Los Angeles, Calif.	W6XRE	Ben S. McGlashan	500	E3
Memphis, Tenn.	W4XCA	Memphis Comm. Appeal Co.	250	C
Meriden, Conn.	W1XPW	WDR. Inc.	1000	40300
Minneapolis, Minn.	W9XHW	Columbia Broadcasting System	50	C
Minneapolis, Minn. (tr. Rose Township)	W9XTC	Minnesota Broadcasting Co.	150	26050
Nashville, Tenn.	W4XA	The Natl. Life & Accidt. Ins. Co.	1000	C
New York, N. Y.	W2XDV	Columbia Broadcasting System	50	C
New York, N. Y.	W2XHG	National Broadcasting Co.	150	C
New York, N. Y.	W2XJ1	Bamberger Broadcasting Service	100	26300
New York, N. Y.	W2XVP	City of New York Municipal Broadcasting System	1000	26100
Norfolk, Va.	W3XEX	WTAR Radio Corp.	50	26050
Oklahoma City, Okla.	W5XAU	WKY Radiophone Co.	100	C
Omaha, Nebr.	W9XUY	Central States Broadcasting Co.	100	C
Paxton, Mass.	W1XOJ	Yankee Network, Inc.	50000	41200
Philadelphia, Pa.	W3XIR	WCAU Broadcasting Co.	100	C
Pittsburgh, Pa.	W8XKA	Westinghouse E. & M. Co.	150	C
Rochester, N. Y. (tr. Victor Township)	W8XAI	Stromberg Carlson Tel. Mfg. Co.	100	C
Sargents Purchase, N. H.	W1XER	Yankee Network, Inc.	500	C
South Bend, Ind.	W9XH	South Bend Tribune	100	26050
Springfield, Mass.	W1XKB	Westinghouse E. & M. Co.	500	C
St. Louis, Mo.	W9XOK	Star Times Publishing Co.	100	C
St. Louis, Mo.	W9XPD	Pulitzer Publishing Co.	100	C
St. Paul, Minn.	W9XUP	Natl. Battery Broadcasting Co.	1000	26150
Superior, Wis.	W9XJL	Head of Lakes Broadcasting Co.	250	26100
Tallmadge, Ohio	W8XOY	Allen T. Simmons	100	C

# CANADA

## STATIONS—REGULATIONS—SURVEY

*The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.*

*Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in December and corrections were made up to the time of going to press to insure the inclusion of late developments.*

*Canadian network facilities covered in full on page 160.*



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBA . . . .	Sackville, N. B.	C.P. 1050	50000	441
CBF . . . .	Montreal, Que.	910	50000	450
CBJ . . . .	Chicoutimi, Que.	1120	100	449
CBK . . . .	Saskatoon, Sask.	C.P. 540	50000	454
CBL . . . .	Toronto, Ont.	840	50000	447
CBM . . . .	Montreal, Que.	1050	5000	450
CBO . . . .	Ottawa, Ont.	880	1000	445
CBR . . . .	Vancouver, B. C.	1100	5000	437
CBV . . . .	Quebec, Que.	950	1000	451
CBY . . . .	Toronto, Ont.	C.P. 960	100	447
CFAC . . . .	Calgary, Alta.	930	1000	434
CFAR . . . .	Flin Flon, Man.	1370	100	439
CFCF . . . .	Montreal, Que.	600	500	450
CFCH . . . .	North Bay, Ont.	930	100	444
CFCN . . . .	Calgary, Alta.	1030	10000	434
CFCO . . . .	Chatham, Ont.	630	100	443
CFCT . . . .	Victoria, B. C.	1450	50	439
CFCY . . . .	Charlottetown, P. E. I.	630	1000	449
CFGP . . . .	Grand Prairie, Alta.	1200	100	435
CFJC . . . .	Kamloops, B. C.	880	1000	436
CFLC . . . .	Prescott, Ont.	930	100	445
CFNB . . . .	Fredericton, N. B.	550	1000	440
CFOS . . . .	Owen Sound, Ont.	C.P. 1370	100	445
CFPL . . . .	London, Ont.	730	100	444
CFPR . . . .	Prince Rupert, B. C.	580	50	437
CFQC . . . .	Saskatoon, Sask.	840	1000	454
CFRB . . . .	Toronto, Ont.	690	10000	447
CFRC . . . .	Kingston, Ont.	1510	100	444
CFRN . . . .	Edmonton, Alta.	960	100	435

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHAB . . . .	Moose Jaw, Sask.	1200	250 d., 100 n.	453
CHCK . . . .	Charlottetown, P. E. I.	C.P. 1310	50	449
CHGB . . . .	St. Anne de la Pocatiere, Que.	C.P. 1200	100	452
CHGS . . . .	Summerside, P. E. I.	1450	500	449
CHJC . . . .	Halifax, N. S.	1420	1000	441
CHLN . . . .	Three Rivers, Que.	1420	100	452
CHLP . . . .	Montreal, Que.	1120	100	450
CHLT . . . .	Sherbrooke, Que.	1210	100	452
CHML . . . .	Hamilton, Ont.	1010	100	443
CHNB . . . .	North Battlefield, Sask.	C.P. 1420	100	453
CHNC . . . .	New Carlisle, Que.	960	1000	451
CHNS . . . .	Halifax, N. S.	930	1000	441
CHRC . . . .	Quebec, Que.	580	100	451
CHSJ . . . .	Saint John, N. B.	1120	100	441
CHWK . . . .	Chilliwack, B. C.	780	100	436
CJAT . . . .	Trail, B. C.	910	1000	437
CJBR . . . .	Rimouski, Que.	1030	1000	452
CJCA . . . .	Edmonton, Alta.	730	1000	435
CJCB-CJCX . . . .	Sydney, N. S.	1240	1000	442
CJCI . . . .	Calgary, Alta.	690	100	434
CJCS . . . .	Stratford, Ont.	1210	100	446
CJGX . . . .	Yorkton, Sask.	1390	100	454
CJIC . . . .	Sault Ste. Marie, Ont.	1500	100	446
CJKL . . . .	Kirkland Lake, Ont.	1310	100	444
CJLS . . . .	Yarmouth, N. S.	1310	100	442
CJOC . . . .	Lethbridge, Alta.	950	100	436
CJOR . . . .	Vancouver, B. C.	600	500	437
CJRC . . . .	Winnipeg, Man.	630	1000	439
CJRM . . . .	Regina, Sask.	540	1000	453
CKAC . . . .	Montreal, Que.	730	5000	451
CKBI . . . .	Prince Albert, Sask.	1210	100	453
CKCA . . . .	Kenora, Ont.	C.P. 1420	100	443
CKCD . . . .	Vancouver, B. C.	1010	100	438
CKCH . . . .	Hull, Que.	1210	100	450
CKCK . . . .	Regina, Sask.	1010	1000	454
CKCL . . . .	Toronto, Ont.	580	100	447
CKCO . . . .	Ottawa, Ont.	1010	100	445
CKCR . . . .	Kitchener, Ont.	1510	100	444
CKCV . . . .	Quebec, Que.	1310	100	452
CKCW . . . .	Moncton, N. B.	1370	100	441
CKFC . . . .	Vancouver, B. C.	1410	50	438
CKGB . . . .	Timmins, Ont.	1420	100	447
CKIC . . . .	Wolfville, N. S.	1010	50	442
CKLW . . . .	Windsor, Ont.	1030	5000	448
CKMC . . . .	Cobalt, Ont.	C.P. 1210	100	443
CKMO . . . .	Vancouver, B. C.	1410	100	438
CKNX . . . .	Wingham, Ont.	1200	100	448
CKOC . . . .	Hamilton, Ont.	1120	1000 d., 500 n.	443
CKOV . . . .	Kelowna, B. C.	630	1000	437
CKPC . . . .	Brantford, Ont.	930	100	442
CKPR . . . .	Fort William, Ont.	580	1000	443
CKRN . . . .	Rouyn, Que.	C.P. 1370	100	452
CKSO . . . .	Sudbury, Ont.	780	1000	446
CKTB . . . .	St. Catharines, Ont.	1200	100	445
CKUA . . . .	Edmonton, Alta.	580	500	435
CKWX . . . .	Vancouver, B. C.	1010	100	438
CKX . . . .	Brandon, Man.	1120	1000	439
CKY . . . .	Winnipeg, Man.	960	15000	440

# CANADA--A SURVEY

*This official, authoritative survey of Canada is based upon latest reports compiled by the Electrical Division of the Bureau of Foreign and Domestic Commerce, United States Department of Commerce.*

**General**—At the end of the fiscal year, March 31, 1,104,207 receiving licenses were outstanding.

It is estimated that 76 per cent of all Canadian families own receivers. The fall and winter seasons are the principal selling periods for sets. New models are usually announced late in the summer. In the last 4 years 41 per cent of annual sales to dealers have been made during the last quarter and 32 per cent in the third quarter.

Principal factors which handicap radio sales include the relatively high cost of receivers in Canada as compared with prices in the United States, lack of local broadcasting services in some areas, and the language handicap in Quebec where most of the listeners prefer French language programs.

**Domestic Production**—Twelve companies manufacture radio receivers in Canada and because of patent control and electrical inspection requirements, these firms dominate the market.

**Tariffs and Restrictions**—Canadian tariff information is subject to change and should be verified in advance of doing business in Canada. Complete current information can be obtained on inquiry of the Bureau of Foreign and Domestic Commerce. Radio receivers and most component parts, including tubes, are dutiable under Tariff Item 445d which provides free entry under the British preferential rate, 25 per cent ad valorem under the intermediate rate, and 30 per cent under the general tariff.

**Television**—This development is definitely in the experimental stage in the Dominion and its early practical application is discounted. Television presents a difficult geographic problem in Canada and as yet no concern has been inclined to provide television broadcasts because of the indeterminate nature of technical developments and the lack of a concentrated population area large enough to warrant the installation expense.

**Short Wave**—Canadian broadcasting on the short wave bands is chiefly confined to commercial and police work, aside from a few stations which release standard band programs on the short wave and the Broadcasting Corporation's regular stations which provide free messenger service to remote northern areas, not covered by commercial line wire service.

**Broadcasting**—Under the Canadian Radio Broadcasting Act, 1936, the Canadian Broadcasting Corporation on November 2, 1936, took over Government operation of the national broadcasting service and the control of all radio programs from the former Canadian Broadcasting Commission. Technical control of broadcasting stations reverted to the Department of Transport under the Radiotelegraph Act. The principal difference between the CBC and the Canadian Radio Broadcasting Commission which it replaced is that under the latter authority to act in matters of policy and administration were combined in one body, whereas in the Canadian Broadcasting Corporation the board of governors will deal with questions of policy and administrative matters will be conducted separately. Broadcasting is considered a business controlled by a public service type of corporation (Government-owned) rather than an activity under an administrative governmental organiza-

tion. The Corporation reports to Parliament through the Minister of Transport. Operations are financed by license fees for receiving and broadcasting sets and by revenue from commercial radio business. Further, the Act provides that by order-in-council up to \$500,000 may be borrowed from the government for the extension or improvement of broadcasting facilities. In addition, working capital not to exceed \$100,000 may be advanced by order-in-council.

Licenses for broadcasting are issued by the Department of Transport after the application has been referred to the Corporation for recommendation. The new radio law also specifies that the Minister of Transport will receive recommendations from the Broadcasting Corporation in connection with new private licenses, change of channel, location or power.

**Programs**—Effort has also been made to build up Canadian radio talent and develop creative program writers. Canadian programs on exchange with United States stations have become increasingly popular and highly satisfactory exchange relationships exist between the Corporation and United States broadcasting systems.

Canadian broadcasting cannot hope to escape keen competition for listeners' attention from United States stations which are readily picked up in most areas of the Dominion. In meeting this competition programs are prepared to incorporate viewpoints and preferences in agreement with Canadian ideas and ideals. Effort is also made to avoid the more objectionable advertising features of commercially-sponsored broadcasting.

**Advertising**—Station time is usually sold through advertising agencies and rates vary according to the time of broadcasting and the coverage offered by individual stations. The advertising content of any program is limited to 10 per cent of the program period and specific regulations cover permissible material in advertising continuities.

**Transcriptions**—The use of transcriptions is generally prohibited between 7:30 and 1:00 p.m., but at other hours they are extensively employed by broadcasting stations.

Special recording apparatus of the Marconi-Stille type has been installed in the Broadcasting Corporation's station at Ottawa for recording important events for rebroadcasting at later dates. Special short wave receiving apparatus is located at Ottawa for recording or standard band release of overseas programs.

According to law, an annual license (fee \$2.50) must be obtained each fiscal year (April 1 to March 31) for radio receivers. One license is good for only one receiver in a single household; a separate license being necessary for each additional set in a household and also for an automobile set operated by the householder. No rebate is provided for sets destroyed or retired from use but a license may be transferred to cover a new set bought during the year. Tourists temporarily in Canada are not taxed on their automobile radios. Receiving station licenses are issued to blind persons free of charge.

Sets in use—1,104,207.

Stations—87.

# CANADIAN STATIONS

## ALBERTA

Population 778,000

Number of Families 199,500

Number of Radio Homes 115,933

Retail Sales \$176,537,000

Auto Registrations 97,470

### CFAC

"CALGARY'S FRIENDLY STATION"  
"ALL DAY—EVERY DAY THE FINEST IN  
RADIO ENTERTAINMENT"

CALGARY—EST. 1922

CBC & FOOTHILLS NETWORK

FREQUENCY: 930 Kc. POWER: 1000 Watts.  
OWNED BY: Calgary Herald. OPERATED BY:  
Taylor Pearson & Carson. BUSINESS AD-  
DRESS: 1006 Southam Bldg. PHONE: R 1036-7.  
STUDIO ADDRESS: 1006 Southam Bldg.  
TRANSMITTER LOCATION: Forest Lawn.  
TIME ON THE AIR: 6:30 A.M. to 12:00 mid-  
night. Sunday, 9:00 A.M. to 11:30 P.M. NEWS-  
PAPER AFFILIATION: Calgary Daily Herald.  
NEWS SERVICE: Canadian Press News. TRAN-  
SCRIPTION SERVICE: NBC Thesaurus, World  
Broadcasting System.

#### Personnel

President ..... J. H. R. Carson  
Manager ..... Gordon S. Henry  
Commercial Manager ..... I. B. McDonald  
Production Manager ..... Pat Freeman  
Publicity Director ..... Frank E. Fleming  
Continuity Director ..... Madeline F. Austin  
Chief Engineer ..... Earl C. Connor

#### POLICIES

CBC regulations rule out all liquor adver-  
tising.

Supplies a free merchandising service for  
contracts of 26 programs or more; service  
includes circular letters to retailers, news-  
paper display, column publicity, window dis-  
play, and pre-announcements and other tie-  
ins by arrangement.

#### REPRESENTATIVE

All Canada Radio Facilities  
Weed & Co.

### CFCN

"THE VOICE OF THE PRAIRIES"

CALGARY—EST. 1922

FREQUENCY: 1030 Kc. POWER: 10,000  
Watts. OWNED BY: The Voice of the Prairies.

Ltd. OPERATED BY: Same. BUSINESS AD-  
DRESS: Toronto Gen. Trusts Bldg. PHONE:  
M 1161. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: Strathmore. TIME ON  
THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday,  
9:30 A.M. to 10:30 P.M. NEWS SERVICES:  
Transradio Press, Radio News Assn. TRAN-  
SCRIPTION SERVICES: Standard Radio and  
Lang-Worth.

#### Personnel

President and Managing Director ..... H. G. Love  
Commercial Manager ..... E. H. McGuire  
Chief Engineer ..... P. M. McCaffery

#### POLICIES

No spot announcements on Sunday or after  
7:30 P.M., except service announcements.

All continuity subject to station approval  
and must comply with rules and regulations  
of Canadian Broadcasting Corp.

Merchandising department to assist and  
work with advertiser on any campaign, etc.

#### REPRESENTATIVE

Joseph Hershey McGillvra

### CJCL

CALGARY—EST. 1922

CALGARY

CBC

FREQUENCY: 690 Kc. POWER: 100 Watts.  
OWNED BY: Albertan Publishers, Ltd. OP-  
ERATED BY: Same. BUSINESS ADDRESS:  
Renfrew Bldg. PHONE: R 2001—M 5858.  
STUDIO ADDRESS: Same. TRANSMITTER  
LOCATION: Grandview Heights. TIME ON  
THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday,  
10:00 A.M. to 11:00 P.M. NEWSPAPER AF-  
FILIATION: Albertan Publishers, Ltd. NEWS  
SERVICE: Canadian Press. TRANSCRIPTION  
SERVICES: Lang-Worth, Titan Productions.

#### Personnel

President ..... Gordon Bell  
Station Manager ..... H. A. Webster  
Sales Manager ..... J. F. McDonald  
Chief Engineer ..... Robert Henderson

## POLICIES

Liquor advertising not permitted by provincial law. CBC policies prevail. Spot announcements are limited to 100 words and not accepted at 7:30 P.M.

# CFRN

"THE STATION OF THE SUNWAPTA BROADCASTING CO.—THE GATEWAY TO THE NORTH"

EDMONTON—EST. 1934

CBC

FREQUENCY: 960 Kc. POWER: 100 Watts. OWNED BY: Sunwapta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 109 C. P. R. Bldg. PHONE: 23561-267. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jasper Place. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 9:30 A.M. to 10:30 P.M. NEWS SERVICES: Canadian Press, Edmonton Bulletin, Ltd., British United Press. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS BUREAU.

## Personnel

Station Manager ..... G. R. A. Rice  
Commercial Manager ..... H. F. Nielsen  
Artists Bureau Head ..... R. Wright  
Chief Announcer ..... S. Lancaster  
Sales Manager ..... A. J. Hopps  
Publicity Director ..... W. Sutton  
Musical Director ..... R. Wright  
Chief Engineer ..... F. Makepeace

## POLICIES

No liquor advertising accepted; foreign language accounts accepted providing English translation of all copy sent with program. Specializes in broadcasting sports in all its phases.

Merchandising system of flash circulars which are mailed to all distributors of products advertised, in some cases supply window display cards.

## REPRESENTATIVES

Joseph Hershey McGillvra (U.S.A.) (Toronto)  
All Canada Broadcasting (Winnipeg-Toronto)  
Jack Slatter, Dominion Broadcasting Co. (Toronto)

# CJCA

"VOICE OF THE GREAT NORTH WEST"

EDMONTON—EST. 1922

CBC—FOOTHILLS NETWORK

FREQUENCY: 730 Kc. POWER: 1000 watts. OWNED BY: Northwestern Publishers Ltd. "Edmonton Journal." OPERATED BY: Taylor & Pearson Broadcasting Co. Ltd. BUSINESS ADDRESS: Birk's Bldg., Jasper Ave. PHONE: 2-6131-2-3. STUDIO ADDRESS: Birk's Bldg. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: 9:00 A.M. to 12:00 P.M. (Sunday), 6:30 A.M. to 12:00 P.M. (weekdays), 6:30 A.M. to 1:30 A.M. (Saturday). NEWSPAPER AFFILI-

ATION: Edmonton Journal. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

## Personnel

Station Manager..... Frank H. Elphicke  
Commercial Manager..... Wm. Cranston  
Production Manager..... N. Botterill  
Publicity Director..... Walter Dales  
Continuity Editor..... James Allard  
Technical Director..... Hastings McMahon

## POLICIES

Does not accept beer and liquor advertising. No sponsored news broadcasts.

All continuity subject to approval of station management and Canadian Broadcasting Corporation regulations.

Merchandising service—which includes spot announcements introducing programs—calls on wholesale houses. Direct mail to retailers. Billboard advertising. Arranging window displays. Sales surveys—and participation in station advertising in certain northern Alberta publications.

## REPRESENTATIVES

All Canada Radio Facilities Ltd.  
Montreal, Toronto, Winnipeg, Calgary,  
Vancouver  
Weed & Co.  
N. Y., Detroit, Chicago, San Francisco

# CKUA

EDMONTON—EST. 1927

CBC—ALBERTA EDUCATIONAL NETWORK

FREQUENCY: 580 Kc. POWER: 500 watts. OWNED BY: University of Alberta. OPERATED BY: University of Alberta. BUSINESS ADDRESS: University of Alberta. PHONE: 3-2233-2-2131-12. STUDIO ADDRESS: Dept. of Extension, University campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 1:00 p.m. to 2:15 p.m.—6:00 p.m. to 8:30 p.m. (Monday to Friday).

## Personnel

President of the University.... W. A. R. Kerr  
Station Manager..... Donald Cameron  
Chief Announcer..... H. P. Brown  
Program Director..... Sheila Marryat  
Chief Engineer..... W. E. Cornish

## POLICIES

Educational programs only.

# CFGP

"VOICE OF THE MIGHTY PEACE"  
GRANDE PRAIRIE—EST. 1937

FOOTHILLS NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: Northern Broadcasting Corp., Ltd. BUSINESS ADDRESS: Same. TRANSMITTER LOCATION: Grande Prairie. TIME ON THE AIR: Sunday, 9:00 A.M. to 6:00 P.M. Weekdays, 7:30 A.M. to 3:00 P.M. and 5:00 P.M. to 10:00 P.M. NEWS SERVICE:

Transradio Press. TRANSCRIPTION SERVICE:  
Standard Radio.

### Personnel

Manager.....C. L. Berry  
Commercial Manager.....C. G. Elphicke

### POLICIES

All continuities must conform with the requirements of the management and the rules and regulations of the Canadian Broadcasting Corp.

### REPRESENTATIVE

All Canada Radio Facilities, Ltd.  
Weed & Co.

# CJOC

"THE SUNNY SOUTH STATION"  
LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK  
CANADIAN BROADCASTING CORP.

FREQUENCY: 950 Kc. POWER: 100 watts.  
OWNED BY: Lethbridge Broadcasting Co. OPERATED BY: H. R. Carson, Ltd. BUSINESS ADDRESS: Marquis Hotel. PHONE: 3871-2. STUDIO ADDRESS: Marquis Hotel. TRANS-

MITTER LOCATION: Marquis Hotel. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: British United Press, local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....J. G. Hutchings  
Station Manager.....G. Gaetz  
Commercial Manager.....A. H. Nicholl  
Program Director.....R. Buss  
Publicity Director.....C. A. Perry  
Traffic Manager.....A. Lewis  
Chief Engineer.....R. A. Reagh

### POLICIES

Does not allow liquor advertising. All continuities must conform to rules and regulations of the Canadian Broadcasting Corporation.

Limited number of foreign language accounts accepted.

Merchandising: Station maintains merchandising service which includes window displays, billboard displays, letters to dealers and merchants, publicity stunts, etc.

### REPRESENTATIVE

All Canada Radio Facilities, Ltd.  
Weed & Company

# BRITISH COLUMBIA

Population 751,000

Number of Families 192,565

Number of Radio Homes 147,165

Retail Sales \$248,597,000

Auto Registrations 106,080

# CHWK

"THE VOICE OF THE FRASER VALLEY"  
CHILLIWACK—EST. 1927

CBC & BC NETWORK

FREQUENCY: 780 Kc. POWER: 100 Watts. OWNED BY: Chilliwack Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 16 Wellington Ave. PHONE: 6106-2906. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:30 P.M. NEWS SERVICES: CBC-Canadian Press and Local. TRANSCRIPTION SERVICE: Recorded Library.

### Personnel

President and Station Manager.....C. Casey Wells  
Chief Announcer.....R. G. Wells  
Musical Director.....Bertram Turvey  
Chief Engineer.....Jack Dilling

### POLICIES

No contracts accepted for advertising of mail order houses, chain stores, taverns, Sun-

day sports or amusements, or for advertising liquor, beer or wines.

Merchandising: Full cooperation with merchandising tie-ins. No charge for service.

### REPRESENTATIVE

All Canada Radio Facilities  
Weed & Co.

# CFJC

KAMLOOPS—EST. 1924

CANADIAN BROADCASTING CORP.

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Review Pub. Co. OPERATED BY: Kamloops Sentinel, Ltd. BUSINESS ADDRESS: 209 Victoria St. PHONE: 1018 and 1000. STUDIO ADDRESS: 322 Victoria St. TRANSMITTER LOCATION: North Kamloops. TIME ON THE AIR: 7:15 A.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Kamloops Sentinel, Ltd. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: Transco and Hollywood Radio Attractions.



## **Personnel**

President ..... R. E. White  
Station and Commercial Manager  
  D. Homersham  
Sales Manager ..... J. Harling  
Publicity Director ..... L. Irvine  
Musical Director ..... R. Desmond  
Chief Engineer ..... Geo. Henderson

### **POLICIES**

As laid down under regulations for broadcasting stations made under the Canadian Broadcasting Act.

## **CKOV**

**KELOWNA—EST. 1931**

**CANADIAN BROADCASTING CORP.**

FREQUENCY: 630 Kc. POWER: 1000 Watts.  
OWNED BY: Okanagan Broadcasters, Ltd.  
OPERATED BY: Okanagan Broadcasters, Ltd.  
BUSINESS ADDRESS: Mill Ave. STUDIO ADDRESS: Mill Ave. TRANSMITTER LOCATION: Kelowna. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### **Personnel**

Managing Director ..... J. W. B. Browne  
Commercial Manager ..... Rolly Ford  
Merchandising and Promotion Director  
  Hume Lethbridge  
Program Director ..... Leo Trainor  
Women's Program Director ..... Mary E. Royle

### **POLICIES**

CBC policies prevail.

Merchandising: Station publishes tabloid-size newspaper mailed monthly to all retail dealers in its coverage area and to national advertising executives, to promote manufacturer-dealer advertising appreciation. Services also include window display, direct-mail and other cooperation at actual cost.

### **REPRESENTATIVES**

John E. Baldwin, Vancouver  
Dominion Broadcasting Co. (Toronto)

## **CFPR**

**PRINCE RUPERT**

FREQUENCY: 580 Kc. POWER: 50 Watts.  
OWNED AND OPERATED BY: F. E. Blatt.  
BUSINESS AND STUDIO ADDRESS: Prince Rupert. TRANSMITTER LOCATION: Prince Rupert.

### **Personnel**

Owner ..... F. E. Blatt  
General Manager ..... C. H. Insulander  
Program Director ..... J. R. Stevens

### **REPRESENTATIVE**

All-Canada Radio Facilities, Ltd.

## **CJAT**

"THE VOICE OF THE KOOTENAYS"

**TRAIL—EST. 1931**

**CBC**

FREQUENCY: 910 Kc. POWER: 1000 Watts.  
OWNED BY: Kootenay Broadcasting Co., Ltd.  
OPERATED BY: Same. BUSINESS ADDRESS: Victoria St. PHONE: 737. STUDIO ADDRESS: Victoria St. TRANSMITTER LOCATION: Warfield. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

### **Personnel**

President ..... B. A. Stimmel  
Manager ..... W. W. Baggs

### **POLICIES**

Does not accept liquor or foreign language accounts.

### **REPRESENTATIVES**

Weed & Company  
All-Canada Radio Facilities

## **CBR**

"VOICE OF BRITISH COLUMBIA AT VANCOUVER"

**VANCOUVER—EST. 1925**

**CANADIAN BROADCASTING CORP.  
BRITISH COLUMBIA REGIONAL NETWORK**

FREQUENCY: 1100 Kc. POWER: 5000 Watts.  
OPERATED BY: Canadian Broadcasting Corp.  
BUSINESS ADDRESS: Canadian National Hotel.  
PHONE: Trinity 2511. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Lulu Island. TIME ON THE AIR: Sunday, 9:00 A.M. to 11:00 P.M.; Week Days, 8:00 A.M. to 11:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: Standard Radio.

### **Personnel**

Station Manager ..... Peter Aylen  
Regional Representative ..... I. Dilworth  
Regional Engineer ..... N. R. Olding

### **POLICIES**

Alcoholic beverage advertising not accepted.  
Governed by the policies of the Canadian Broadcasting Corp.

## **CJOR**

**VANCOUVER—EST. 1926**

FREQUENCY: 600 Kc. POWER: 500 watts.  
G. C. Chandler. BUSINESS ADDRESS: Hotel Grovesnor, Howe St. PHONE: Trinity 5321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eburne. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 9:00 A.M. to 9:45 P.M. NEWS SERVICES: Transradio Press, British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

Station Manager.....G. C. Chandler  
 Commercial Manager.....Don Laws  
 Publicity Director.....D. R. Baird  
 Program Director.....R. A. Diespecker  
 Accountant.....L. Watkis

## POLICIES

Complete publicity cooperation offered.

## REPRESENTATIVE

Joseph Hershey McGillvra

# CKCD

## VANCOUVER

FREQUENCY: 1010 Kc. POWER: 100 Watts.  
 OWNED BY: Vancouver Daily Province. OPERATED BY: Pacific Broadcasting Co., Ltd. BUSINESS ADDRESS: 198 Hastings West. PHONE: Seymour 2750-5137K. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 P.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Vancouver Daily Province. NEWS SERVICE: Local and national news tie-up.

## Personnel

President and Station Manager...W. G. Hassell  
 Musical Director.....Mabel Brown  
 Chief Engineer.....H. G. McCrady

# CKFC-CKFX

## VANCOUVER—EST. 1921

FREQUENCY: 1410 Kc. POWER: 50 Watts (CKFX: 10 Watts on 6080 Kc.) OWNED BY: Standard Broadcasting System, Ltd. OPERATED BY: Standard Broadcasting System, Ltd. BUSINESS ADDRESS: 1504-5 Sun Bldg., 500 Beatty St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Vancouver. TIME ON THE AIR: Shares time with CKMO (38 hours weekly). NEWSPAPER AFFILIATION: Vancouver Sun. NEWS SERVICE: Vancouver Sun.

## Personnel

Manager.....F. E. Rutland  
 Merchandising and Promotion Manager,  
 Norman McSweyn  
 Program Director.....I. G. Clark  
 Chief Technician.....A. L. Porter  
 Plant Operators, Earl Beresford, H. W. McInnes

## POLICIES

Advertising of alcoholic beverages not accepted. Spot announcements not accepted on Sundays or between 7:30 and 11:00 P.M.

Station maintains a merchandising and promotion department as well as a public relations department for promoting programs and advertisers' sales.

Programs are broadcast simultaneously over long and short wave for which there is no extra charge.

# CKMO

"THE PIONEER VOICE OF B.C."

## VANCOUVER—EST. 1922

FREQUENCY: 1410 Kc. POWER: 100 watts. OWNED BY: British Columbia Broadcasting System, Ltd. OPERATED BY: British Columbia Broadcasting System, Ltd. BUSINESS ADDRESS: 812 Robson St. PHONE: Sey. 8778-9. STUDIO ADDRESS: 812 Robson St. TRANSMITTER LOCATION: Sun Bldg. TIME ON THE AIR: 8:00 A.M. to 3:00 P.M. and 5:00 P.M. to 10:30 P.M.; Tuesday, to 8:30 P.M.; Sunday, 8:00 A.M. to 10:30 A.M., 5:30 P.M. to 7:30 P.M. and after 9:00 P.M. NEWSPAPER AFFILIATION: News Herald. NEWS SERVICE: Canadian Press & News-Herald (local). TRANSCRIPTION SERVICE: Grow & Pitcher.

## Personnel

Station Manager.....H. M. Cooke  
 Program Director.....R. Misener

## POLICIES

All advertising copy must comply with regulations of the Canadian Broadcasting Corp. and station policies.

Merchandising cooperation available.

# CKWX

## VANCOUVER—EST. 1923

CBC

FREQUENCY: 1010 Kc. POWER: 100 Watts. OWNED BY: Western Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Georgia. PHONE: Seymour 2288. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1220 Seymour St. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. (average, 100½ hours weekly). NEWS SERVICE: Local news from Vancouver Sun. TRANSCRIPTION SERVICES: World Broadcasting System.

## Personnel

General Manager.....A. Holmstead  
 Commercial Manager.....Reg. M. Dagg  
 Secretary.....Vera Rumble  
 Chief Engineer.....E. Ross MacIntyre

## POLICIES

No liquor or foreign language programmes accepted. Station reserves right to edit copy, particularly on patent medicine advertising, although this latter is also passed upon by Dominion Department of Health.

Merchandising: Nominal service available; includes window cards, etc.

## REPRESENTATIVE

Weed & Company (U.S.)

All-Canada Radio Facilities, Ltd.

# CFCT

VICTORIA—EST. 1923

FREQUENCY: 1450 Kc. POWER: 50 Watts.  
OWNED BY: Victoria Broadcasting Assn. OPERATED BY: Victoria Broadcasting Assn. BUSINESS ADDRESS: Radio Centre. PHONE: G-2014. STUDIO ADDRESS: Same. TRANSMIT-

TER LOCATION: Same. TIME ON THE AIR: Unlimited.

## Personnel

General and Commercial Mgr... G. W. Deaville  
Station Manager ..... Bernard Deaville

## REPRESENTATIVES

All-Canada Broadcasting System  
Joseph Hershey McGillvra

# MANITOBA

Population 717,000

Number of Families 183,850

Number of Radio Homes 111,778

Retail Sales \$189,244,000

Auto Registrations 74,940

# CKX

"THE FRIENDLY STATION"

BRANDON—EST. 1928

CBC

FREQUENCY: 1120 Kc. POWER: 1000 Watts.  
OWNED BY: Manitoba Telephone System,  
OPERATED BY: Same. BUSINESS ADDRESS: City Hall Sq., 8th & Princess Ave. PHONE: 4532.  
STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mental Hospital Grounds. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. (daily); 12:00 noon to 11:30 P.M. (Sunday). NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: All Canada Transcription Library.

## Personnel

Station Manager ..... W. F. Seller  
Commercial Manager ..... O. Craig  
Chief Engineer ..... C. E. R. Collins

## POLICIES

Governed by regulations of Canadian Broadcasting Corporation.

## REPRESENTATIVES

All Canada Radio Facilities  
Weed & Company

# CFAR

"SERVING NORTHERN MANITOBA"

FLIN FLON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
OWNED BY: Arctic Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 120 Main St. PHONE: 290. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:15 P.M. and 5:00 P.M. to 9:00 P.M.; Sunday, 2:00 P.M. to 7:00 P.M. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President ..... G. W. Bridgman  
Vice-President ..... J. M. Bridgman  
Treasurer ..... J. R. Cousineau  
Business Manager ..... J. C. Penson  
Chief Engineer ..... Monty Bridgman

## POLICIES

CBC policies apply; foreign language programs accepted.

Merchandising: Cooperation of merchandising department without charge. Sponsor bears any expense such as postage, printing, etc.

## REPRESENTATIVE

All-Canada Radio Facilities  
Weed & Company

# CJRC

"MANITOBA'S FRIENDLY STATION"

WINNIPEG—EST. 1933

CBC

FREQUENCY: 630 Kc. POWER: 1000 Watts.  
OWNED BY: James Richardson & Sons, Ltd.  
OPERATED BY: Same. BUSINESS ADDRESS: Royal Alexandra Hotel. PHONE: 9-2266-7-8.  
STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Middlechurch. TIME ON THE AIR: (daily) 7:30 A.M. to 1:00 A.M.; Saturday, 7:30 A.M. to 2:00 A.M.; Sunday, 11:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press and own news service. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio, and Lang-Worth Features.

## Personnel

Station Manager ..... H. R. McLaughlin  
Assistant Manager ..... Jack Kemp  
Promotion Manager ..... Hugh "Rusty" Young  
Chief Announcer ..... J. Thompson  
Publicity Director ..... Norman Chamberlin  
Program Director ..... Eddie Houston  
Chief Studio Engineer ..... Ken Cameron

## POLICIES

No liquor advertising accepted.  
Maintains a merchandising department.

## REPRESENTATIVE

Joseph Hershey McGillvra

# CKY

"THE VOICE OF MANITOBA"

WINNIPEG—EST. 1922

DOMINION BROADCASTING CO.

CANADIAN BROADCASTING CORP.

FREQUENCY: 910 Kc. POWER: 15000 Watts.

OWNED BY: Manitoba Telephone System. OP-

ERATED BY: Manitoba Telephone System.

BUSINESS ADDRESS: Telephone Bldg. PHONE:

92-191. STUDIO ADDRESS: Same. TRANS-

MITTER LOCATION: St. Francis Xavier. TIME  
ON THE AIR: Sunday, 11:00 A.M. to 12:00  
midnight. Week Days, 7:30 A.M. to 12:00  
midnight. TRANSCRIPTION SERVICE: NBC  
Thesaurus, C. P. MacGregor.

## Personnel

Commissioner of Telephones.....J. E. Lowry

Station Manager.....William Backhouse

Commercial Manager.....Percy Gaynor

Program Director.....R. H. Roberts

Public Relations Director.....D. R. P. Coats

## POLICIES

Governed by the policies of the Canadian  
Broadcasting Corp.

## REPRESENTATIVES

All-Canada Radio Facilities

Weed & Co.

# NEW BRUNSWICK

Population 440,000

Number of Families 112,820

Number of Radio Homes 46,605

Retail Sales \$84,371,000

Auto Registrations 33,400

HALIFAX,  
NOVA SCOTIA,  
CANADA

Where more radio sets are  
located than any other  
centre of the Maritimes.

Halifax is served by the key  
station of the Maritimes

# CHNS

WEED & CO.

New York, Chicago, Detroit,  
San Francisco

*Representatives*

# CFNB

"THE VOICE OF THE MARITIMES"

FREDERICTON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 550 Kc. POWER: 1000 watts.

OWNED BY: Jos. S. Neill & Sons Ltd. OP-

ERATED BY: Same. BUSINESS ADDRESS:

Queen St. PHONE: 209. STUDIO ADDRESS:

Same. TRANSMITTER LOCATION: University

of New Brunswick. TIME ON THE AIR: 8:00

A.M. to midnight. NEWSPAPER AFFILIA-

TIONS: St. John Telegraph Journal. St. John

Citizen, Fredericton Mail. NEWS SERVICE:

Canadian Press. TRANSCRIPTION SERVICE:

NBC Thesaurus.

## Personnel

General Manager.....J. Stewart Neill

Chief Announcer.....Cleve Stillwell

Chief Engineer.....Thomas B. Young

## POLICIES

No liquor announcements and no foreign  
language.

## REPRESENTATIVE

Weed & Co.

All-Canada Radio Facilities

# CKCW

MONCTON—EST. 1934

CBC—REGIONAL MARITIME

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
OWNED BY: Moncton Broadcasting Co., Ltd.  
OPERATED BY: Moncton Broadcasting Co., Ltd.  
BUSINESS ADDRESS: K of P Bldg. PHONE: 1302-1432. STUDIO ADDRESS: K of P Bldg.  
TRANSMITTER LOCATION: Harrisville. TIME ON THE AIR: 7:45 A.M. to midnight. NEWS-PAPER AFFILIATIONS: Moncton Transcript, Moncton Times. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Station Manager.....F. A. Lynds  
Program Director.....Earl McCarron  
Chief Engineer.....A. J. White

## POLICIES

All liquor advertising banned.  
French language accounts accepted.  
Complete merchandising department. Routine and novel tie-ins available.

## REPRESENTATIVE

Joseph Hershey McGillvra

# C B A \*

SACKVILLE

CANADIAN BROADCASTING CORP.

FREQUENCY: 1050 Kc. POWER: 50,000 Watts.  
OWNED BY: Canadian Broadcasting Corp.  
OPERATED BY: Same. BUSINESS ADDRESS:

Sackville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

## Personnel

General Manager.....Gladstone Murray  
Chief Engineer.....J. Carlisle  
\*Construction permit has been granted for this station; no further information available at time of going to press.

# CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.

FREQUENCY: 1120 Kc. POWER: 100 Watts.  
OWNED BY: New Brunswick Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Admiral Beatty Hotel. PHONE: 3-2307. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 12:15 A.M.; Sunday, 11:00 A.M. to 12:15 A.M. NEWSPAPER AFFILIATIONS: Telegraph-Journal, Times-Globe. NEWS SERVICES: Newspapers, Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....H. P. Robinson  
Station Manager.....L. W. Bewick  
Chief Engineer.....J. G. Bishop

## POLICIES

No liquor advertisements.  
Merchandising: Keeps in contact with trade interested in programs over our station.

## REPRESENTATIVE

Joseph Hershey McGillvra

# NOVA SCOTIA

Population 542,000

Number of Families 138,975

Number of Radio Homes 65,501

Retail Sales \$99,520,000

Auto Registrations 46,180

# CHJC \*

HALIFAX

FREQUENCY: 1420 Kc. POWER: 1000 Watts.  
OWNED BY: Chronicle Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Halifax, N.S.  
NEWSPAPER AFFILIATION: Halifax Chronicle & Star.

## Personnel

President.....F. B. McCurdy  
\*Construction permit has been granted; no further information available at time of going to press.

# CHNS

"THE KEY STATION OF THE MARITIMES"

HALIFAX—EST. 1926

CBC AND MARITIME NETWORK

FREQUENCY: 930 Kc. POWER: 1000 watts.  
OWNED BY: Maritime Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Lord Nelson. PHONE: B-8318. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bedford. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Halifax Herald. NEWS SERVICE: Trans-

radio Press, British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, and Lang-Worth.

**Personnel**

President ..... Andrew Robb  
 General Manager ..... William C. Borrett  
 Advertising Manager ..... John Clare  
 Artists Bureau Head ..... L. L. Shatford  
 Chief Announcer ..... Fletcher Coates  
 Musical Director ..... R. L. Fry  
 Chief Engineer ..... A. W. Greig

**POLICIES**

No liquor advertisements accepted. All continuities subject to CBC regulations.

**CJCB-CJCX**

"DOWN WHERE THE EAST BEGINS"

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Eastern Broadcasters, Ltd. OPERATED BY: Eastern Broadcasters, Ltd. BUSINESS ADDRESS: Radio Bldg. PHONE: 209-1412. STUDIO ADDRESS: Radio Bldg. TRANSMITTER LOCATION: South Bar, C.B. TIME ON THE AIR: 8:00 a.m. to midnight. NEWS SERVICE: Transradio Press and local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Commercial-Advertising Manager, N. Nathanson  
 Chief Announcer ..... T. C. Robertson  
 Sales Manager ..... C. H. McDougall  
 Publicity Director ..... C. Nunn  
 Musical Director ..... Mrs. A. F. McKinnon  
 Chief Engineer ..... Chas. Atkinson

**POLICIES**

No liquor advertising.  
 Merchandising: Periodical contests by station involves all products being advertised

during period of contest. Advertisers receiving proof of program's effectiveness.

**REPRESENTATIVE**

All-Canada Radio Facilities  
 (N. Y. & Chicago)

**CKIC**  
**WOLFVILLE**

FREQUENCY: 1010 Kc. POWER: 50 Watts. OWNED BY: Acadia University. OPERATED BY: Same. BUSINESS ADDRESS: Wolfville. PHONE: 270. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part Time.

**POLICIES**

Non-commercial outlet.

**CJLS**

"GATEWAY STATION OF THE MARITIMES"

YARMOUTH—EST. 1934

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Laurie L. Smith. OPERATED BY: Same. BUSINESS ADDRESS: Box 684. PHONE: 500 and 316. STUDIO ADDRESS: Radio Bldg., Main St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9:00 A.M. to 12:00 midnight; Sunday, 11:00 A.M. to 12:00 midnight. NEWS SERVICE: CJLS News Service. TRANSCRIPTION SERVICES: Lang-Worth Programs, Hollywood Radio Attractions.

**Personnel**

Station Manager ..... Laurie L. Smith  
 Studio Director ..... O. W. Loeb  
 Chief Engineer ..... Laurie L. Smith

**POLICIES**

All continuity must conform with the requirements of the management and government regulations.

**ONTARIO**

Population 3,711,000

Number of Families 951,538

Number of Radio Homes 678,602

Retail Sales \$1,099,990,000

Auto Registrations 590,225

**CKPC**

BRANTFORD—EST. 1923

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Telephone City Broadcasting, Ltd. OPERATED BY: Same. BUSINESS AD-

DRESS: Arcade Bldg. PHONE: 625-1646. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glebe Property. TIME ON THE AIR: 7:30 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICES: Canadian Press, Christian Science Monitor, and local news. TRANSCRIPTION SERVICES: World Broadcasting System, and Standard Radio.

## Personnel

Commercial Manager.....J. D. Buchanan  
Chief Engineer.....W. H. Clark

### POLICIES

CBC policies apply.

### REPRESENTATIVES

Joseph Hershey McGillvra

# CFCO

"WESTERN ONTARIO'S COMMUNITY STATION"

CHATHAM—EST. 1925

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 100 Watts.  
OWNED BY: Western Ontario's Community Station. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 275. PHONE: 2626. STUDIO ADDRESS: William Pitt Hotel. TRANSMITTER LOCATION: Chatham. TIME ON THE AIR: Sundays, 9:30 A.M. to 10:30 P.M.; Week Days, 7:30 A.M. to 1:30 P.M. and 4:45 P.M. to 10:30 P.M. NEWS SERVICE: Transradio Press.

## Personnel

Owner-Manager .....John Beardall  
Sales & Commercial Director....P. A. Kirkey  
Program Director .....Ross Wright  
Special Events Director.....Don Copeland  
Chief Engineer .....Gordon Brooks

### POLICIES

CBC policies apply.

Station has a complete merchandising service which includes dealer letters, assistance in obtaining window displays and announcements of advertiser's program before it is scheduled.

### REPRESENTATIVE

Joseph Hershey McGillvra  
Associated Broadcasting Co.  
Dominion Broadcasting Co.

# CKMC \*

## COBALT

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
OWNED BY: R. L. MacAdam. OPERATED BY: Same.

\*No further information available at time of going to press.

# CKPR

FORT WILLIAM—PORT ARTHUR—  
EST. 1930

CBC

FREQUENCY: 580 Kc. POWER: 1000 Watts.  
OWNED BY: Dougall Motor Car Co., Ltd.  
OPERATED BY: Same. BUSINESS ADDRESS: Radio Hall. PHONE: South 315. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President and Station Manager...H. F. Dougall  
Commercial Manager.....B. Hendon  
Advertising and Publicity Manager..J. Hughes  
Artists Bureau Head .....I. Jones  
Chief Announcer .....John Downes  
Sales Manager .....Ralph Parker  
Chief Engineer .....T. Ross

### POLICIES

No liquor advertising accepted. Will accept foreign languages. No spot announcements after 7:30 P.M.

Will handle window display cards and direct mail campaigns.

### REPRESENTATIVE

All-Canada Radio Facilities, Toronto, Montreal, Winnipeg  
Weed & Co., New York and Chicago

# CHML

HAMILTON—EST. 1927

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 100 watts.  
OWNED BY: Maple Leaf Radio Co., Ltd. OPERATED BY: Maple Leaf Radio Co., Ltd. BUSINESS ADDRESS: Pigott Bldg. PHONE: 7-1539-1530. STUDIO ADDRESS: Pigott Bldg. TRANSMITTER LOCATION: Saltfleet. TIME ON THE AIR: 7:30 a.m. to midnight. MAINTAINS ARTISTS BUREAU; TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

## Personnel

Manager.....Kenneth D. Soble  
Assistant Manager.....F. P. Hardy  
Program Director.....Perc LeSueur  
Chief Engineer.....C. R. Snelgrove

### POLICIES

Follows the rules and regulations of the Canadian Broadcasting Corporation.

# CKOC

HAMILTON—EST. 1922

FREQUENCY: 1120 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Wentworth Radio Broadcasting Co., Ltd. OPERATED BY: Wentworth Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: John St., North. PHONE: 4-4661. STUDIO ADDRESS: John St., North. TRANSMITTER LOCATION: Fruitland. TIME ON THE AIR: 7:30 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU; TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....James A. Midgley  
Station Manager.....Gordon Anderson  
Chief Engineer.....Leslie Horton

# CKCA \*

## KENORA

FREQUENCY: 1420 Kc. POWER: 100 Watts.

OWNED BY: Kenora Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kenricia Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TRANSCRIPTION SERVICE: World Broadcasting System.

### **Personnel**

General Manager.....Gerald F. Bourke  
Commercial Manager.....Leo C. DeGagne  
Program Director.....H. Smith  
Chief Engineer.....Edmund Tompkins

\*No further information available at time of going to press.

## **CFRC**

**KINGSTON—EST. 1923**

CBC

FREQUENCY: 1510 Kc. POWER: 100 Watts. OWNED BY: Queens University and Kingston Whip-Standard. OPERATED BY: Same. BUSINESS ADDRESS: Kingston. PHONE: 616. STUDIO ADDRESS: Fleming Hall. TRANSMITTER LOCATION: Queens University. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Whig-Standard. NEWS SERVICE: Canadian Press Assoc. TRANSCRIPTION SERVICE: NBC Thesaurus.

### **Personnel**

Business and Station Manager.....James Annand  
Chief Announcer.....Tom Warner  
Chief Engineer.....Prof. H. S. Steward, M.S.

### **POLICIES**

No liquor advertisements or patent medicine accounts accepted.

### **REPRESENTATIVE**

Weed & Co.

## **CJKL**

**KIRKLAND LAKE—EST. 1933**

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Arcade Bldg. PHONE: 27. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight; Sunday, 10:45 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Timmins Press (Kirkland Lake edition). NEWS SERVICES: Transradio Press, and Canadian Press News. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

### **Personnel**

President.....R. H. Thomson  
Station Manager.....Brian Shellon  
Chief Engineer.....Wm. Marks

### **POLICIES**

No liquor advertising.

### **REPRESENTATIVES**

Dominion Broadcasting Co.  
Joseph Hershey McGillvra

## **CKCR**

"THE FRIENDLY STATION"

**KITCHENER-WATERLOO—EST. 1925**

REGIONAL HOOKUP

FREQUENCY: 1510 Kc. POWER: 100 watts. OWNED BY: Kitchener-Waterloo Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Waterloo Trust Bldg. PHONE: Kitchener 4360—Waterloo 108. STUDIO ADDRESS: Waterloo Trust Bldg. TRANSMITTER LOCATION: 24 King St., Waterloo. TIME ON THE AIR: 7:45 a.m. to 2:00 p.m. and 4:15 p.m. to 11:30 p.m. TRANSCRIPTION SERVICE: Standard Radio.

### **Personnel**

Station and Commercial Manager.....W. C. Mitchell  
Sales and Advertising Manager.....G. Liddle  
Chief Announcer.....Phil Clayton  
Musical Director.....Phil Clayton  
Chief Engineer.....Jon Hartman

### **POLICIES**

No liquor or beer advertising by order of the Canadian Radio Commission.

All programs and announcements must comply with Canadian Radio Commission regulations.

### **REPRESENTATIVES**

All-Canada Broadcasting System  
Dominion Broadcasting Co.

## **CFPL**

**LONDON—EST. 1933 (CJGC est. 1922)**

CANADIAN BROADCASTING CORP.

FREQUENCY: 730 Kc. POWER: 100 watts. OWNED BY: Free Press Pub. Co. OPERATED BY: Free Press Pub. Co. BUSINESS ADDRESS: Free Press Bldg. PHONE: Metcalfe 5200. STUDIO ADDRESS: Free Press Bldg. TRANSMITTER LOCATION: Hotel London. TIME ON THE AIR: 8:15 A.M. to midnight. NEWSPAPER AFFILIATION: London Free Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### **Personnel**

Station and Sales Manager.....Philip H. Morris  
Chief Engineer.....Lloyd York

### **POLICIES**

Adheres to the rules of the Canadian Broadcasting Corporation.

### **REPRESENTATIVE**

Dominion Broadcasting Co.  
Joseph Hershey McGillvra

## **CFCH**

**NORTH BAY—EST. 1931**

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd.



OPERATED BY: Same. BUSINESS ADDRESS: Capitol Theatre Bldg. PHONE: 2400-2401. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Capitol Theatre Bldg. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight; Sunday, 11:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

**Personnel**

President ..... R. H. Thomson  
 Station Manager ..... Tom Darling  
 Commercial Manager ..... T. Darling  
 Advertising Manager ..... Don Bassett  
 Chief Announcer ..... Cliff Pickrem  
 Sales Manager ..... V. Brooks  
 Publicity Director ..... J. Cooke  
 Musical Director ..... Bruce McLeod  
 Chief Engineer ..... Allan Taylor

**POLICIES**

No liquor advertising accepted.  
 Complete merchandising service is maintained, covering displays at point of sale and all forms of promotions for programs.

**REPRESENTATIVES**

All-Canada Radio Facilities  
 Jack Cooke, Toronto

**CBO**

"SERVES THE OTTAWA VALLEY"  
 OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.  
 OTTAWA REGIONAL NETWORK

FREQUENCY: 880 Kc. POWER: 1000 Watts.  
 OWNED BY: Canadian Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS: Chateau Laurier Hotel. PHONE: 2-1151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hawthorne. TIME ON THE AIR: Sundays, 10:45 A.M. to 12:00 midnight; Week days, 7:45 A.M. to 12:00 midnight. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

**Personnel**

Acting Station Manager..... W. C. Anderson

**POLICIES**

Alcoholic beverage advertising not accepted. Governed by the policies of the Canadian Broadcasting Corp.

All advertising limited to 10 per cent of program time.

**CKCO**

OTTAWA—EST. 1924

FREQUENCY: 1010 Kc. POWER: 100 Watts.  
 OWNED BY: Controller G. M. Geldert, M.D.  
 OPERATED BY: Controller G. M. Geldert, M.D.  
 STUDIO ADDRESS: 272 Somerset St., West.  
 TRANSMITTER LOCATION: Boone Island, Quebec. TIME ON THE AIR: Week Days, 8:00

A.M. to 11:00 P.M.; Sundays, 2:00 P.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

Manager ..... G. M. Geldert

**POLICIES**

Beer and wine advertising accepted.

**REPRESENTATIVE**

Joseph Hershey McGillvra

**CFOS\***

**OWEN SOUND**

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
 OWNED BY: Howard Fleming. OPERATED BY: Same. BUSINESS ADDRESS: 869 Second Ave., East. PHONE: 113. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. NEWSPAPER AFFILIATION: Owen Sound Sun-Times.

**Personnel**

Manager..... Howard Fleming

\*Construction permit has been granted; no further information available at time of going to press.

**CFLC**

"THE VOICE OF THE MIGHTY  
 ST. LAWRENCE"

PRESCOTT—EST. 1925

FREQUENCY: 930 Kc. POWER: 100 Watts.  
 OWNED BY: Radio Association of Prescott.  
 OPERATED BY: Same. BUSINESS ADDRESS: Ogdensburg, N. Y. PHONE: 136-7. BUSINESS ADDRESS: Prescott, Ont. TRANSMITTER LOCATION: Prescott, Ont. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President..... A. C. Halliday

Station and Sales Manager... Loren Knight

Program Director..... A. M. Halliday

**POLICIES**

No liquor or beer accounts or price mention.

Merchandising: Station's newspaper merchandising and advertising department dovetails with radio affiliation.

**REPRESENTATIVE**

Joseph Hershey McGillvra

**CKTB**

"THE STATION WITH A MILLION  
 FRIENDS"

ST. CATHARINES—EST. 1932

CANADIAN BROADCASTING CORP.

FREQUENCY: 1200 Kc. POWER: 100 watts.  
 OWNED BY: The Silver Spire Broadcasting

Station Ltd. OPERATED BY: The Silver Spire Broadcasting Station Ltd. BUSINESS ADDRESS: 12 Yates St. PHONE: 3900. STUDIO ADDRESS: 12 Yates St. TRANSMITTER LOCATION: Rille Range, Port Dalhousie. TIME ON THE AIR: (daily) 8:00 a.m. to midnight, (Sunday) 10:45 a.m. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: All Canada Radio Facilities.

**Personnel**

President.....E. T. Sandell  
 Station Manager.....F. Pauline Smyth  
 Chief Announcer.....Paul Frost  
 Publicity Director.....J. B. Mitchell  
 Musical Director.....W. G. Adamson  
 Chief Engineer.....W. H. Allen

**POLICIES**

Liquor, wine or beer advertising prohibited by Government; accept foreign language programs but not announcements. No spot announcements between 7:30 and 11:00 p.m.

Offers full merchandising cooperation.

**REPRESENTATIVES**

Dominion Broadcasting Co., Toronto

**CJIC**

"YOUR RADIO STATION C J I C"

**S S MARIE—EST. 1934**

CBC

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Hyland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Windsor Hotel. PHONE: 360-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tarantorus. TIME ON THE AIR: 10:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Algoman (Weekly—owned by Station CJIC). NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

General Manager.....J. G. Hyland  
 Program Manager.....J. C. Whitby  
 Chief Engineer.....S. C. Cusack

**POLICIES**

No beer or liquor accounts accepted. All programs must conform with CBC rules and regulations.

Merchandising: The Algoman, weekly newspaper turned out by Station CJIC, lists names of programs, sponsors, write-ups at beginning of program and occasional mention later.

**REPRESENTATIVE**

Joseph Hershey McGillvra,  
 Toronto, N. Y. and Chicago

**CJCS**

"IT DOESN'T COST TO ADVERTISE OVER CJCS—IT PAYS"

**STRATFORD—EST. 1927**

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: F. M. Squires. OPERATED BY: Same. BUSINESS ADDRESS: Windsor Hotel. PHONE: 1675-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:15 A.M. to 8:30 P.M. NEWS SERVICE: Local news and Transradio Press. TRANSCRIPTION SERVICE: All Canada Radio Facilities.

**Personnel**

President Station.....F. M. Squires  
 Commercial Manager.....S. E. Tapley  
 Sales and Advertising Manager.....I. B. Netherby  
 Musical Director and Artists' Bureau Head.....C. Tretheway  
 Publicity Director.....M. R. Dunseith  
 Chief Engineer.....W. J. Stauffer

**POLICIES**

Usual conditions governing Dominion stations.

Merchandising: Station maintains merchandising service which includes assistance in window displays, newspaper publicity, etc.

**REPRESENTATIVE**

All-Canada Radio Facilities

**CKSO**

"NORTHERN ONTARIO'S KEY STATION"

**SUDBURY—EST. 1935**

CANADIAN BROADCASTING CORP.

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: W. E. Mason-Sudbury Star. OPERATED BY: W. E. Mason-Sudbury Star. BUSINESS ADDRESS: 21 Elgin St. PHONE: 280. STUDIO ADDRESS: 21 Elgin St. TRANSMITTER LOCATION: Neelon Township. TIME ON THE AIR: 7:45 A.M. to 12:00 midnight; Sunday, 12:00 noon to 12:00 midnight. NEWSPAPER AFFILIATIONS: Sudbury Star. NEWS SERVICE: Canadian Press, Sudbury Star (local). TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

**Personnel**

President.....W. E. Mason  
 General Manager.....W. J. Woodill  
 Program Director and Chief Announcer.....J. R. Fuller  
 Publicity Director.....C. H. Smith  
 Musical Director.....Walter Snider  
 Chief Engineer.....L. C. Parkes

**POLICIES**

CBC rules prevail.

Foreign language programs subject to approval of station.

Merchandising aids through newspaper listing, etc.

# CKGB

"THE VOICE OF THE NORTH"

TIMMINS—EST. 1933

CBC

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Press Bldg. PHONE: 500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Timmins Daily Press. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President ..... R. H. Thomson  
Station and Sales Manager... William Wren  
Commercial Manager ..... W. Wren  
Advertising Manager ..... D. L. Bassett  
Chief Announcer ..... Fred Darling  
Publicity Director ..... J. Cooke  
Musical Director ..... G. Archibald  
Chief Engineer ..... Ed. Ryan

## POLICIES

No liquor advertising. Accepts any foreign language.

Merchandising department is maintained at all times for complete merchandising service which includes window and counter display, etc.

## REPRESENTATIVES

Jack Cooke, Toronto  
All-Canada Radio Facilities

# CBL

"THIS IS THE CBC"

TORONTO—EST. 1937

CBC—NBC

FREQUENCY: 840 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1 Hayter St. PHONE: Adelaide 7051—Lakeside 2817. STUDIO ADDRESS: 805 Davenport Rd. TRANSMITTER LOCATION: Hornby. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight (E.S.T.). NEWS SERVICE: CBC News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

For further information, refer to Canadian Broadcasting Corporation, Commercial Department, 1 Hayter Street, Toronto, Canada.

## POLICIES

All programs subject to the regulations of the Canadian Broadcasting Corporation.

## REPRESENTATIVE

Canadian Broadcasting Corp.

# CBY\*

TORONTO

CBC

FREQUENCY: 960 Kc. POWER: 100 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 805 Davenport Rd. PHONE: Lakeside 2871. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

## Personnel

General Manager.....Gladstone Murray  
Station Manager.....J. R. Radford

\*No further information available at time of going to press.

# CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 690 Kc. POWER: 10,000 watts. OWNED BY: Rogers Radio Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 37 Bloor St., W. PHONE: MI. 3515-6—MI. 4643-4-5. STUDIO ADDRESS: 87 Bloor St. and Telegram Bldg. TRANSMITTER LOCATION: Aurora. TIME ON THE AIR: 8:00 A.M. to midnight; Sunday, 10:30 A.M. to midnight. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....E. S. Rogers  
Managing Director.....Harry Sedgwick  
Station Manager.....E. L. Moore  
Chief Announcer.....Wes McKnight  
Musical Director .....Roy Locksley  
Chief Engineer .....Jack Sharpe

## POLICIES

Usual Dominion policies in effect.

## REPRESENTATIVE

Joseph Hershey McGillvra  
(N. Y. and Chicago)

# CKCL

"CANADA'S GREATEST SPORTS STATION"

TORONTO—EST. 1924

CBC

FREQUENCY: 580 Kc. POWER: 100 watts. OWNED BY: Dominion Battery Co., Ltd. OPERATED BY: Dominion Battery Co., Ltd. BUSINESS ADDRESS: 444 University Ave. PHONE: Adelaide 1014. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 20 Trinity St. TIME ON THE AIR: 7:45 A.M. to 12:30 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Canadian Press, Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

## Personnel

President.....Henry S. Gooderham  
Station and Commercial Manager..A. E. Leary  
Artists Bureau Head.....M. Rapkin

Chief Announcer.....J. Edgar Guest  
 Publicity and Musical Director..Maurice Rapkin  
 Chief Engineer.....Ernest O. Swan

### POLICIES

Abides by the rules of the Canadian Broadcasting Corporation. No liquor or beer advertising. No foreign language programs. CBC rules cover all other policies of the station.

No special merchandising tie-ups; station offers full merchandising cooperation. Special transcription production service with artists and program ideas available. Transcriptions cut in either SOFT discs, or PRESSINGS, as desired.

# CKLW

"AT YOUR SERVICE"

WINDSOR  
 MUTUAL

FREQUENCY: 1030 Kc. POWER: 5000 Watts.  
 OWNED BY: Western Ontario Broadcasting Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Union Guardian Bldg., Detroit. STUDIO AD-  
 DRESS: Guaranty Trust Bldg., Windsor. TRANSMITTER LOCATION: Sandwich South Township. TIME ON THE AIR: 6:00 A.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## CKLW gets ACTION



a "phony" story

As the P. M. air Cruickshank  
 Program took the air,  
 As the P. M. air took the air,  
 As the P. M. air took the air,

As the P. M. air took the air,  
 As the P. M. air took the air,  
 As the P. M. air took the air,  
 As the P. M. air took the air,  
 As the P. M. air took the air,

As the P. M. air took the air,  
 As the P. M. air took the air,  
 As the P. M. air took the air,  
 As the P. M. air took the air,  
 As the P. M. air took the air,

CKLW has a responsive  
 audience IN DETROIT

[ They DO Listen ]  
 [ to 5,000 Watts ]

MUTUAL BROADCASTING SYSTEM

### Personnel

General Manager.....J. E. Campeau  
 Station Manager.....William J. Carter  
 Commercial Manager.....L. J. Dumahaut  
 Chief Announcer.....Joe Gentile  
 Publicity Director.....Val Clare  
 Chief Engineer.....William J. Carter

### POLICIES

Does not accept foreign language accounts; no liquor accounts as per CBC regulations.

Operates a research and merchandising department, also run advertising in local papers for commercial programs; also street car and bill board.

### REPRESENTATIVE

J. Hershey McGillvra, New York  
 George Roesler, Chicago

# CKNX

"THE ONTARIO FARM STATION"

WINGHAM—EST. 1926

ALL-CANADA NETWORK

FREQUENCY: 1200 Kc. POWER: 100 watts.  
 OWNED BY: W. T. Cruickshank & B. Howard Bedford. OPERATED BY: Same. BUSINESS ADDRESS: Fields Bldg. PHONE: 158-W, 158-J. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 10:30 A.M. to 9:00 P.M. NEWS SERVICE: Christian Science Monitor and own news editor and correspondents. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Hollywood Radio Attractions, and Grow & Pitcher Agencies.

### Personnel

President.....W. T. Cruickshank  
 Station Manager.....W. T. Cruickshank  
 Commercial Manager.....B. H. Bedford  
 Merchandising Director.....Harry J. Boyle  
 Chief Announcer.....John Cruickshank  
 Artists' Bureau Head and  
 Musical Director.....C. N. Merkeley  
 Chief Engineer.....Scott Reid

### POLICIES

Canadian Broadcasting Corp. rules and regulations apply. Station has local policy against solicitation of mail to come to its address, except with special permission. Political broadcasting takes regular rates.

Merchandising: Weekly circular letter to all retail dealers handling CKNX products. Regular calls on retail dealers, setting up display material. Station build-up and newspaper publicity for all new features. No charge for service.

### REPRESENTATIVE

Joseph Hershey McGillvra

# PRINCE EDWARD ISLAND

Population 93,000

Number of Families 23,850

Number of Radio Homes 5,251

Retail Sales \$13,774,000

Auto Registrations 7,632

## CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

CHARLOTTETOWN—EST. 1924

CBC—MARITIME

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Island Radio Broadcasting Co., Ltd. OPERATED BY: Island Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: Brace Bldg. PHONE: 741. STUDIO ADDRESS: Brace Bldg. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

### Personnel

President and Managing

Director.....K. S. Rogers  
Sales and Studio Manager.....L. A. McDonald  
Assistant Studio Director.....S. R. Kennedy  
Director of Women's

Programs.....Miss M. E. Rogers  
Chief Engineer.....J. Q. Adams  
Studio Engineer.....M. H. F. Young

### POLICIES

Liquor advertising not accepted. Regulations of Canadian Broadcasting Corporation apply.

Merchandising: Contacts all wholesale and retail outlets in area; assists in all merchandising promotions; surveys different programs throughout primary area with radio-equipped cars.

### REPRESENTATIVE

All-Canada Radio Facilities  
Joseph Hershey McGillvra (U.S.A.)

## CHCK \*

CHARLOTTETOWN

FREQUENCY: 1310 Kc. POWER: 50 Watts. OWNED BY: J. A. Gesner. BUSINESS ADDRESS: Charlottetown. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

### Personnel

General Manager.....M. H. F. Young  
\*No further information was available at time of going to press.

## CHGS

SUMMERSIDE—EST. 1925

CBC

FREQUENCY: 1450 Kc. POWER 500 Watts (license); 100 Watts (actual operation). OWNED BY: R. T. Holman, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Water St. PHONE: 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Holman Bldgs. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Christian Science Monitor.

### Personnel

President.....H. T. Holman  
Station Manager.....R. L. Mollison  
Chief Announcer.....J. E. Mellman  
Sales Manager.....J. L. Holman  
Chief Engineer.....W. R. Cannon

### POLICIES

Liquor advertising not accepted.  
Every merchandising assistance given in spotting window or counter displays in local stores.

# QUEBEC

Population 3,135,000

Number of Families 803,846

Number of Radio Homes 384,168

Retail Sales \$651,138,000

Auto Registrations 181,630

## CBJ

CHICOUTIMI

CBC

FREQUENCY: 1120 Kc. POWER: 100 Watts. OWNED BY: Canadian Marconi Co. OPER-

ATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Chicoutimi. PHONE: 155. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 3:15 P. M. to 11:15 P.M. NEWS SERVICE: Local news.

## Personnel

Station Manager and Chief

Announcer . . . . . Vilmond Fortin  
Chief Engineer . . . . . J. E. Roberts

## POLICIES

No liquor advertising. Exclusively a French language station. CBC policies otherwise.

# CKCH

"BILINGUAL STATION OF THE  
OTTAWA VALLEY"

HULL—EST. 1933

CBC (AND PROVINCIAL)

FREQUENCY: 1210 Kc. POWER: 100 watts.  
OWNED BY: Hull Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 85 Champlain. PHONE: 2-1701. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsea Road. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus

## Personnel

President . . . . . Josophat Pharand  
Station Manager . . . . . J. Alexander Dupont  
Chief Engineer . . . . . J. F. Champagne

## POLICIES

Foreign language programs accepted. Beer and wine deals accepted. Other CBC rules apply.

# CBF

MONTREAL—EST. 1937

NBC (RED & BLUE)—For Programs With French Announcements.

FREQUENCY: 910 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corporation. OPERATED BY: Canadian Broadcasting Corporation. BUSINESS ADDRESS: 1231 St. Catherine St. West. PHONE: Mar. 5211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Vercheres, Que. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Canadian Press.

## Personnel

Station Manager . . . . . Maurice Goudrault  
Commercial Manager . . . . . J. A. Dupont

## POLICIES

Alcoholic beverage advertising not accepted. Governed by the policies of the Canadian Broadcasting Corp.

# CBM

MONTREAL—EST. 1933

NBC--(RED)

FREQUENCY: 1050 Kc. POWER: 5000 Watts. OWNED BY: Canadian Broadcasting Corporation. OPERATED BY: Canadian Broadcasting Corporation. BUSINESS ADDRESS: 1231 St. Catherine St. West, Montreal. PHONE: Mar. 5211. STUDIO ADDRESS: Same. TRANSMIT-

TER LOCATION: Laprairie. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Canadian Press.

## Personnel

Station Manager . . . . . Maurice Goudrault  
Commercial Manager . . . . . J. A. Dupont  
Chief Engineer . . . . . G. E. Sarault

## POLICIES

No liquor advertising accepted in accordance with CBC rules.

# CFCF

(Short Wave CFCX)  
MONTREAL—EST. 1918

NBC (Blue) and CBC

FREQUENCY: 600 Kc. POWER: 500 Watts. OWNED BY: Canadian Marconi Co. OPERATED BY: Canadian Marconi Co. BUSINESS ADDRESS: 211 St. Sacrament St. PHONE: Marquette 7084-5-6. STUDIO ADDRESS: 1231 St. Catherine St. W. TRANSMITTER LOCATION: Mt. Royal Hotel. TIME ON THE AIR: 7:45 A.M. to 1:00 A.M. (daily); 9:00 A.M. to 11:15 P.M. (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President . . . . . A. H. Ginman  
Station and Commercial  
Manager . . . . . V. F. Nielsen  
Chief Announcer . . . . . J. A. Shaw  
Sales and Publicity Director . . . Ernest H. Smith  
Chief Engineer . . . . . Kenneth R. Paul

## POLICIES

No liquor advertising. Advertising for beer and wine only as per government regulations. No special restrictions otherwise.

No foreign language accounts.

No merchandising department maintained at present time.

## REPRESENTATIVE

Weed & Company (in the U. S.)

# CHLP

"THE SPORTS STATION OF MONTREAL"  
MONTREAL—EST. 1933

FREQUENCY: 1120 Kc. POWER: 100 watts. OWNED BY: La Patrie Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: Sun Life Bldg. PHONE: Plateau 5225. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 180 St. Catherine St. W. TIME ON THE AIR: 16 hours daily. NEWSPAPER AFFILIATIONS: La Patrie, La Presse, Le Canada, Le Devoir, L'illustration, Montreal Daily Star, Montreal Herald, Montreal Gazette. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Station and Commercial  
Manager . . . . . Marcel Lefebvre  
Publicity Director . . . . . Armand Goulet  
Musical Director . . . . . M. daSilva  
Chief Engineer . . . . . F. F. Tambling

## POLICIES

Accepts beer and wine accounts only.  
French and English announcements only.

# CKAC

"CANADA'S BUSIEST STATION"

**MONTREAL—EST. 1922**

FREQUENCY: 730 Kc. POWER: 5000 Watts.  
OWNED BY: La Presse Pub. Co., Ltd. OPERATED BY: La Presse Pub. Co., Ltd. BUSINESS ADDRESS: 980 St. Catherine St. West. PHONE: Marquette 3611. STUDIO ADDRESS: 980 St. Catherine St. West. TRANSMITTER LOCATION: St. Hyacinthe. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: La Presse, The Star, The Herald, La Patrie, The Gazette. NEWS SERVICE: British United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth and Exclusive Parisian.

## Personnel

Managing Director.....Phil Lalonde  
Promotion Manager.....Andre Daveluy  
Traffic Manager.....Flavius Daniel  
Artists' Bureau Head.....Ferdinand Biondi  
Chief Announcer.....Roy Malouin  
Local Sales Manager.....Paul Ouellet  
Public Relations Director.....Louis Leprohon  
Publicity Director.....Louis Morisset  
Program Director.....Yves Bourassa  
Musical Director.....Henri Letondal  
Chief Engineer.....Leonard Spencer  
Chief Engineer at Transmitter....Percy Smith

## POLICIES

Hard liquor not permitted. Price mentions not permitted. Commercial talks not accepted.

## REPRESENTATIVE

Jos. H. McGillvra

# CHNC

"THE VOICE OF LA BAIE DES CHALEURS"

**NEW CARLISLE—EST. 1933**

CANADIAN BROADCASTING CORP.

FREQUENCY: 960 Kc. POWER: 1,000 Watts.  
OWNED BY: Gaspesia Radio Broadcasting Co. OPERATED BY: Gaspesia Radio Broadcasting Co. BUSINESS ADDRESS: Main St. PHONE: 38. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Church Line Road. TIME ON THE AIR: (daily) 8:00 A.M. to 12:15 A.M. NEWS SERVICE: Canadian Press, British United Press.

## Personnel

President.....Dr. Charles Dumont  
Station and Commercial  
Manager.....Dr. Ches Houde  
Advertising Manager.....V. Bernard  
Chief Announcer.....C. S. Chapman

Musical Director.....Lionel Allard  
Chief Engineer.....J. R. McGough

## POLICIES

Accept beer and wine accounts; has no restrictions on foreign language programs. 100% bilingual (English and French).

## REPRESENTATIVE

Joseph Hershey McGillvra  
(N. Y. & Chicago)

# C B V

**QUEBEC—EST. 1934**

CBC

FREQUENCY: 950 Kc. POWER: 1000 Watts.  
OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Room 4002 Chateau Frontenac. PHONE: 5658. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charlesbourg. TIME ON THE AIR: 12:00 noon to midnight. NEWS SERVICE: Canadian Press.

## Personnel

Station Manager.....A. H. Houde  
Chief Engineer.....Charles Frenette

## POLICIES

Alcoholic beverage advertising not accepted. Governed by the policies of the Canadian Broadcasting Corp.

# CHRC

"THE VOICE OF OLD QUEBEC"

**QUEBEC—EST. 1926**

FREQUENCY: 580 Kc. POWER: 100 Watts.  
OWNED BY: CHRC, Limitee. OPERATED BY: CHRC, Limitee. BUSINESS ADDRESS: Victoria Hotel. PHONE: 2-8178. STUDIO ADDRESS: Victoria Hotel. TRANSMITTER LOCATION: Victoria Hotel. TIME ON THE AIR: (daily) 7:30 A.M. to midnight; (Sundays) 11:30 A.M. to midnight. NEWS SERVICE: Own News Service, British United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth and own disk library of 12,000 selections.

## Personnel

Station Manager.....J. N. Thivierge  
Sales Manager.....J. A. Hardy  
Artists Bureau Head.....A. Pelletier  
Chief Announcer.....T. H. Burham  
Publicity Director.....J. D. Boudreau  
Musical Director.....Gaston Voyer  
Chief Engineer.....Oscar Marcoux

## POLICIES

None other than governmental regulations. Spot announcements are limited to 100 words and not accepted between 7:30 and 1:00 P.M. Merchandising; Merchandising department in operation at convenience of sponsors.

## REPRESENTATIVE

Joseph Hershey McGillvra

# CKCV

"LA VOIX DU CANADA FRANCAIS"

QUEBEC—EST. 1925

CANADIAN BROADCASTING CORPORATION

FREQUENCY: 1310 Kc. POWER: 100 Watts.  
OWNED BY: CKCV, Limited. OPERATED BY:  
CKCV, Limited. BUSINESS ADDRESS: 142 St.  
John St. PHONE: 2-1585. STUDIO ADDRESS:  
142 St. John St. TRANSMITTER LOCATION:  
254 Marguerite-Bourgeois Ave. TIME ON THE  
AIR: 7:45 A.M. to 11:30 P.M. NEWS SERVICE:  
Canadian Press News. TRANSCRIPTION  
SERVICE: World Broadcasting System.

## Personnel

Commercial Manager.....Paul Lepage  
Chief Announcer.....Gilles Duhamel  
Station Manager.....Paul Lepage  
Sales Manager.....Paul Lepage  
Publicity Director.....Jean Nel  
Musical Director.....Edwin Belanger  
Chief Engineer.....Charles Frenette

## POLICIES

Rules and regulations of the Canadian  
Broadcasting Corporation.

# CJBR

"THE VOICE OF THE LOWER  
ST. LAWRENCE"

RIMOUSKI—EST. 1937

Canadian Broadcasting Corp.  
Quebec Regional Network

FREQUENCY: 1030 Kc. POWER: 1000 Watts.  
OWNED AND OPERATED BY: Lower St. Law-  
rence Power Co. BUSINESS AND STUDIO  
ADDRESS: 1 St. John St. PHONE: 119. TRAN-  
SMITTER LOCATION: Notre-Dame du Sacre  
Coeur. TIME ON THE AIR: Weekdays 8:00  
A.M. to 11:30 P.M. Sundays, 12:00 noon to  
11:30 P.M. NEWSPAPER AFFILIATION: Le  
Progres du Golfe.

## Personnel

President.....J. A. Brillant  
Manager.....G. A. Lavoie  
Program Director.....P. E. Corbeil  
Office Manager.....Lucien Bertrand

## POLICIES

All continuities are subject to the approval  
of the station management and must comply  
with the rules and regulations of the Cana-  
dian Broadcasting Corp.

## REPRESENTATIVE

Joseph Hershey McGillvra

# CKRN \*

ROUYN

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
OWNED BY: La Cie Radiodiffusion. OPER-  
ATED BY: Same. Business Address: Rouyn.  
STUDIO ADDRESS: Same. TRANSMITTER  
LOCATION: Same.

\*Construction permit has been granted for  
this station: no further information available  
at time of going to press.

# CHGB \*

SAINTE ANNE DE LA POCATIERE

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
OWNED BY: G. T. Desjardins. OPERATED  
BY: Same. BUSINESS ADDRESS: Sainte Anne  
de la Pocatiere. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Same.

## Personnel

General Manager.....G. H. Bouchard

\*Construction permit has been granted; no  
further information was available at time of  
going to press.

# CHLT

"THE VOICE OF THE EASTERN  
TOWNSHIPS"

SHERBROOKE—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
OWNED BY: La Tribune Ltd. OPERATED BY:  
La Tribune Ltd. BUSINESS ADDRESS: La  
Tribune Bldg. PHONE: 971. STUDIO AD-  
DRESS: Same. TRANSMITTER LOCATION:  
Sherbrooke. TIME ON THE AIR: 8:00 A.M. to  
11:00 P.M.; Sunday, 12:00 noon to 10:00 P.M.  
NEWSPAPER AFFILIATIONS: La Tribune.  
NEWS SERVICE: Canadian Press. TRAN-  
SCRIPTION SERVICE: World Broadcasting Sys-  
tem.

## Personnel

President.....Hon. Jacob Nicol  
Manager.....A. Gauthier  
Chief Engineer.....C. Charlebois

## POLICIES

Beer and wine advertising contracts ac-  
cepted subject to CBC regulations.

# CHLN

THREE RIVERS

FREQUENCY: 1420 Kc. POWER: 100 Watts.  
OWNED AND OPERATED BY: Le Nouvelliste.  
BUSINESS AND STUDIO ADDRESS: Chateau  
de Blois. TRANSMITTER LOCATION: Three  
Rivers. TIME ON THE AIR: Weekdays, 8:00  
A.M. to 11:30 P.M. Sundays, 12:00 noon to  
11:30 P.M. NEWSPAPER AFFILIATION: Le  
Nouveliste. TRANSCRIPTION SERVICE: World  
Broadcasting System.

## Personnel

Director.....George Bourassa

## POLICIES

Advertising of alcoholic beverages except-  
ing beer and wine not accepted.

Service of program department and an-  
nouncers, French and English, in arranging  
and presentation of programs is available.



# SASKATCHEWAN

Population 939,000

Number of Families 240,770

Number of Radio Homes 109,109

Retail Sales \$189,181,000

Auto Registrations 102,080

## CHAB

"THE BRIGHT SPOT ON THE DIAL"

MOOSE JAW—EST. 1922

CBC

FREQUENCY: 1200 Kc. POWER 250 Watts, d.; 100 Watts, n. OWNED BY: CHAB, Limited. OPERATED BY: CHAB, Limited. BUSINESS ADDRESS: Grant Hall Hotel. PHONE: 2377, 2378, 2379. STUDIO ADDRESS: Grant Hall Hotel. TRANSMITTER LOCATION: Grant Hall Hotel. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 8:15 A.M. to 11:00 P.M. NEWS SERVICE: British United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

Station Manager.....H. C. Buchanan  
Sales Manager.....L. A. Bourgeois  
Publicity Director.....Gordon Walker  
Program Director.....J. S. Boyling  
Chief Engineer.....A. E. Jacobson

### POLICIES

Liquor advertising not accepted. Foreign language accounts not accepted.

Merchandising: All national accounts contracted for 26 programs or over are merchandised by the station. This includes personal contact, window display, press notices and spot announcements drawing attention to the series.

### REPRESENTATIVE

All-Canada Radio Facilities, Ltd., Canada  
Weed & Company, U. S. A.

## CHNB \*

NORTH BATTLEFIELD

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: C. R. McIntosh. OPERATED BY: Same. BUSINESS ADDRESS: North Battlefield. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

\* Construction permit has been granted; no further information available at time of going to press.

## CKBI

"SERVING CANADA'S FASTEST GROWING COMMUNITY"

PRINCE ALBERT—EST. 1924

CBC

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: R. E. Price and L. E. Moffatt. BUSINESS AND STUDIO ADDRESS: Sanderson Block. TRANSMITTER LOCATION: 27th St., West. TIME ON THE AIR: Week Days, 7:45 A.M. to 11:00 P.M. Sundays, 9:00 A.M. to 10:00 P.M. NEWS SERVICE: British United Press. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

### Personnel

Manager .....R. E. Price  
Technical Director.....L. E. Moffatt

### POLICIES

Merchandising: Free pre-publicity announcements, daily program resume, usual newspaper and radio magazine program listing, cooperation checking dealer supplies and display material.

### REPRESENTATIVE

All Canada Radio Facilities  
Weed & Co.

## CJRM

"THE VOICE OF SASKATCHEWAN"

REGINA—EST. 1926

CBC—GRAIN BELT NETWORK

FREQUENCY: 540 Kc. POWER: 1000 Watts. OWNED BY: James Richardson & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Saskatchewan Life Bldg. PHONE: 8424-6282. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Pilot Butte. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M.; Sundays, 10:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting Service, Lang-Worth and Standard Radio.

### Personnel

President .....James Richardson  
Station & Commercial Mgr.....F. V. Scanlan  
Chief Announcer .....D. E. (Don) Wright

Mgr. Radio Division . . . . . H. R. McLaughlin  
 Sales Manager . . . . . B. Pirie  
 Publicity Director . . . . . N. Chamberlain  
 Musical Director . . . . . S. Hillier  
 Chief Engineer . . . . . A. W. (Bert) Hooper

OPERATED BY: Same. BUSINESS ADDRESS:  
 Saskatoon. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: Same.

**Personnel**

General Manager . . . . . Gladstone Murray  
 \* Construction permit has been granted for  
 this station; no further information available at  
 time of going to press.

**POLICIES**

No liquor advertising accepted. Foreign  
 language programs accepted. Advertising  
 content and policy subject to the rules and  
 regulations of the Canadian Broadcasting  
 Corporation. All advertising for food products  
 and patent medicines subject to the approval  
 of the Department of National Health and  
 Pensions, Ottawa.

Station will co-operate with the agency or  
 client in any merchandising tie-in or pro-  
 motion.

**REPRESENTATIVE**

Joseph Hershey McGillvra

**CFQC**

SASKATOON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 840 Kc. POWER: 1000 watts.  
 OWNED BY: A. A. Murphy & Sons, Ltd. OP-  
 ERATED BY: Same. BUSINESS ADDRESS:  
 216 First Ave., N. PHONE: 5374-7282. STUDIO  
 ADDRESS: 216 First Ave., N. TRANSMITTER  
 LOCATION: Exhibition Grounds. TIME ON  
 THE AIR: 7:00 A.M. to 12:00 midnight; Sunday,  
 10:00 A.M. to 11:00 P.M. NEWS SERVICES:  
 Canadian Press, Christian Science Monitor.  
 TRANSCRIPTION SERVICE: NBC Thesaurus,  
 Standard Radio.

**Personnel**

President and Station Manager . . . . . A. A. Murphy  
 Commercial Manager . . . . . Vernon Dallin  
 Chief Announcer . . . . . C. Cairns  
 Chief Engineer . . . . . S. Clifton

**POLICIES**

Liquor restrictions as per Canadian Broad-  
 casting Corporation.

**REPRESENTATIVE**

Joseph Hershey McGillvra (USA only)  
 Jack Slater, Toronto & Montreal

**CKCK**

"THEY LISTEN TO CKCK"

REGINA—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 1000 watts.  
 OWNED BY: Leader-Post, Ltd. OPERATED BY:  
 Same. BUSINESS ADDRESS: Leader Bldg.  
 PHONE: 8525-6. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Boggy Creek.  
 TIME ON THE AIR: (Daily) 7:00 A.M. to 12:30  
 A.M. NEWSPAPER AFFILIATION: Leader-Post,  
 Ltd. NEWS SERVICES: British United Press.  
 MAINTAINS ARTISTS BUREAU. TRANSCRIP-  
 TION SERVICE: NBC Thesaurus, C. P. Mac-  
 Gregor, Radio Producers, Inc., and Transco.

**Personnel**

Station Manager . . . . . M. V. Chesnut  
 Commercial Manager . . . . . A. J. Ballfour  
 Artists Bureau Head . . . . . W. A. Speers  
 Publicity Director . . . . . D. McMillan  
 Musical Director . . . . . A. R. Smith  
 Chief Engineer . . . . . E. A. Strong

**POLICIES**

No liquor advertising. Usual Canadian re-  
 strictions.

Full time merchandising department em-  
 ployed for program exploitation, and for ar-  
 ranging window displays and theatre lobby  
 displays.

**REPRESENTATIVES**

All-Canada Radio Facilities, Ltd. (Canada)  
 Weed & Co. (U.S.A.)

**CBK \***

SASKATOON

CANADIAN BROADCASTING CORP.

FREQUENCY: 540 Kc. POWER: 50,000 Watts.  
 OWNED BY: Canadian Broadcasting Corp.

**CJGX**

YORKTON—EST. 1927

FREQUENCY: 1390 Kc. POWER: 100 Watts.  
 OWNED BY: James Richardson & Sons, Ltd.  
 OPERATED BY: James Richardson & Sons, Ltd.  
 BUSINESS ADDRESS: Royal Alexandra Hotel.  
 PHONE: Winnipeg 9-2266. STUDIO ADDRESS:  
 Royal Alexandra Hotel. TRANSMITTER LO-  
 CATION: Yorkton. TIME ON THE AIR: 7:30  
 A.M. to 1:00 A.M., EST.

**Personnel**

Station Manager . . . . . H. R. McLaughlin  
 Supervisor . . . . . N. B. LeRoy

**POLICIES**

CBC policies apply.

**REPRESENTATIVE**

Joseph Hershey McGillvra

# CANADIAN STATIONS ☆ WITH NEWSPAPER ☆ AFFILIATIONS

## ALBERTA

CFAC—Calgary. 1000 Watts; 930 Kc. Gordon S. Henry, manager.....CALGARY DAILY HERALD  
 CJCJ—Calgary. 100 Watts; 690 Kc. H. A. Webster, manager.....CALGARY ALBERTAN  
 CJCA—Edmonton. 1000 Watts; 730 Kc. Frank H. Elphicke, manager.....EDMONTON JOURNAL

## BRITISH COLUMBIA

CFJC—Kamloops. 1000 Watts; 880 Kc. D. Homersham, manager.....KAMLOOPS SENTINEL  
 CKOV—Kelowna. 1000 Watts; 630 Kc. J. W. B. Browne, manager.....KELOWNA COURIER  
 CKCD—Vancouver. 100 Watts; 1010 Kc. W. G. Hassell, manager,  
 VANCOUVER DAILY PROVINCE  
 CKFC—Vancouver. 50 Watts; 1410 Kc. F. E. Rutland, manager.....VANCOUVER SUN  
 CKMO—Vancouver. 100 Watts; 1410 Kc. H. M. Cooke, manager....VANCOUVER NEWS HERALD

## NEW BRUNSWICK

CKCW—Moncton. 100 Watts; 1370 Kc. F. A. Lynds, manager,  
 MONCTON TRANSCRIPT, MONCTON TIMES  
 CHSJ—Saint John. 100 Watts; 1120 Kc. L. W. Bewick, manager,  
 SAINT JOHN TELEGRAPH-JOURNAL, SAINT JOHN TIMES-GLOBE

## NOVA SCOTIA

CHJC—Halifax. 1000 Watts; 1420 Kc. F. B. McCurdy, manager...HALIFAX CHRONICLE & STAR  
 CHNS—Halifax. 1000 Watts; 930 Kc. William C. Borrett, manager.....HALIFAX HERALD

## ONTARIO

CFRC—Kingston. 100 Watts; 1510 Kc. James Annand, manager...KINGSTON WHIG-STANDARD  
 CJKL—Kirkland Lake. 100 Watts; 1310 Kc. Brian Shellon, manager.....TIMMINS PRESS  
 CFPL—London. 100 Watts; 730 Kc. Philip H. Morris, manager.....LONDON FREE PRESS  
 CFCH—North Bay. 100 Watts; 930 Kc. Tom Darling, manager.....TIMMINS PRESS  
 CFOS—Owen Sound. 100 Watts; 1370 Kc. Howard Fleming, manager, OWEN SOUND SUN-TIMES  
 CJIC—S. S. Marie. 100 Watts; 1500 Kc. J. G. Hyland, manager.....THE ALGOMAN WEEKLY  
 CKSO—Sudbury. 1000 Watts; 780 Kc. W. J. Woodill, manager.....SUDBURY SUN  
 CKGB—Timmins. 100 Watts; 1420 Kc. William Wren, manager.....TIMMINS DAILY PRESS

## QUEBEC

CHLP—Montreal. 100 Watts; 1120 Kc. Marcel Lefebvre, manager.....MONTREAL LA PATRIE  
 CKAC—Montreal. 5000 Watts; 730 Kc. Phil Lalonde, manager.....MONTREAL LA PRESSE  
 CHLT—Sherbrooke. 100 Watts; 1210 Kc. A. Gauthier, manager.....SHERBROOKE LA TRIBUNE  
 CHLN—Three Rivers. 100 Watts; 1420 Kc. George Bourassa, manager,  
 THREE RIVERS LE NOUVELLISTE

## SASKATCHEWAN

CHNB—North Battlefield. 100 Watts; 1420 Kc.....NORTH BATTLEFIELD NEWS  
 CKCK—Regina. 1000 Watts; 1010 Kc. M. V. Chesnut, manager.....REGINA LEADER-POST

# STATIONS OF CUBA

*Reallocation as of November 1, 1938 under a decree of October 24 greatly revises the frequencies on which Cuban Stations are operating. The power designation is not explained as to whether stations are to be assigned a specific power rating at a later date or are to broadcast at reduced power at night.*

Call Letters	Location	Frequency Kilocycles	Power Authorized Watts
CMAB	Pinar del Rio	1240	100-200
CMBC	Habana	1140	100-200
CMBD	Habana	550	100-200
CMBF	Habana	1560	5000
CMBG	Habana	690	100-200
CMBH	Guanabacoa	1600	5000
CMBQ	Habana	1320	5000
CMBS	Habana	1170	100-200
CMBX	Habana	1080	100-200
CMBY	Habana	1440	100-200
CMBZ	Habana	940	100-200
CMC	Habana	1530	100-200
CMCA	Habana	1350	100-200
CMCB	Habana	1230	100-200
CMCD	Regla	630	15000
CMCF	Guanabacoa	810	5000
CMCG	Habana	1290	100-200
CMCJ	Habana	1110	100-200
CMCK	Habana	970	5000
CMCM	Habana	850	100-200
CMCO	Habana	1200	100-200
CMCP	Habana	1050	100-200
CMCQ	Habana	1410	100-200
CMCR	Habana	1380	100-200
CMCU	Habana	780-1010	100-200
CMCW	Habana	1380	100-200
CMCX	Guanabacoa	1470	100-200
CMCY	Marianao	590	15000
CMGC	Matanzas	1400	200
CMGE	Cardenas	1370	100-200
CMGF	Matanzas	1120	100-200
CMGH	Matanzas	710-790	100-200
CMHA	Sagua la Grande	1090	100-200
CMHB	Sancti Spiritus	1240	100-200
CMHD	Caibarien	1270	100-200
CMHI	Santa Clara	1060	100-200
CMHJ	Cienfuegos	1160	100-200
CMHK	Cruces	1210	100-200

<i>Call Letters</i>	<i>Location</i>	<i>Frequency Kilocycles</i>	<i>Power Authorized Watts</i>
CMHM	Cienfuegos	1450	100-200
CMHO	Sagua la Grande	870	100-200
CMHP	Placetas	1100	200
CMHT	Trinidad	920	200
CMHW	Santa Clara	680	100-200
CMHX	Cienfuegos	1480	100-200
CMJA	Camaguey	860	100-200
CMJC	Camaguey	1390	100-200
CMJE	Camaguey	1230	100-200
CMJF	Camaguey	930	100-200
CMJH	Ciego de Avila	1360	100-200
CMJI	Ciego de Avila	1130	100-200
CMJK	Camaguey	1290	100-200
CMJO	Ciego de Avila	1260	100-200
CMJP	Moron	1420	100-200
CMJW	Camaguey	1070	100-200
CMJX	Camaguey	660-740	100-200
CMK	Habana	780	100-200
CMKC	Santiago de Cuba	1250	100-200
CMKD	Santiago de Cuba	910	1000
CMKF	Holguin	1460	100-200
CMKG	Santiago de Cuba	1150	100-200
CMKL	Bayamo	950	100-200
CMKM	Manzanillo	1080	100-200
CMKO	Holguin	1280	100-200
CMKQ	Santiago de Cuba	1490	100-200
CMKR	Santiago de Cuba	1400	100-200
CMKS	Guantanamo	710	100-200
CMKW	Santiago de Cuba	770-830	100-200
CMKX	Santiago de Cuba	1190	100-200
CMKZ	Palma Soriano	1430	100-200
CMOA	Habana	910	100-200
CMOX	Habana	1500	100-200
CMQ	Habana	780-1010	25000
CMW	Habana	880	100-200
CMX	Habana	1260	100-200
CM9RT	Guines	1580	100-200
COCDA	Habana	6130	250
COCH	Habana	9437	1000
COCM	Habana	9833	1000
COCO	Habana	6010	1000
COCQ	Habana	9670-9740	1000
COCX	Habana	11650	1000
COGF	Matanzas	11800	1000
COJK	Camaguey	8664	1000
COKG	Santiago de Cuba	6200	1200

# STATIONS OF MEXICO

*Since January 1, 1938 five new stations have been licensed to operate in Mexico and one super-power (150,000 watts) station located in Nuevo Laredo has suspended operations. It is noticeable that the authorized power of several, including two of the super-power transmitters, has been reduced considerably during 1938.*

Call Letters	Location	Frequency Kilocycles	Power Authorized Watts
XEA	Guadalajara, Jalisco	1060	125
XEAA	Mexicali, Baja California	750	200
XEAB	Toluca, Mexico	1060	250
XEAC	Tijuana, Baja California	980	1000
XEAF	Nogales, Sonora	990	750
XEAG	Cordoba, Vera Cruz	1310	10
XEAI	Mexico, Distrito Federal	1250	500
XEAL	Mexico, Distrito Federal	660	1000
XEAM	Matamoros, Tamaulipas	750	50
XEAO	Mexicala, Baja California	660	250
XEAP	Ciudad Obregon, Sonora	1340	50
XEAQ	Tijuana, Baja California	1090	1000
XEAS	Saltillo, Coahuila	1160	100
XEAT	Hidalgo del Parral, Chihuahua	1210	250
XEAW	Reynosa, Tamaulipas	960	100000
XEAZ	T. Calderon, Zacatecas	1230	200
XEB	Mexico, Distrito Federal	1030	10000
XEBA	Ciudad Guzman, Jalisco	1080	20
XEBC	Agua Caliente, Baja California	730	5000
XEBF	Jalapa, Vera Cruz	6090	100
XEBG	Tijuana, Baja California	820	1000
XEBH	Hermosillo, Sonora	930	500
XEBI	Aguascalientes, Aguascalientes	1000	50
XEBJ	Merida, Yucatan	1160	20
XEBK	Nuevo Laredo, Tamaulipas	1080	100
XEBL	Mazatlan, Sinaloa	1220	50
XEBM	Mazatlan, Sinaloa	15300	50
XEBO	Irapuato, Guanajuato	1310	25
XEBP	Durango, Durango	1150	250
XEBQ	Mazatlan, Sinaloa	6030	15
XEBR	Hermosillo, Sonora	11820	150
XEBS	Mexico, Distrito Federal	1340	200
XEBT	Mexico, Distrito Federal	6000	500
XEBU	Chihuahua, Chihuahua	1200	50
XEBX	Sabinas Coahuila	640	250
XEBZ	Mexico, Distrito Federal	810	100
XEC	Tijuana, Baja California	1150	100
XECL	Mexicali, Baja California	960	1000
XECR	Mexico, Distrito Federal	7380	20000
XECU	Guadalajara, Jalisco	6075	45
XECW	Mexico, Distrito Federal	1310	10
XECZ	San Luis Potosi, San Luis Potosi	1370	100
XED	Guadalajara, Jalisco	1160	500
XEDA	General Anaya, Distrito Federal	1220	200
XEDF	Nuevo Laredo, Tamaulipas	810	100
XEDH	Villa Acuna, Coahuila	1340	200
XEDP	Mexico, Distrito Federal	1080	-----
XEDQ	Guadalajara, Jalisco	9520	100
XEDW	Minatitlan, Vera Cruz	1150	20
XEE	Durango, Durango	1210	50
XEF	Ciudad Juarez, Chihuahua	1450	100
XEFA	Tacuba, Distrito Federal	-----	500
XEFB	Monterrey, Nuevo Leon	870	200
XEFC	Merida, Yucatan	550	100

Call Letters	Location	Frequency Kilocycles	Power Authorized Watts
XEFE	Nuevo Laredo, Tamaulipas	980	250
XEFI	Chihuahua, Chihuahua	1440	250
XEFJ	Monterrey, Nuevo Leon	1230	100
XEFL	Tijuana, Baja California	1150	250
XEFM	Leon, Guanajuato	1160	20
XEFO	Mexico, Distrito Federal	940	5000
XEFQ	Cananeh, Sonora	1010	50
XEFT	Vera Cruz, Vera Cruz	9550	12
XEFV	Ciudad Juarez, Chihuahua	1210	100
XEFW	Tampico, Tamaulipas	1310	300
XEFZ	Mexico, Distrito Federal	1370	100
XEG	Monterrey, Nuevo Leon	1230	250
XEGW	Mexico, Distrito Federal	6110	250
XEH	Monterrey, Nuevo Leon	720	100
XEI	Morelia, Michoacan	1370	125
XEJ	Ciudad Juarez, Chihuahua	1020	1000
XEJP	Mexico, Distrito Federal	1130	100
XEJW	Mexico, Distrito Federal	870	500
XEK	Mexico, Distrito Federal	990	100
XEKL	Leon, Guanajuato	1240	500
XEL	Mexico, Distrito Federal	1100	250
XELA	Saltillo, Coahuila	1240	50
XELO	Tijuana, Baja California	580	10000
XELZ	Mexico, Distrito Federal	1370	100
XEME	Merida, Yucatan	1240	50
XEMO	Tijuana, Baja California	860	5000
XEMU	Piedras Negras, Coahuila	580	250
XEMX	Mexico, Distrito Federal	1280	100
XEN	Mexico, Distrito Federal	780	1000
XENC	Mexico, Distrito Federal	860	50
XEOK	Tijuana, Baja California	760	200
XEOO	Mexico, Distrito Federal	1150	100
XEP	Ciudad Juarez, Chihuahua	1160	500
XEPN	Piedras Negras, Coahuila	580730	5000
XERA	Villa Acuna, Coahuila	840	180000
XES	Tampico, Tamaulipas	990	250
XET	Monterrey, Nuevo Leon	690	5000
XETB	Torreón, Coahuila	1310	125
XETF	Vera Cruz, Vera Cruz	1220	12
XETH	Puebla, Puebla	1210	100
XETM	Villahermosa, Tab	11730	50
XETW	Tampico, Tamaulipas	6045	100
XEU	Vera Cruz, Vera Cruz	1010	250
XEUW	Vera Cruz, Vera Cruz	6020	20
XEUZ	Mexico, Distrito Federal	11880	100
XEW	Mexico, Distrito Federal	890	50000
XEWI	Mexico, Distrito Federal	11900, 6015	400
XEWB	Guadalajara, Jalisco	11710	15
XEWW	Mexico, Distrito Federal	9500, 15160	10000
XEX	Monterrey, Nuevo Leon	1310	125
XEXA	Mexico, Distrito Federal	11880, 6133	100
XEXB	Jalapa, Vera Cruz	1270	250
XEXC	Aguascalientes, Aguascalientes	810	350
XEXD	Jalapa, Vera Cruz	1340	350
XEXE	Texcoco, Mexico	1270	17
XEXH	San Luis Potosi, San Luis Potosi	1250	250
XEXM	Mexico, Distrito Federal	610	500
XEXP	Monterrey, Nuevo Leon	2500	30
XEXR	Mexico, Distrito Federal	11895, 6065	100
XEXS	Mexico, Distrito Federal	1310, 6200	100
		7380	20000
XEXX	Mexico, Distrito Federal	1170	1000
XEYO	Mexico, Distrito Federal	610	500
XEYP	Mexico, Distrito Federal	610	500
XEZ	Merida, Yucatan	630	500

All The World's A Stage For

# VIDEOR

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# TELEVISION



**Stations**  
**Personnel Facilities**

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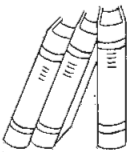
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*Television Progress in*

**England      Germany**

**France        Italy**

**Japan         Russia**



# TELEVISION BROADCASTING STATIONS

*The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.*

Group A—2000 to 2100 kc.; Group B—42000 to 56000 kc.; Group C—60000 to 86000 kc.;  
Group D—Any 6000 kc. frequency band above 110000 kc. excluding 400000 to 401000 kc.

Licensee and Location	Call Letters	Frequency (kc) or Group	POWER	
			Visual	Aural
Columbia Broadcasting System New York, N. Y.	W2XAX	B, C	50 w	(CP only)
Don Lee Broadcasting System Los Angeles, Calif.	W6XAO	B, C	1000 w	150 w
Allen B. DuMont Laboratories, Inc. Passaic, N. J.	W2XVT	B	50 w	50 w
Farnsworth Television, Inc., of Pa. Springfield, Pa.	W3XPF	B, C	250 w	1 kw
First National Television, Inc. Kansas City, Mo.	W9XAL	B, C	300 w	150 w
General Electric Co. Albany, N. Y.	W2XB	C	100 w	3000 w
General Electric Co. Bridgeport, Conn.	W1XA	C	100 w	3000 w
General Electric Co. Schenectady, N. Y.	W2XD	B	40 w	
General Electric Co. Schenectady, N. Y.	W2XH	B	40 w	
General Television Corp. Boston, Mass.	W1XG	B, C	500 w	
Kansas State College of A. & A. S. Manhattan, Kansas	W9XAK	A	125 w	125 w
National Broadcasting Co., Inc. New York, N. Y.	W2XBS	B, C	12 kw	15 kw
National Broadcasting Co., Inc. Portable—Camden, N. J.	W2XBT	D (92000, 175000-180000)	400 w	100 w
Phileo Radio & Television Corp. Philadelphia, Pa.	W3XE	B, C	10 kw	10 kw
Phileo Radio & Television Corp. Philadelphia, Pa.	W3XP	D (204000-210000)	15 w	.....
Purdue University West Lafayette, Ind.	W9XG	A	1500 w	
Radio Pictures, Inc. Long Island City, N. Y.	W2XDR	B, C	1 kw	500 w
RCA Mfg. Co., Inc. (Portable) Bldg. No. 8 of Camden Plant	W3XAD	D (124000 to 130000)	500 w	500 w
RCA Mfg. Co., Inc. Camden, N. J.	W3XEP	B, C	30 kw	30 kw
RCA Mfg. Co., Inc. Portable—Mobile	W10XX	B, C	50 w	
University of Iowa Iowa City, Iowa	W9XK	A	100 w	
University of Iowa Iowa City, Iowa	W9XUI	B, C	100 w	
Zenith Radio Corp. Chicago, Ill.	W9XZV	B, C	1000 w	1000 w

(For additional information on television stations see page 477)

# F. C. C. REGULATIONS

Applicable to Television

and

Facsimile Broadcasting Stations

As of January 1st, 1939

*The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.*

## Television Broadcast Stations

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will be issued for both visual and aural broadcast as hereinafter set out.

A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the television broadcast art.
2. That the program of research and experimentation will be conducted by qualified engineers.
3. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
4. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

## Conditions of Licensing

(a) A licensee of a television broadcast station shall not make any charge, directly or indirectly, for the trans-

mission of either aural or visual programs.

(b) In the case of experimental televising of the production of a commercial broadcast program, all commercial announcements not a part of the entertainment continuity shall be eliminated from the television broadcast except the mere statement of the name of the sponsor or product or the televising of the trade-mark, symbol, slogan or product of the sponsor; provided, however, that when the program transmission is incidental to the experiments being conducted and not featured, and subject to interruptions as the experiments may require, the commercial announcements may be broadcast aurally.

(b) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmission of the aural or visual program by a television broadcast station, nor shall commercial accounts be solicited by the licensee of another broadcast station or network, or by others acting in their behalf upon the representation that the commercial program will also be transmitted by a television broadcast station.

(d) The synchronized sound (aural) program of a television broadcast station may be broadcast by a regular broadcast station, provided:

1. That no announcements or references shall be made over the regular broadcast station regarding the operation of the television broadcast station,

except the mere statement that the program being transmitted is the sound or aural program of a television broadcast station (identify by call letters).

2. That the call letter designation when identifying the television broadcast station shall be given on its assigned frequency only.

### Frequencies Allotted

(a) The following groups of frequencies are allocated by bands for assignment to television broadcast stations on an experimental basis:

<i>Group A</i>	<i>Group B</i>
2000 to 2100 kc	42,000 to 56,000 kc
<i>Group C</i>	<i>Group D</i>
60,000 to 86,000 kc	Any 6,000 kc frequency band above 110,000 kc excluding 100,000 to 401,000 kc.

(b) A licensee of a television station for Group A shall carry forward a comprehensive program of experimentation to determine the secondary or rural coverage of the station, and shall suitably locate receiving equipment and other apparatus, and shall make the necessary measurements to determine the quality and characteristics of the secondary or sky-wave service area. Television transmission only will be authorized in this band, and each license will authorize the entire band. No aural broadcast will be authorized therein.

(c) A license for a television broadcast station in groups B, C or D will specify a frequency band wherein two adjacent carrier frequencies shall be selected, one for the visual and one for the aural broadcast. The lower carrier frequency shall be for visual broadcast and the higher carrier frequency for the aural broadcast.

(d) A licensee will be granted only one station in each frequency group for operation in the same service area.

(e) An application may be made for one frequency band (to include the visual and the aural carriers) in groups B, C and D. However, if it is desired to operate in more than one group, it will be necessary to make separate applications for a station in each group.

(f) Applicants shall specify the band width of the emissions required for the proposed transmission.

(g) Carrier frequencies shall be so selected and emissions controlled that

no emission from any cause will result outside the frequency band authorized by the license.

(h) An applicant shall select a frequency band in the group which is believed best suited for the experiments to be conducted and will cause the least or no interference to established stations.

### Power Limitations

The power output rating of a television broadcast station shall not be in excess of that necessary to carry forward the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of television programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the television broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

### Facsimile Broadcast Stations

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

A license for a facsimile broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.
2. That the program of research and experimentation will be conducted by qualified engineers.
3. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
4. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

## Conditions of Licensing

(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of another broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

## Frequencies Allotted

(a) The following frequencies are allocated for assignment to facsimile broadcast stations on an experimental basis provided no interference is caused to the television stations operating in the band 2000-2100 kilocycles:

2012 kc      2016 kc      2096 kc

(b) If the facsimile program of research and experimentation cannot be properly carried forward on the frequencies in subsection (a) of this rule due to the characteristics of these frequencies, applicants may request and be assigned any frequency specified in Rule 1073 on an experimental basis.

(c) Other frequencies under the jurisdiction of the Commission may be assigned for experimental operation of facsimile broadcast stations on an experimental basis provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

(d) Each facsimile broadcast station will be licensed for only one frequency except in subsection (b) of this rule more than one frequency may be licensed to one station if need therefor is shown.

(e) Each applicant shall specify the frequency or frequencies desired and the maximum modulating frequencies proposed to be employed.

(f) The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency assignments as shown by Rule 980, provided, however, where a more strict adherence to the assigned frequency is necessary to prevent interference, the Commission will specify the tolerance.

(g) A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or serv-

ices shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with Rules 980 to 986, inclusive, and Rules 1030 to 1039, inclusive, excluding Rule 1035.

## Power Limitations

The power output rating of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of facsimile programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the facsimile broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.



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# TELEVISION, 1938-39

By

**E. W. ENGSTROM**

*RCA Research Engineer*

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**W**HILE considerable progress was made in the television field during 1938 in all phases of television research and development, it is hoped that even greater strides will be made during the current year. Work will be continued along the same comprehensive lines in 1939 as in the past year. It is desirable to not only improve the efficiency of the present television system but also increase the knowledge of the propagation characteristics of ultra-short waves.

Advanced work in television research and development has been, and will continue to be, directed toward a more complete understanding of the higher radio frequencies. The procedure is to study the propagation of ultra-short waves so that, as more knowledge of their characteristics becomes available, their usefulness may be determined. At the same time, research in the field of electronics is conducted for the purpose of finding principles which can be applied in devices that will put to work the newly discovered frequencies.

One of the more important objectives in 1939 will be the further development of a system of radio relay utilizing centimeter waves, which might eventually be used in the establishment of networks of television stations. The RCA has made progress in this field of development, and believes that further advances will be made this year.

In the following review of television activities during 1938 will be found the complete workings of engineers and concerns who may this year see the many years' work culminated in success.

## **Television in 1938**

The past year was marked by refinement of all parts of the system in a steady advance toward commercial television. Late in the year it was announced that a limited program service would be inaugurated in New York City with the opening of the 1939 World's Fair in that city, and that receivers would be offered for sale to the public at that time. Apparatus is available for sale to broadcasters for studio and transmitter service. Splendid progress was made through industry cooperation in establishing operat-

ing standards for a television system. Emphasis was placed on comprehensive field tests.

## **Studio Pickup Equipment**

Steady progress has been made in the electrical and mechanical design of pickup equipment for studio use. The frequency bandwidth passed by the entire system has been widened and the circuit operation made more stable. The camera pre-amplifier and Iconoscope coupling circuits have been improved so that the signal to noise ratio has been increased.

Operating technique has constantly improved so that more consistent performance is obtained. Much attention was given to the problems of program production.

### **Mobile Pickup Equipment**

Mobile pickup equipment mounted in trucks has been put in experimental operation and has given satisfactory performance for preliminary tests. The equipment includes an ultra high frequency transmitter for relaying the picture signal to the television transmitter for broadcasting. Location pickups have been successfully accomplished over moderate distances and in one instance up to 27 miles.

### **Transmitters**

Considerable improvement has been made in television transmitters. The modulating frequency characteristic has been widened. Circuits for inserting the direct current component in the transmitted signal have developed which, in addition to that function improve the overall stability of the transmitter. Experimental advances have been made in higher powers at the higher frequency television channels. A transmitter of nominal power output has been developed suitable for broadcast service.

In order to fully utilize a television frequency channel, it is desirable to attenuate most of one picture side band at the transmitter. A method for doing this was evolved and tested in laboratory and field with satisfactory results. This was suitable for carrier frequency operation at high power and included constant resistance circuits and phase correcting networks. Experimental work was also done on obtaining the same characteristic at a low level in combination with low level modulation.

Improvements were made in the mechanical designs and electrical characteristics of transmitting antennas. Antennas suitable for installation on the small space available on top of tall buildings have been designed. The directivity pattern has been improved for horizontally polarized antennas so that they have a circular pattern in the horizontal plane

and directivity toward the horizon in the vertical plane, resulting in a substantial power gain. The selectivity of these structures has been improved so that they have uniform impedance over more than one 6 megacycle television channel.

### **Signal Propagation**

Study was given to propagation characteristics of ultra short waves in the region of 40 megacycles to several hundred megacycles. Comparisons of polarization of the radiated wave have been made indicating that a better signal to ignition interference ratio and less multipath interference is obtained with horizontal than vertical polarization.

### **Receivers**

Advances were made in television receiver design resulting in improved performance and simplification of operation. Circuits permitting pre-set station selection have been developed, and the number of operating controls has been reduced. The frequency band width passed by the receivers has been increased to correspond with the increased effective frequency band made available by suppressing one side band at the transmitter. This results in more picture detail. Amplifier tubes of higher transconductance have been made available so that more gain and improved signal to noise ratios can be had, even with the increased band width. Screen material for Kinescopes has been developed so that pictures are bright and black and white.

### **Large Screen Pictures**

Progress has been made in circuits and cathode ray tubes for producing large pictures by projection. Experimental apparatus of this type has been demonstrated to large groups with success.

### **Conclusion**

Thus television entered in 1939, with hopes high. The entire world is anxiously awaiting the new phenomenon that is television. Will they be satisfied during 1939? We can only guess, but the fact remains that the work in research and development of television will continue until the correct answer is found.

# TELEVISION

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## a brief history

*(Compiled by the National Broadcasting Company)*

**T**ELEVISION, like radio, began in the nineteenth century. Not only were its scientific foundations laid, but numerous attempts were actually made to transmit pictures by electrical means.

Television demanded, first of all, some means of translating light values into corresponding electrical values. Selenium was isolated by Berzelius, a Swedish chemist, in 1817, but the photo-electric property of this element was not discovered until fifty-six years later, and then quite by accident. A telegraph operator at the Valentia Cable Station in southwestern Ireland observed that some selenium resistances he was using became better conductors of electricity when exposed to bright sunlight. His observations were given scientific confirmation a short time later.

### First Tele

To scientists this discovery revealed the possibility of converting light waves into electrical impulses. A picture—that is, a pattern of lights and shadows—might be converted into an electrical pattern. The electrical impulses might thereupon be transmitted over considerable distances and then reconverted to light values which would be assembled into a reproduction of the original image. Ayrton and Perry made one of the earliest proposals (1880) for transmitting pictures by electricity. G. R. Carey advanced another scheme the same year. Shelford Bidwell actually demonstrated the sending of outlines by wire in 1881 before the Physical Society in England.

The possibility of translating light values into their electrical counterparts, however, did not constitute a complete foundation for television. Maurice Leblanc, a Frenchman, in 1880 laid down the art's fundamental necessities. To send a moving picture, he held, it would be necessary to break it into elements and transmit these one at a time in a definite

order. These would be joined together at the receiver in the same order.

### Scanning Disk

Four years later, in 1884, Paul Nipkow patented the famous scanning disc which bears his name. The German physicist's invention was simply a circular sheet of metal near the edge of which was a series of small holes in the form of a spiral. The arrangement was such that if the disc revolved, the outermost hole would afford a view of a strip across the top of the subject. The second hole would give a view of the strip immediately under the first, and so on until the entire subject had been scanned in a series of lines.

Leblanc advanced the idea of using two mirrors for scanning, one to vibrate at a comparatively low speed for vertical scanning, the other to vibrate at a high-frequency for the horizontal scanning of each line. Weiller proposed the use of a mirror drum in still another method of scanning. These were the fundamentals of a few of the many schemes for "seeing by telegraphy" publicized in the 1880's. In each case the light from the televised subject was to be registered by a selenium cell.

About the turn of the century Karl Braun introduced the oscilloscope, a vacuum tube showing visually the variations of an alternating current. It was demonstrated that a magnetic field from a coil placed around the tube improved the sharpness of the fluorescent spot. Obviously, the cathode ray which produced the spot of light at the end of the tube could also be deflected by the same means, since the ray itself was an electric current. This led to the next important advance in television.

### Braun Tube

In 1907 Boris Rosing, a Russian, patented a system in which the Braun tube was to be the instrument for reconstructing the image at the receiver. The tube's cathode-ray beam, composed of electrons, was to be modulated by the impulses sent



from the transmitter. The modulated beam was to be made to scan the fluorescent surface placed at the end of the tube and thereby create a reproduction of the original image. Speaking before the Roentgen Society in 1911, A. A. Campbell Swinton outlined a method, publicized in a very rough form three years earlier, for television without the aid of a single moving mechanical part. Cathode ray tubes of suitable design were to be used at both transmitter and receiver.

Today all the most important television systems employ cathode ray tubes, in one form or another, at both receiver and transmitter and every moving mechanical part has been eliminated. In these respects, Campbell Swinton's scheme may be said to have been essentially the same as today's all-electronic television systems. With him, however, the method was purely theoretical. At the time neither he nor any of his contemporaries could realize their ambitions. The Braun tube was very imperfect. Besides, no means were available for strengthening the very weak impulses generated in the instrument used for registering and scanning the televised subject. A few more years and the World War put a temporary halt to experiment in television.

### Mechanical Scanning

When scientists again took up the task of perfecting television in the early 1920's, radio contributed comparatively efficient amplifiers based on the three-electrode vacuum tube invented by Lee de Forest. Improvements had been made in the photo-electric cell and the scientific world was in the process of discovering photo-electric materials far more sensitive than selenium. This period—in which C. F. Jenkins, an American, John Logie Baird, an Englishman, and Denes von Mihaly, a Hungarian, played leading parts—was characterized by attempts to solve the problems of television by mechanical scanning. Jenkins gave a demonstration of his method in Washington in 1925. Baird showed his apparatus publicly in London the same year. On January 27, 1926, Baird transmitted better images in the presence of forty members of the Royal Institution in London. His television images were in 30 lines at the rate of  $12\frac{1}{2}$  complete pictures a second. There was, therefore, a decided flicker in the crude image. A year later the engineers of the Bell Telephone Laboratories gave a demonstration in which both sound and sight were transmitted synchronously by wire from Washington to New York. They also transmitted images by radio over a much shorter distance. Early in 1928 Baird successfully

transmitted a low-definition picture across the Atlantic.

The time was one of intense activity in television experiment and confident predictions were made that the problems of the new art would soon be solved so that all might shortly see the events they were hearing about over radio. Picture definition gradually increased from 30 lines to 240 lines. Although steady advances were made in image clarity, observers still felt that none contained sufficient detail. Greater detail, of course, meant higher speeds in scanning. Reduction of the annoying flicker meant increasing the number of complete pictures per second.

In the laboratories, however, work was progressing on a new scanning method. In 1933 Dr. Vladimir K. Zworykin, of the Radio Corporation of America, announced his Iconoscope, a vacuum tube for translating a light image into electrical charges which were to be scanned by a suitably deflected cathode ray beam. About the same time Philo T. Farnsworth brought forward another scanning tube which he called the "image dissector." One or the other of these two tubes, both American in origin, is the basis of every all-electronic television system in use at the present time.

### Tele Now

At the time of writing, television has reached a relatively high state of technical development and improvements are being made at a very rapid rate. Tentative standards proposed for American television stipulate an image of 441 lines at the rate of 30 complete pictures a second. Images are gaining in brilliance and, although they are still comparatively small as viewed in the home model receiver, experimenters in the field have hopes of increasing their dimensions. Dr. Zworykin and his associate, Dr. R. R. Law, last year demonstrated a tube which projected a television image approximately eight feet by ten in size.

Television broadcasting is still, in 1938, in its infancy. In the United States eighteen stations are licensed to broadcast on an experimental basis. The most important of these stations is operated in New York by the National Broadcasting Company, which maintains a small but complete staff to work on all phases of the new art. In Great Britain television has been established as a daily service to several thousand viewers in the London area by the British Broadcasting Corporation. Germany has announced a government service to begin before the end of 1938. The P. T. T. in France has newly completed a powerful transmitter in the Eiffel Tower.

—*Courtesy of the World Almanac.*

# ***Proposed Television Transmission Standards Submitted to the FCC for Approval by the Radio Manufacturers' Association***

**T**HE long-heralded proposed television transmission standards were submitted to the Federal Communications Commission by the Radio Manufacturers Association on September 12, 1938. They were submitted to the FCC with the approval of the RMA Board of Directors and also of the special RMA Television Committee of which A. F. Murray of Philadelphia (Phileco) is chairman and were approved also by the RMA membership.

The proposed standards were presented to the FCC for approval in the present experimental development of television and the RMA is prepared to demonstrate that they are practical and in the public interest. Besides RMA engineering and executive facilities, a few television interests which are not technically among RMA membership participated in the preparation of the proposed standards.

The immediate action of the FCC engineering department before presenting the proposals to the Commission in session was to ask the RMA to answer three questions concerning them:

1. The names of all the members of the RMA who are actively engaged in the development of television and the extent of their activity, including, in addition, the names of any other interests, not members of the RMA, who have participated in the formulation of the standards.

2. Why it would be in the public interest to adopt the standards proposed by the RMA at this particular time, including a statement as to whether television stations, even though licensed on an experimental basis, should be required to abide by such standards.

3. Whether or not the RMA believed that the development of television has reached the stage where the Commission might call formal hearings with respect to the adoption of standards, in which event the RMA would be expected to present evidence showing that such standards are required at this particular time.

There have been many reasons put

forth from various sources concerning the need for adoption of set standards of television transmission. Such adoption would assure the industry of two results: (1) a certain amount of stability on which not only the industry but also the potential owners of television receiving sets could rely; (2) a more definite yardstick for the future activities of those engaged in television experimentation and research.

The proposed television transmission standards as presented to the FCC are as follows:

## **T-101 Television Channel Width**

The standard television channel shall not be less than 6 megacycles in width.

## **T-102 Television and Sound Carrier Spacing**

It shall be standard to separate the sound and picture carriers by approximately 4.5 Mc. This standard shall go into effect just as soon as "single side band" operation at the transmitter is practicable. (The previous standard of approximately 3.25 Mc. shall be superseded.)

## **T-103 Sound Carrier and Television Carrier Relation**

It shall be standard in a television channel to place the sound carrier at a higher frequency than the television carrier.

## **T-104 Position of Sound Carrier**

It shall be standard to locate the sound carrier for a television channel 0.25 Mc. lower than the upper frequency limit of the channel.

## **T-105 Polarity of Transmission**

It shall be standard for a decrease in

initial light intensity to cause an increase in the radiated power. (See Standard M9-121.)

**T-106 Frame Frequency**

It shall be standard to use a frame frequency of 30 per second and a field frequency of 60 per second, interlaced.

**T-107 Number of Lines per Frame**

It shall be standard to use 441 lines per frame.

**T-108 Aspect Ratio**

The standard picture aspect ratio shall be 4:3.

**T-109 Percentage of Television Signal Devoted to Synchronization**

If the peak amplitude of the radio frequency television signal is taken as 100 per cent, it shall be standard to use not less than 20 per cent nor more than 25 per cent of the total amplitude for synchronizing pulses.

**T-110 Method of Transmission**

It shall be standard in television transmission that black shall be represented

by a definite carrier level independent of light and shade in the picture.

**T-111 Synchronizing**

The standard synchronizing signals shall be as shown on Drawing T-111.

**T-112 Transmitter Modulation Capability**

If the peak amplitude of the radio frequency television signal is taken as 100 per cent, it shall be standard for the signal amplitude to drop to 25 per cent or less of peak amplitude for maximum white.

**T-113 Transmitter Output Rating**

It shall be standard, in order to correspond as nearly as possible to equivalent rating of sound transmitters, that the power of television picture transmitters be nominally rated at the output terminals in peak power divided by four.

**T-114 Relative Radiated Power for Picture and for Sound**

It shall be standard to have the radiated power for the picture approximately the same as for sound.

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# CBS ENTERS TELEVISION

By

**PETER C. GOLDMARK**

*Chief Television Engineer*

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**N**INETEEN THIRTY-NINE will find the Columbia Broadcasting System engaged in television on a major scale! That statement has been held in abeyance almost two years while CBS has been engaged in the construction and installation of a new 15-kilowatt television transmitter on the top floors of the Chrysler Building in New York City. Television studios are now nearing completion in the Grand Central Terminal, and according to the plans of the network, CBS will be presenting televised programs by early Summer.

While a great deal of supposition has been voiced by everyone as to what CBS plans to do in the television field, and how it will accomplish the same, the following account, the first authentic one, will explain the CBS set-up in its entirety.

The transmitter equipment weighs about 100,000 pounds and is to be located on the 73rd, 74th and 75th floors of the Chrysler Tower. This transmitter consumes about 300 kw. of electric power and represents the latest design in television and sound transmitters. The sound transmitter operates with a carrier of  $7\frac{1}{2}$  kw. on 55.75 Mgs., while the picture carrier will be between 50-55.25 Mgs.

The antenna is divided into two identical sections located one above the other just below the steel spire of the building.

The site was chosen in 1937 after careful study of the whole New York skyline had shown it to be the ideal location and capable of providing primary coverage within a radius of about 40 miles over a total area of about 4,800 square miles.

A space 280x60 feet square and 45 feet high on the third floor of the Grand Central Terminal is being reconstructed for the television studios. It is divided into a large Master Control Room, where all the equipment as well as the operators will be located, and into studio space.

There are several studio pickup and film channels available. A coaxial cable carries the picture signal from the studio to the Chrysler Building transmitter while special high fidelity lines will handle the audio signals.

The entire sound equipment, from the

studio to the antenna, is capable of handling frequencies up to 10,000 cycles and more. Since high class television receivers will be equipped to reproduce such frequencies, it is hoped that not only the visual broadcasting but a much-improved sound broadcasting service will be inaugurated by the new station, which is licensed to operate under the call letters W2XAX.

When the new station goes on the air it will climax almost a decade of experimentation by CBS which, in 1931, broadcast the first regular schedule of television programs undertaken in this country, using a mechanical system with 60 lines.

CBS has been actively engaged in research and development work in the field of high definition television since the beginning of 1936. At first experiments were carried out on 343 lines, but they soon were continued on today's standard of 441 lines, 30 frames.

The new laboratories located in the CBS building at 485 Madison Avenue, have, in the last two years, developed a complete low power television transmitter suitable for the transmission of motion picture film, either 16 or 35 mm. Certain parts of this equipment will be used in connection with high power transmissions from the Chrysler Building.

Gilbert Seldes will direct the programs to be heard over the television transmitter, and it is believed that before the end of 1939, CBS will be one of the leaders in the television field.

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# HISTORICAL RESUME OF THE DON LEE BROADCASTING SYSTEM TELEVISION STATION W6XAO

By

**HARRY R. LUBCKE**

*Director of Television*

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**T**HE television research activities of the Don Lee Broadcasting System started in 1930. On December 23, 1931, television station W6XAO went on the air on the ultra-high frequency of 44,500 kc. on a one-hour-per-day schedule. Transmissions have been made daily, except Sundays, since that time, thereby establishing W6XAO as the oldest television broadcasting station in the United States operating on the now universally utilized ultra-high frequencies. At this early date 80-line images from motion picture film were broadcast. Scheduled transmissions were also made on 49,400 and 66,750 kc. during 1932 and 1933.

In April, 1932, a self-synchronized cathode-ray television receiver was demonstrated under home receiving conditions. In order to give this equipment an unusual test and prove that a power line connection was not required for synchronization, on May 21, 1932, the receiver was taken aloft in a tri-motored transport airplane, and images were received from W6XAO while flying above the city of Los Angeles.

In 1933 motion picture scenes of the damage caused by the Long Beach-Los Angeles earthquake were broadcast, as were scenes of the Stanford-University of Southern California football game, within a few hours after its conclusion. Altogether a total of over eleven million

feet of motion picture film have been telecast by W6XAO.

Research on high-definition television was started in 1934, and in 1935 W6XAO was broadcasting 300-line images.

Starting with an initial power of 150 watts, an increase to one kilowatt was made in the early part of 1938. With this power, image reception was possible at 20 to 30 miles from the transmitter in the cities of Long Beach and Pomona.

Throughout the period of operations, incidental to the telecasts, numerous inventions have been made and patented. Because of the early entry of W6XAO into the electronic television field, some of these are of fundamental importance.

Early in 1938, live subject pickup equipment was placed in operation. Since then program activities have gone forward until there is now one twice-a-week 15-minute comedy serial, now in its 27th episode, entitled, "Vine Street," one weekly dramatic serial entitled, "The Gibbons Family," and one weekly fantasy currently depicting, "Alice in Wonderland." In addition, educational features sponsored by the University of Southern California, vocal, instrumental, and orchestral musical numbers, excerpts from circus life, fashion and home economic demonstrations, and Hollywood news commentators are telecast.

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# TELEVISION FOR THE HOME

By

**SAMUEL M. SALTZMAN**

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*President of the American Television Corporation*

*130 West 56th Street, N. Y. C.*

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**A** CHECKUP on the reams of published reports on television reveals that.

"Television Is Ready"

"Television Has a Long Way to Go"

"Video Art Just Around the Corner"

"Someone Has Moved the Corner!"

"Experts Concede Big Future for Television"

"Experts Minimize Television Progress"

and so on.

If the reader is confused he can't be blamed. But let us examine the facts. Nearly five years ago the same type of receiving set that works today was tested in Philadelphia and New York and found capable of picking up transmission from the Empire State Building.

## **1939 Picture**

There have been few if any changes in those television receivers since 1934. At that time the best transmitted image was a 240-line picture. The present 441-line standard makes the 1939 version a clearly defined, detailed image of the televised subject. Otherwise, the only appreciable change in receiving sets for the home has been the elimination of two or three tuning knobs and the improvement of cabinet design. These two alterations have had little to do with the enjoyment of picture reception. In short, receiving sets for home use have been ready for many months.

## **Tele Programs**

During those months broadcasters experimented with the transmission of mo-

tion pictures, live talent programs, newsreels and "spot" news events. Their show originated from studio and portable-mobile, or outdoor truck transmitters and were intended chiefly to test improvements in the process of sensitizing and synchronizing the broadcast. The size of the audience was negligible in the matter of the number of receiving sets in use. But great significance is attached to the fact that a great number of such broadcasts have been witnessed by thousands of visitors to the showrooms and laboratories of the American Television Corporation, pioneers in the job of preparing television for the average American home.

The manufacturers of Videor believes that a great audience can be built in the United States by merchandising television sets on a "Model T" basis, a plan that puts the new art within easy reach of the home instead of establishing it as a luxury.

## **Cathode Ray Tube**

On this point, the size of the televised pictures has an important bearing. The

image is seen on the broad end of the cone-shaped cathode ray tube, or kinescope. A tube five inches in diameter gets its power and tuning support from about fifteen other smaller tubes in the receiver chassis. The larger the kinescope, the more intricate and costly the supporting circuit. The proportionate difference in the cost of a set providing a 10 or 12-inch picture is so considerable that its ultimate retail price would be prohibitive for several years to come. But the audiences attending ATC television shows have seen remarkable achievements of video engineering in the use of a 5-inch kinescope, whose image is more than two newspaper columns in width.

Imagine a better-than-two-column picture in your morning newspaper printed on good stock and covered by the finest of "dotted" screens—imagine the characters in such a picture lighting up, becoming active, moving about, talking, expressing themselves in movement and gesture equivalent in clarity to that depicted on the motion picture screen. The entire pictorial basis of your education, in school books, magazines, newspapers and periodicals is in pictures no smaller and no larger than those featured on the ATC Videor screen. By way of emphasis, it is important to repeat that such a screen size permits the virtues of clear definition, vivid detail and reasonable cost.

### Picture Tuning

Next to picture size, inquiries often concern picture tuning. Videor is equipped for simple tuning to which radio users have become accustomed. One knob tunes in stations. For some time to come, this tuner will be used infrequently because two or more broadcasters will probably alternate in the use of the same wave length. A second knob achieves precision tuning, and a third functions to bring more light or shade into the subject and serves as the switch that turns the picture on and off.

Nothing will ever completely replace the theatre for amusement and entertainment away from the home, the newspaper for its reportorial account of the news of the world, or the stadium for its sports thrills. But America takes its miracles in stride. It knows television has passed the conversational stage. It is becoming better acquainted with the actual or pro-

jected contributions of RCA, General Electric, Farnsworth, Philco, Zenith and others in the preparation for living picture transmissions. It knows that over 50,000 daily marvel at television reception in London that boasts growing quality as well as frequency. It knows that millions have been spent in successful experimentation. It knows the World's Fair will signal the beginning of permanent public telecasting. It knows that the natural and wholesome competitive spirit that motivates existing radio networks and industrial sponsors will spur television progress.

### Tele Sponsors

It is obvious that broadcasters need sponsors; sponsors need audiences; and audiences want programs. But which comes first? The American Television Corporation believes the audience is the first requisite. The audience can be built with reliable equipment. Videor has demonstrated its reliability to thousands of observers in the past year. Regular programs announced in advance would allow dealers to demonstrate the products of ATC and other manufacturers. The same industry-building programs would make the sets useful in the home as sight-and-sound units and in the consequent creation of an audience. With a pioneer audience thus established, sponsors would be offered the most powerful direct selling medium ever devised, and their sponsorship would provide television with its vital bloodstream. No medium better than television will place an advertiser face to face with his customer.

By the same token, public education will be served. Satisfactory tests have been already made of blackboard lectures by a university professor, fashion display by leading designers, defense tactics by the War Department, scientific instruction by filmed demonstration, etc. Experimental audience reactions have been watched closely for some time to determine the kind of program that will be demanded. Radio broadcasters throughout the country have conducted market research to determine the extent of local interest in television and the requirements for becoming a part of the eventual network of public transmitters.

### Pioneer Audience

The pioneer audience in television will be participants in one of the most far-reaching and fascinating of all scientific advances. They will witness thrilling progress in the months to come and see history in the making. They will be in at the birth of an art that someone once said had to be born full-grown.

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# FACSIMILE and THE WORLD'S FAIR 1939

By

**DR. JOHN S. YOUNG**

*Radio and Television Director*

*New York World's Fair*

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**T**HE New York World's Fair will emphasize the growing importance of a new type of transmission which has gained wide popularity within the past few months. This new transmission, known as Facsimile, is now in use in the major markets of the United States on an experimental basis but leading authorities of the broadcasting industry prophesy that facsimile will thoroughly be made available to the general public. Therefore, leading manufacturers of facsimile have provided for special displays available to the millions of visitors expected at the Fair.

Facsimile broadcasting, the new medium which flashes pictures, drawings and text directly into the home by radio, will be demonstrated to the public by the Radio Corporation of America in its exhibit building at the New York World's Fair. Two types of this new radio system, which was developed by Charles J. Young, RCA research engineer, after many years of experiment with various types of facsimile systems including the ones now in use for transmission of weather maps to ships at sea and for sending photographs and text across the seas, will be shown.

Facsimile scanning apparatus of the type now being tested by broadcasters will be set up in the main front hall of the RCA building. This will include high-speed facsimile which transmits and reproduces material at the rate of one  $8\frac{1}{2} \times 12$  inch sheet every minute, and the type which transmits and reproduces graphic material at the rate of one  $8\frac{1}{2} \times 12$  inch sheet every eighteen minutes. The equipment to be used in the slower type facsimile demonstration is the same as that now being used by the St. Louis Post-Dispatch in transmitting a daily facsimile newspaper on an experimental basis.

WOR and the Mutual Broadcasting System have extensive plans for facsimile broadcasting during the operation of the Fair, according to word received from Mr. Alfred J. McCosker, Chairman of the Board of MBS. They will operate two of the leading facsimile systems—the RCA equipment on WOR, and the Finch development on W2XUP. Transmissions will be sent out on 710 kilocycles after 1:30 a.m. by WOR, and during the day between 2 and 4 p.m. on 25.7 megacycles by W2XUP. WOR'S "Radio Print" is attracting wide attention.

Many other stations throughout the country are using facsimile. It is because of the interest shown in this new medium that officials of the New York World's Fair in cooperation with the above mentioned firm will emphasize facsimile this Summer.



# TELEVISION STATIONS

— IN THE UNITED STATES —

— LOCATION — PERSONNEL — FACILITIES —

## W2XAX

NEW YORK CITY

FREQUENCY: Sight 51.25 Mcs. SOUND, 55.75 Mcs. POWER: Sight, 15,000 Watts (measured at peak of synchronizing pulses); Sound, 7,500 Watts. OWNED AND OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 485 Madison Ave. PHONE: Wickersham 2-2000. STUDIO ADDRESS: Under construction in the Grand Central Palace Bldg. TRANSMITTER AND ANTENNA LOCATION: Chrysler Bldg. (Construction to be completed by Spring of 1939).

### Personnel

Chief Engineer.....Dr. Peter C. Goldmark  
Assistant Chief Engineer.....John N. Dyer  
Director of Television Programs...Gilbert Seldes

### FACILITIES

At present W2XAX is operated with a video power of 50 watts, at 485 Madison Avenue. Later in the Spring transmissions will be continued from the Chrysler Building on high power.

The television transmitter will be installed on the 73rd, 74th and 75th floors of the Chrysler Building. The equipment is designed to handle a video signal with a band width from 30 cycles to approximately 4.25 megacycles. Signals of either positive or negative polarity, as desired, will be radiated. The so-called DC type of picture transmission will be utilized which means that black components in the picture are referred to an absolute and constant value corresponding to a certain degree of modulation of the final carrier. The transmitter is capable of radiating about 12 kw. of power corresponding to the maximum white in the picture, or about 15 kw. corresponding to the peak of the synchronizing pulses. The total input power is about 300 kw. including auxiliary equipment.

The audio transmitter is capable of handling a frequency range from 30 to 15,000 cycles.

The video and audio input and monitoring equipment will be located in a shielded room on the 74th floor where the transmitters are also situated. On the 73rd floor transformers, reactors, motor generators and water cooling equipment will be placed, while the air conditioning equipment will be on the 75th floor.

The antenna consists of two pairs of dipoles horizontally oriented parallel to the building surface, the dipoles being located above each other and about  $\frac{1}{2}$  wavelength apart. The structure is repeated on all four sides of the building. The audio antenna is of similar construction yet will possibly consist of only one set of dipoles in order to keep the power of the audio transmitter the same as that of the video and audio carriers to their respective radiators. All antennas will be electrically heated from inside and thermostatically controlled so that detuning due to ice formation will be prevented.

A coaxial cable will carry the video signals from the studio in Grand Central Terminal Building to the transmitter at the Chrysler Building.

The Grand Central Studio, which is 270 feet long and 60 feet wide, has a main control room on the east side of the studio running across practically the full width of the studio. There will be an adequate number of cameras and telecine channels for both film and studio programs.

## W6XAO

LOS ANGELES—EST. 1931

FREQUENCY: Sight, 45,000 Kc. Sound, 54,000 Kc. POWER: Sight, 150 Watts; Sound, 150 Watts. OWNED AND OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: Don Lee Bldg., Seventh & Bixel Sts. PHONE: VAndike 7111. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: Nightly (except Sundays and holidays), Monday, 7:00 to 8:00 P.M.; Tuesday, 7:00 to 8:00 P.M.; Wednesday, 11:00 to 12:00 A.M. and 6:45 to 8:00 P.M.; Thursday, 7:00 to 8:00 P.M.; Friday, 6:45 to 8:00 P.M., and Saturday, 7:00 to 8:00 P.M. Other times experimentally, which are announced on regular schedules.

### Personnel

Director of Television.....Harry R. Lubcke  
Assistant Director of Television Wilbur E. Thorp  
Television Engineer.....William S. Klein  
Television Engineer.....Harold W. Jury  
Television Producer.....Jaime del Valle  
Assistant Producer.....Elbert Walker  
Lighting Supervisor.....Lee M. Cannon  
Sound Monitor Man.....Richard Brace  
Makeup.....A. M. Haberman

## FACILITIES

**SYSTEM IN USE:** High-definition cathode-ray. Film equipment for broadcasting newsreels, shorts, and test items.

Mosaic live-pickup camera equipment for studio pickup.

**PATENTS:** United States and foreign patents covering film and live pickup, amplification, scanning sources, synchronization, receivers and cathode-ray tubes of Harry R. Lubcke are used in the work. The methods and equipment of the Don Lee System, though of the present high-definition cathode-ray type, are considerably different from those of other television organizations. Within the past year the sale of several of the above patents has been made to another major television organization in the United States. License thereunder has been retained by the Don Lee Broadcasting System.

**DEVELOPMENTS OF 1937-1938:** "Vine Street," believed to be the first television serial, is televised twice weekly on Tuesdays and Fridays; since November 1, 1938.

"The Tramp," "Swell," "Fire Sale," fifteen-minute plays written and produced especially for television have been given.

"Sports Bullseyes," a regular Mutual-Don Lee Broadcasting System program, has been televised twice weekly since June 3, 1938.

"Happy Homes" by Norma Young, with household demonstrations has been televised since July 6, 1938 on Wednesdays.

"The Television Trio," a swing ensemble, and numerous feminine vocal soloists have been consistently televised.

"U.S.C. on Parade," a University of Southern California program, written and produced by the members of the University especially for television is staged weekly on Thursdays, employs an average of twelve performers, and was started on November 10, 1938.

A clown act by "Jo-Jo" and his troupe is a weekly feature on Wednesday nights.

Hollywood commentators, including George Fisher of Mutual Broadcasting System, and others have been televised weekly.

News and strange fact commentators have been seen and heard nightly since June, 1938.

**RECEIVERS:** A few hundred receivers are estimated to be in operation in Los Angeles, Hollywood, Inglewood, West Hollywood, North Hollywood, Burbank, Glendale, Pasadena, Long Beach, and Pomona. The greatest distance of public reception is recorded at the city of Pomona which is thirty miles airline east of W6XAO and behind a range of hills. Three separately owned receivers are in operation in this city.

**PUBLIC DEMONSTRATIONS:** Public demonstrations of the Don Lee television transmissions are held weekly by an independent, non-profit organization known as the Hollywood Television Society. The Don Lee public demonstrations, inaugurated in 1936, are currently held at intervals for small groups.

## W 2 X V T

PASSAIC, N. J.—EST. 1938

**FREQUENCY:** 42,000 to 56,000 Mcs. **POWER:** 50 Watts (Sight and Sound). **OWNED AND OPERATED BY:** Allen B. DuMont Laboratories, Inc. **BUSINESS ADDRESS:** 2 Main Ave. **STUDIO ADDRESS:** Same. **TRANSMITTER AND ANTENNA LOCATION:** Same.

## FACILITIES

The transmitter is being used to test out the features of the DuMont Television System which does away with the necessity of the standardization of the number of pictures per second or lines per picture. This system requires approximately one-half the frequency band over that required by conventional systems now in use. The features of this system are the transmission of the actual scanning voltages and their amplification at the receiver.

## W 3 X P F

SPRINGFIELD, PA.

**FREQUENCY:** 42000 to 56000 Kc. and 60000 to 86,000 Kc. **POWER:** Sight, 250 Watts; Sound, 1000 Watts. **OWNED AND OPERATED BY:** Farnsworth Television, Inc. **BUSINESS AND STUDIO ADDRESS:** Springfield, Pa. **TRANSMITTER AND ANTENNA LOCATION:** Same.

## FACILITIES

A new type of television film projector was demonstrated in Philadelphia in March before a group which found pictures possessing contrast and definition. The Farnsworth innovation is a film projector of the continuous type rather than intermittent, which is in general use. Harry S. Bamford of the Farnsworth laboratory developed the projector.

Film travels at a constant speed through the new projector and the picture itself is focused on the cathode area of a dissector tube. Company executives link the projector with the high fidelity dissector tube and describe them as contributions "making it possible to reproduce film with a higher degree of excellence than is usually obtained."

The projector employs two lens disks to secure continuous projection. Each disk carries a total of 24 lenses and rotate in opposite directions. At any instant, however, two lenses are "active in conjunction with each other" due to overlapping.

## W 9 X A L

KANSAS CITY, MO.—EST. 1932

**FREQUENCY:** Sight, 42000 to 56000 Kc. and 60000 to 86000 Kc.; Sound, same. **POWER:** Sight, 300 Watts; Sound, 150 Watts. **OWNED AND OPERATED BY:** First National Television

Inc. BUSINESS ADDRESS: 22nd floor, Fidelity Bldg., Ninth and Walnut Sts. STUDIO LOCATION: Same. TRANSMITTER LOCATION: 34th floor, Fidelity Bldg.

## W 2 X B

ALBANY—EST. 1939

FREQUENCY: 60,000 to 86,000 Kc. POWER: Sight, 10,000 Watts; Sound, 3000 Watts. OWNED AND OPERATED BY: General Electric Co. BUSINESS, STUDIO, TRANSMITTER AND ANTENNA LOCATIONS: Albany. TIME ON THE AIR: No stated schedule.

### FACILITIES

G.E. will use a system similar to the RCA-NBC equipment but contemplates several entirely new variations. This will include positive modulation so-called "waves-shaped" separation and synchronizing signals as contracted to amplitude separation. It is an all-electric system designed to produce a 411 line definition, 30 frames per second, 60 fields per second with an aspect ratio of 4 to 3. General Electric hopes to develop high power transmission at television frequencies and proper modulation of the television carrier signal. It also expects to improve vacuum tubes which will exhibit more favorable characteristics, develop wide band output coupling circuits without sacrificing plate efficiency and increase transmission fidelity by expanding the frequency range up to 4 megacycles. Simultaneous operation of stations at Albany and Bridgeport on the same frequency is expected to increase knowledge of diurnal and seasonal signal strength variations and determination of the amount of interference permissible, necessary geographic separation and effect of directional antennas.

This transmitter is expected upon completion to provide a high signal level to Albany, Troy and Schenectady.

Receivers: Two types of television receivers which have been developed by General Electric will be placed throughout the Schenectady-Albany-Troy area for experimental use. The G.E. receivers represent typical home units in the upper and lower price brackets. One, which is the more simple, is a table-model receiver with a cathode ray picture tube of five-inch diameter and includes the sound accompaniment. The second is of a more de luxe nature and employs a cathode-ray picture tube of twelve-inch diameter. It also includes the sound accompaniment.

Pictures are viewed in a mirror on the under surface of the lid, which is raised at an angle when viewing.

## W 1 X A

BRIDGEPORT—EST. 1939

FREQUENCY: 60,000 to 86,000 Kc. POWER: Sight, 10,000 Watts; Sound, 3000 Watts. OWNED AND OPERATED BY: General Electric Co. BUSINESS, STUDIO, TRANSMITTER AND ANTENNA LOCATIONS: Bridgeport. TIME ON THE AIR: No stated schedule.

### FACILITIES

This station will, on completion, serve as a locally controlled source of signal for the development of a satisfactory television receiving set. For further information concerning system used, facilities, etc., see information listed under W2XB, Albany, N. Y. (above).

## W 2 X D - W 2 X H

SCHENECTADY—EST. 1939

FREQUENCY: 42,000 to 56,000 Kc. POWER: 40 Watts (Sight, only). OWNED AND OPERATED BY: General Electric Co. BUSINESS AND STUDIO ADDRESS: Schenectady. TRANSMITTER AND ANTENNA LOCATION: Indian Ladder, Heidelberg Hills, N. Y. TIME ON THE AIR: No stated schedule.

### FACILITIES

These stations, on completion, will be used for the most part in connection with experimental work in the laboratory and to supplement the experimental public service television programs of the G.E.'s Albany and Bridgeport transmitters. One of the Schenectady transmitters will serve as a relay visual station to transmit programs from the studio to the transmitter on a sharply directive beam obviating the necessity of a coaxial cable. For further information concerning system used for these stations, facilities, etc., see information listed under W2XB, Albany, N. Y. (above).

## W 1 X G

BOSTON

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86,000 Kc. POWER: 500 Watts (visual). OWNED AND OPERATED BY: General Television Corp. BUSINESS ADDRESS: 70 Brookline Ave.

## W 9 X A K

MANHATTAN, KANS.—EST. 1932

FREQUENCY: 2000 to 2100 Kc. POWER: 125 Watts, Sound and Sight. OWNED AND OPERATED BY: Kansas State College of Agriculture and Applied Science. BUSINESS ADDRESS: Department of Electrical Engineering, Kansas State College. PHONE: 3-7182. STUDIO AND TRANSMITTER LOCATION: Same.

## Personnel

Head of the Dept. of Electrical Engineering  
R. G. Kloeffler  
Chief Operator . . . . . M. W. Horrell

# W2XBS

NEW YORK CITY—EST. 1928

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 12000 Watts; Sound, 15000 Watts. OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Empire State Bldg. TIME ON THE AIR: Limited service after April 30, 1939.

## Personnel

Chief Engineer . . . . . O. B. Hanson

## FACILITIES

This station uses the RCA television system. Broadcasts were experimental up to the present, having been made to a number of experimental receivers at the homes of NBC and RCA officials and technical personnel. With the introduction of limited service, it is believed that general interest will be spurred and that television cannot be considered entirely experimental; nevertheless NBC will continue further experimentation not only in its scheduled television broadcasts but also in connection with its research program.

Signals of this station have been satisfactorily received within a radius of approximately 60 miles.

Besides this station the National Broadcasting Co. has been granted a Construction Permit for W2XBT, mobile television station which is licensed to operate on 92,000 Kc. and from 175,000 to 180,000 Kc. with a power of 400 Watts for sight transmission and 100 Watts for sound transmission.

## HISTORY

Experimental television station W2XBS was originally installed at the RCA Technical and Test Laboratory, Van Cortlandt Park, New York City. The first construction permit was granted on April 4, 1928 and the first temporary license was issued in June, 1928. From time to time various station permits allowed television experimental transmission on 4800 Kc., 2300 to 3300 Kc., 2050 to 2150 Kc., 2000 to 2100 Kc. and 2100 to 2200 Kc. The first permanent license was issued on December 1, 1928 with an assigned frequency band of 2100 to 2200 Kc. In the latter part of 1928 the station was moved to the RCA Photophone Building, 411 Fifth Avenue. On June 27, 1930, it was moved to the Times Square Studio of the National Broadcasting Company, where on July 7, 1930 it passed from RCA to NBC management.

In 1931 NBC television was carried on from W2XBS's present location on the top of the Empire State Building.

During 1936 and 1937 NBC operated with the new high definition standards, demonstrating television to groups representing diverse interests, such as:

- a. Political
- b. Motion Picture
- c. Foreign (political and commercial)
- d. Press
- e. Advertisers (manufacturers)
- f. Advertising agencies
- g. Artists (talent and musicians)
- h. Naval and Military
- i. Educational
- j. Financiers, Bankers
- k. Retailers
- l. Radio Station men
- m. Trade associations
- n. Institutional (4H Club, Atlanta School of Air winners, etc.)

The technical standards of transmission from W2XBS have been and are expected to continue to be those recommended by the Radio Manufacturers Association.

# W3XE

PHILADELPHIA—EST. 1931

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 10000 Watts; Sound, 10000 Watts. OWNED AND OPERATED BY: Philco Radio & Television Corp. BUSINESS ADDRESS: Tioga and "C" Sts. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: No stated schedule.

## Personnel

Engineer in Charge . . . . . Albert F. Murray

## FACILITIES

This station uses the Philco Television System. Reception which is heard in the homes of the company's engineers has been reported from points 12 miles from the transmitter.

This station which is used for experimentation and research in connection with television development radiates signals in accordance with the proposed RMA Television Standards. It employs the newly developed modulation system and is operating in the 50-56 Mc. channel.

# W3XP

PHILADELPHIA—EST. 1938

FREQUENCY: 204,000 to 210,000 Kc. POWER: 15 Watts (Sight and sound). OWNED AND OPERATED BY: Philco Radio & Television Corp. BUSINESS ADDRESS: Tioga and "C" Sts. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same. TIME ON THE AIR: No stated schedule.

## Personnel

Engineer in Charge . . . . . Albert F. Murray

## FACILITIES

This station uses the Philco transmission line modulation system. It is used principally for a survey in Philadelphia of the possibilities of broadcasting at frequencies above 200 Mcs. The transmitter radiates signals in accordance with the proposed RMA television standards.

## W9XG

LAFAYETTE, IND.—EST. 1932

FREQUENCY: 2000 to 2100 Kc. POWER: 1500 Watts. OWNED AND OPERATED BY: Purdue University. BUSINESS ADDRESS: Electric Bldg., Purdue University. PHONES: 6475, 2917. TRANSMITTER LOCATION: West Lafayette. TIME ON THE AIR: Tuesday, at 7:30 P.M. Thursday, at 8:00 P.M.

### Personnel

Head of School of Electrical Engineering  
C. Francis Harding  
R. H. George  
H. J. Heim

## FACILITIES

This station uses a television system that has been developed at Purdue University.

## W2XDR

LONG ISLAND CITY, N. Y.

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 1000 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: Radio Pictures, Inc.

## W3XAD

CAMDEN, N. J.—EST. 1931

FREQUENCY: 124000 to 130000 Kc. POWER: Sight, 500 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSINESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Portable Laboratories in Camden, N. J. TIME ON THE AIR: No stated schedule.

### FACILITIES

This station is an experimental portable unit and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 1, November, 1934).

Several experimental television receivers have been set up within a 2 or 3 mile radius for experimental purposes.

The frequency band occupied by this transmitter is 2.5 mc. on each side of the carrier. This band width is determined by measuring the overall frequency characteristics of the system.

## W3XEP

CAMDEN, N. J.—EST. 1935

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 30000 Watts; Sound, 30000 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSINESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Camden, N. J. TIME ON THE AIR: No stated schedule.

### FACILITIES

This station is experimental and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 11, November, 1934).

Several experimental television receivers have been set up within 2 or 3 miles of each other. The receivers are a part of the equipment used in television research.

The frequency band occupied by the transmitter is 2.5 mc. on each side of the carrier.

## W10XX

PORTABLE—MOBILE

FREQUENCY: 42,000 to 56,000 Kc. and 60,000 to 86,000 Kc. POWER: Sight, 50 Watts; Sound, 50 Watts. OWNED AND OPERATED BY: RCA Mfg. Co. TIME ON THE AIR: No stated schedule.

### FACILITIES

This station is a portable unit used in conjunction with other television transmitter operated by the RCA Mfg. Co.

## W9XK

IOWA CITY

FREQUENCY: 2000 to 2100 Kc. (Sight only). POWER: 100 Watts (Sight only). OWNED AND OPERATED BY: University of Iowa.

## W9XUI

IOWA CITY

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86,000 Kc. (Sight only). POWER: 100 Watts (Sight only). OWNED AND OPERATED BY: University of Iowa.

## W9XZV

CHICAGO, ILL.—EST. 1938

FREQUENCY: 42,000 to 56,000 Kc. and 60,000 to 86,000 Kc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: Zenith Radio Corp. BUSINESS ADDRESS: 6001 Dickens Ave. PHONE: Berkshire 7500. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same. TIME ON THE AIR: Experimental, no stated schedule.

# EXPERIMENTAL FACSIMILE BROADCAST STATIONS

*The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public. Licenses are authorized on an experimental basis and no charge may be made for the transmission of programs.*

Licensee and Location	Call Letters	Frequency Kilocycles	Power Watts	Emission
Bamberger Broadcasting Service New York, N. Y.	W2XUP	31600, 35600 38600, 41000	100	A2
The Evening News Association Detroit, Mich.	W8XTY	31600, 35600 38600, 41000	150	A2 & Special (C.P. only)
The Pulitzer Publishing Co. St. Louis, Mo.	W9XZY	31600, 35600 38600, 41000	100	A2
Radio Air Service Corp. Cleveland, Ohio	W8XE	31600, 35600 38600, 41000	50	A2
Radio Pictures, Inc. Long Island City, N. Y.	W2XR	1614, 2012, 2398, 23100, 41000 86000-400000	1000	A3 & A4
Sparks-Withington Co. Jackson, Mich.	W8XUF	31600, 35600 38600, 41000	100	A2
Star Times Publishing Co. St. Louis, Mo.	W9XSP	31600, 35600 38600, 41000	100	A2
The Yankee Network, Inc. Sargents Purchase, N. H.	W1XMX	41000	500	A2
W. G. H. Finch Laboratories, Inc.* New York, N. Y.	W2XBF	31600, 35600 38600, 41000	1000	A2, A3 & Special

\* Licensee is primarily a facsimile experimenter but, due to the fact that both voice and facsimile programs will be transmitted, the FCC classifies station as an Experimental Broadcast Station.

## RADIO BROADCAST STATIONS GRANTED SPECIAL TEMPORARY EXPERIMENTAL AUTHORIZATIONS FOR TRANSMISSION OF FACSIMILE SIGNALS

Call Letters	Licensee and Location	Frequency Kilocycles	Power Authorized Watts
KFBK	McClatchy Broadcasting Co. Sacramento, Calif.	1490	10000
KMJ	McClatchy Broadcasting Co. Fresno, Calif.	580	1000
WBEN	WBEN, Inc. Buffalo, N. Y.	900	1000
WGN	WGN, Inc. Chicago, Ill.	720	50000
WHK	Radio Air Service Corp. Cleveland, Ohio	1390	1000
WHO	Central Broadcasting Co. Des Moines, Iowa	1000	50000
WLW	Crosley Radio Corp. Cincinnati, Ohio	700	50000
WOR	Bamberger Broadcasting Service Newark, N. J.	710	50000
WSM	National Life & Accident Insurance Co. Nashville, Tenn.	650	50000

# TELEVISION ★ ABROAD ★

*Foreign television in 1938 emerged from the laboratory and entered the studio with regular transmissions for public reception service. The result has been to bring closer to a listening and seeing public a new and potential force in educational and social life as well as the entertainment world.*

## ENGLAND

The year of 1938 marked the completion of one year of public television service in Great Britain. Discounting a large percentage of the published reports as extravagant or prejudiced, still it cannot be doubted that, as far as the public service television is concerned, England has made the most notable progress and led the world with the beginning of 1939. The official first anniversary of British public television service was celebrated on November 2, 1937. A more important date, however, was February 5, 1938, which marked one year's operation of telecasting under the accepted Marconi-E. M. I. system of television.

The British have made much progress in the television art during 1938. Upwards of 250 people were and are now engaged at Alexandra Palace (BBC television headquarters) in telecasting a minimum of two hours daily for general public reception and one additional hour for trade demonstration purposes. Beginning on April 3, Sunday programs lasting one hour were also introduced. The daily transmissions are regularly scheduled to last one hour: from 3 to 4 p.m. and from 9 to 10 p.m. These regular programs have extended more times than not, so that complete programs could be presented. The extension of the hourly schedules, although not official, has been due in part to pressure from manufacturers of receiving sets who have claimed that restricted hours of transmission have lessened the demand for sets.

### Program Production

The British supremacy in television is admittedly on the program production side. Successful transmissions of both indoor and outdoor (special events) sub-

jects have been made during 1938. Mention may be made of the televising of the whole first act of a performance of "The Melody That Got Lost" which was playing at the time at the Phoenix Theater in London. In connection with this transmission all the stage property used at the theater for the play was transported to the studios at Alexandra Palace. Following this transmission, the BBC televised a Rugby football match for the first time (in March). Viewers were able to see the entire match. Three cameras were used for the television transmission; views of the whole field and also sections in close-up were shown on the screens of the receiving sets tuned to this program. Other successful telecasts during 1938 included the start of a river boat race by the BBC mobile unit, the Trooping of the Colour, tennis matches at Wimbledon, the world swimming championship, a cricket match, etc. These transmissions have been reported favorably not only by the British press but also foreign observers who are mostly of the opinion that great strides have been made by the BBC in television program technique (especially outdoors) despite the curtailed amount of money available for this experimentation. In addition to the above mentioned programs, the regular television schedule during 1938 has included talks, opera, dances, orchestral music, variety, etc.

### Expansion of Studios

In connection with the activities of English television it was announced early in 1938 that the studios at Alexandra Palace were to be enlarged and provided with better furnishings. This work was started in June and when finished will afford the BBC with two studios with completely modern equipment and cameras. (The new studio is to be equipped with cameras of the new Emitron type which give sharper and clearer definition and more depth to the picture.)

The fact that British television experimentation is carried on with the use of public funds has caused demands from other parts of England (other than London) to be included in the benefits of television. At the present time studies are being made to make this possible by either the use of cabled service or by the establishing of individual stations in other centers of population.

At least 17 British companies are manufacturing television receivers. No official statistics are available regarding the number of sets in use but in view of the limited area which can be effectively supplied with programs from Alexandra Palace and the relatively high cost of receiving sets it is thought that comparatively few are owned privately, the majority being in the hands of retailers for advertising purposes and hotels, bars, cafes and dance halls for the amusement of their patrons. Nevertheless it might be stated that of the reported figures of from 2,000 to over 10,000 sets, the larger figures is very likely the more reliable. The government has tried to give impetus to the sales of receiving sets by guaranteeing satisfactory reception from existing models for the next three years. Manufacturers are also assisting in attempting to increase the number of sets in use by their reductions of the prices for receivers. Prices have been reduced during the past year and sets are now selling for from 65 to 80 guineas as compared with prices of 120 to 195 guineas formerly. The General Electric, Ltd., has a set to be attached to a short wave receiver that retails for 35 guineas. The average size of the screen used in these receivers is approximately 8 by 12 inches depending on the price.

## FRANCE

The most significant progress in French television during the past year has been the inauguration of daily service, two and one-half hours daily, from the world's most powerful television transmitter located atop the Eiffel Tower in Paris. This transmitter is operating with a power of 25,000 watts, which is more powerful than English, German or American television stations. The results, if reports are to be believed, justify the high wattage; signals of the Eiffel transmitter have been viewed at Brighton, England, 180 miles distant.

### Television Companies

Little knowledge of actual progress in France has been forthcoming. It is

known, however, that three companies are actively engaged in television experimentation: (1) Compagnie des Compteurs (2) Gramont Compagnie (3) La Radio-Industrie. Practically all television in France at present employs mechanical scanning at the transmitter although some electronic scanning is being done in connection with laboratory work. Besides the Eiffel transmitter, the French Ministry of Posts, Telephones and Telegraphs completed during 1938 the construction of a special television studio in Paris which feeds its daily schedule through the use of a coaxial cable to the transmitter.

French television transmission for the general public is accomplished entirely by mechanical scanning, using a 180-line disc scanner and a transmission speed of 25 pictures per second, the direction of the scanning being from left to right, top to bottom. Nevertheless, various receiving sets in use are equipped with a cathode ray tube of the conventional type used in the electronic system and giving a picture approximately 5 by 7 inches on the fluorescent screen. Observers have reported that although flickers result because of the comparatively low scanning speed, the pictures are surprisingly clear considering that only 180 lines are used. Experiments use both direct pickup and film as television subjects. French technical workers are continuing to concentrate on increasing the technical limits of perfection in pictures, using a relatively small number of lines rather than attempting to increase the number of lines used for scanning. The one possible exception is the Gramont Co., which operates a 240-line scanning disc at its transmitter, using an interlaced system which transmits 25 pictures per second. Advertised prices for television receiving sets in France range from 995 francs to 1,825 francs, the latter price being for a deluxe model. Console sets run as high as 7,500 francs.

## GERMANY

German experimental transmissions are being conducted from a transmitter on the Amerika-Haus in Berlin. Power used is between 15,000 and 20,000 watts, or approximately the same as the wattage used in London, which is rated at 17,000 watts. The definition in German experiments is very similar to that used in the United States, 441 lines and a frame frequency of 25 per second. Besides the Berlin transmitter, two other transmit-



ters are planned: one on the Brocken in central Germany and one in the Taunus Mountains in the west, all to be connected with co-axial cables. Studios are designed for six-camera operation.

Two companies are carrying on the television research: (1) Telefunken Co. (2) Fernseh Co. Laboratory experiments are being conducted with cathode ray tubes at both the transmitter and receiver. However, all public demonstrations are still based on mechanical scanning at the transmitter and a standard cathode receiving tube at the receiver. German experiments are highly developed as to refining the equipment at the transmission end by means of carefully ground disc scanners of the lens type. Great attention is placed on mechanical precision in the construction equipment.

### Large Screen Reception

Experimentation in Germany during the past year has included a demonstration of enlarged television pictures. Fernseh A. G., which has a cross-licensing agreement with Farnsworth in U. S., demonstrated television reception on a screen 12 foot by 10 foot. German researchers have also attempted 700-line definition with the use of 26-inch cathode ray tubes in their efforts to gain television supremacy for their country. As far as general public reception is concerned, the cost of receivers have limited the public acceptance of television. The cost of receivers range between \$175 and \$1,000, with \$320 as an average. Some manufacturers claim to produce television receivers at less than 500 marks but purchase of such receivers is difficult.

The Post Office is in charge of television developments and is making constant experiments. Although extensive progress has been claimed, little of this has been reflected in either private receivers or transmissions, indicating that the reported progress is probably more in the field of military developments.

At the recent Radio Show table television sets were exhibited with a frame size of 17x20 cm., which are intended as supplementary apparatus to regular radio receivers. Small television sets have been developed which incorporate both television and sound or sound only. The frames in these are very small. There are also receivers projecting pictures on a screen by means of the "Braun'sche tube giving 40x50 cm. views. So far regular production of television sets has not been undertaken.

Public television service in Berlin was announced for October, 1938, but has been postponed indefinitely because of labor shortage and other considerations.

The transmitter in these demonstrations is designed to operate on a frequency of 44 megacycles for pictures and 44.7 megacycles for sound. The "observing" studios are furnished with receiving sets that accommodate 8 to 10 people each; one room is fitted out with a larger screen which allows approximately 100 people to view television images simultaneously from any point in the room.

## JAPAN

According to articles appearing in Tokyo newspapers in September, the Japan Broadcasting Association expects to begin public television broadcasts early this year, following the removal of JOAK to its new "Radio City" quarters. A television studio is being provided on the third floor of the new building and permission has been secured to erect a 328-foot experimental antenna, which will be second only to the 1,017-foot tower used for radio broadcasting at Kawaguchi. The new antenna will be erected adjacent to JOAK's transmitter and aerial for sound broadcasting. In addition to this activity, a site for another antenna has been acquired next to the Association's television research laboratory and a large television studio is nearing completion at that point.

Preparations for preliminary experimental telecasts are already under way. A committee of experts has approved the use of the iconoscope, employing a cathode tube, instead of the mechanical scanning disc and has settled upon a standard of 441 scanning lines per unit, the same as used in experiments in the United States. Actual research is being carried on by a staff of men under Dr. Kenjiro Takayanagi, former professor at Hamamatsu Higher Technical School. Experimenters have made a concession in their demands for the use of a 20,000 watt transmitter and the first television broadcasts, according to latest plans, will employ 1,000 watts at the transmitter. Laboratory research workers of the Japan Broadcasting Association have already completed testing television street vans and the use of a mobile unit will undoubtedly play a large part in future experimentation. Possibility for chain broadcasting is also being considered through the use of coaxial cable especially designed for television transmission.

### Use of Mobile Unit

Professor Takayanagi, whose work is being financed by the semi-official Japan

Broadcasting Association, places special emphasis on mobile telecasting and as early as 1937 has had equipped four automobiles for experimentation: one carries the iconoscope; another, the image transmitter; the third, a sound transmitter; and fourth, receiving apparatus. The first three cars can be rushed to the scene of the action to be transmitted, while the fourth car is free to travel to any location which is convenient for receiving. The mobile unit, according to Takayanagi, is useful for news reporting and also for purposes of entertainment. Success of public television in Japan as in other countries, is dependent on reducing the price of receiving sets to popular levels; the present television receivers retail at 1,000 yen.

## ITALY

With only a passing reference to those owning present-day receiving sets, the press in large headlines has proclaimed the early initiation of television transmission in Italy, asserting that the studio of E.I.A.R. is so complete that it is only necessary to give the finishing touches. The press also unhesitatingly stated that the equipment for the regular transmission of motion picture films is complete to the last detail: . . . "The entire transmission plant which consists of all equipment that is most up-to-date in the field of television" is actually being tested.

Continuing, the press reports that conservative estimates place the number of Italians who regularly follow the program (radio) of E.I.A.R. at 5,000,000. This figure, it is claimed, will be greatly increased when during the coming year the 50 television transmitting stations are installed.

The press is silent as to the use which the 50 television transmitting stations will be put and no indication is given as to how the service offered by such stations is to be utilized. Unless the present Italian receiving sets can be so adapted as to bring the new services into the homes of owners of such sets, the proposed 50 transmission stations will operate for a very favored few.

Inquiry at the leading dealers indicates that unless the unforeseen takes place, television, as the practical result of the present experiments, will not be available to the masses for another 18 months. Transmission will be on a 5 meter band, and it is reported that enthusiasts will have to make an outlay of between 2,500 and 3,000 lire for a set

which will enable them to enjoy television. It being claimed that no addition or alteration to ordinary receiving sets can be made so that they may be used for televisions. Dealers are neither enthusiastic nor optimistic.

## RUSSIA

Little news concerning television has been forthcoming from Russia. However, it is known that there is some television experimentation in the Soviet. Early in 1938 a successful test was made of a new television station in Moscow by showing, on a screen 14x19 centimeters, a band marching along a street; the sound of the band-music accompanied the picture.

The Moscow television center, begun in October, 1936, is equipped with transmitters and equipment of American manufacture; the studio has an area of 280 square meters and is brilliantly decorated. At present there are only 10 receiving sets in operation. Plans for placing receivers in clubs and homes have been made but stress at the present time is being placed on choice and types of transmitters. Evidence of this fact is found in a newspaper item which reported an experimental program in which images and sounds received on special recorders were sent out by 4 television transmitters, one of them of Soviet manufacture. Reception was reported as reasonably satisfactory.

## NETHERLANDS

There is only one company engaged in television experimentation in the Netherlands. That firm is known as the Philips Co. (Full name: N. V. Philips, Gloeilampcnfabrieken, Eindhoven).

Dutch experiments in television are largely based on the American system known as the RCA or Zworykin system which is available to Philips through their patent agreements. Scanning ranges from 180, 240, 360, 375 or 405 scanning lines. Present development allows the scanning of 25 pictures per second as well as the inter-laced system of scanning. Experiments are being carried on in the transmission of live talent as well as the use of film projection. Dr. Van der Pol is directing the research in the Netherlands.

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# IMPROVEMENTS IN LIGHTING

*By*

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**J. G. SALTZMAN**

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**E**XPERIMENTS in television lighting are being conducted by J. G. Saltzman, Inc., lighting equipment firm which has pioneered in many other improvements in the broad field of photographic lighting equipment. With the increased demand for better photographs, as evidenced by the large number of photographic magazines as well as the increased use of photos in general magazines, photographers have devoted increasing care to the selection of their lighting equipment.

The Saltzman firm has aided them considerably through its development of improved lighting equipment. A special type of enlarging machine as well as overhead vertical, counterbalanced and mobile lighting equipment have been notable advances in the field.

Special portable high power lamps for color work as well as portable counter-balanced camera stands have been other improvements that have marked the consistent advances of this firm. Experiments resulted in the Trans-Lux system of background lights. The firm has also made special equipment for the U. S. government as well as CBS and NBC's photographic studios and outstanding commercial photographers.

After marked success in these various phases of developing lighting equipment—usually built to individual orders—the lighting company is conducting extensive experiments in developing suitable television lighting apparatus. Lighting will be one of the vital factors in successful television. The firm is cooperating with General Electric and American Television Corp. engineers in developing this equipment.

Television's special lighting requirements, such as apparatus for shooting sport scenes, including boxing and wrestling, as well as other television material, will require utmost flexibility of equipment. It must be easy to handle and easy to operate in order that the television "eye" will catch all the important details necessary in furnishing good television programs. Slow-moving, cumbersome lighting equipment would be of little use. The Saltzman company's success in developing modern, easy-to-handle and accurate equipment for photographers is now being applied to television to aid this newest of industries to furnish outstanding entertainment.

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my daughter & i—whn—mon. wed. & fri.—12:30

what type are you—wmca—wed.—3:15

the beauty shop—recordings

my boss—recordings



radio producers—artists representatives—publicity



# BACKSTAGE



## RADIO PRODUCTION DURING 1938

By

**NORMAN S. WEISER**

**N**INETEEN THIRTY-EIGHT, from a production viewpoint, was truly "radio's greatest year," surpassing anything in the history of broadcasting to date, and setting a high mark for the industry to shoot at during 1939. For the first time, the three major networks, CBS, MBS and NBC, exceeded the \$70,000,000 mark in combined gross billings for a 12-month period. NBC, with its Red and Blue networks, also chalked up the highest single network billings of any one year by surpassing the \$40,000,000 mark. Television lived up to advance notices, creating the greatest stir in the industry, and promising to become an actuality before 1939 has run its course.

Program production in Hollywood continued to flourish, with the wealth of "name" material available growing day by day. The Screen Actors Guild brought the closest alignment of motion pictures and radio into being when it entered the radio picture late in 1938 under the sponsorship of Gulf Oil, thereby making every actor, producer, writer and technician available for air appearances. CBS and NBC both completed construction of new radio centers in Los Angeles and held gala openings for all to view the new facilities that proved to be the acme in radio production and operation.

Networks continued their expansion programs insofar as the addition of affiliates was concerned. NBC added 25 outlets, bringing their total network to 168 stations; CBS, with 10 additions, brought its total number of affiliates to 117, and MBS, youngest of the three coast-to-coast chains, added 35 stations, including the entire Texas State Network, to bring its total number of affiliates to 110.

Unions became a recognized part of radio during the past year, affecting production from numerous different angles. The AFM concluded negotiations with

radio stations, American Federation of Radio Artists concluded negotiations with the networks regarding the work of sustaining artists, then opened negotiations with the AAAA regarding artists appearances on commercial broadcasts, ACA held its annual convention in New York City, and announced that by the summer of 1939 more than 100 stations would be signed up. AGRAP continued to operate quietly and efficiently in behalf of the announcers and producers comprising its membership.

Perhaps the most noticeable cycle to come to radio during 1939 was the classical music series. Toscanini and the NBC Symphony proved to be a definite success, while CBS made plans to sell its New York Philharmonic series as a \$1,000,000 cooperatively sponsored show. Audience participation series also flourished, with "Information Please" and Kay Kyser's College pacing the field. Orson Welles made radio history with his realistic production of the "Men From Mars" broadcast over CBS, and the entire radio industry took a bow on its coverage of the European Crisis, the greatest mass production job in the history of broadcasting. Script shows maintained their huge listening audiences, and the usual demands to cut "blood and thunder" from the children's programs were heard throughout the year.

While the old adage, "there is always room for improvement" still holds true, as proven during the course of 1938, the broadcasting industry has already reached a high plane of perfection. Just what major developments will occur during 1939 no one can determine at this date, but one thing is certain, television will be on exhibition, to either rise or fall, by its actions during the ensuing year.

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(PALMOLIVE SOAP) COLUMBIA—10:30 A. M. E.S.T.  
MUTUAL—4:30 P. M. E.S.T.  
Direction—Benton & Bowles

HER  
HONOR

# NANCY JAMES

(KLEENEX) COLUMBIA—12:15 P. M. E.S.T.  
Direction—Lord & Thomas

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# RULES AND REGULATIONS OF FEDERAL COMMUNICATIONS COMMISSION REGARDING OPERATION OF RADIO BROADCAST STATIONS

## GENERAL

Except Sundays, the licensee of each broadcast station shall maintain a minimum regular operating schedule of two-thirds of the hours that it is authorized to operate during each broadcast day, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

If the minimum operating schedule herein required is not adhered to, the licensee may, after hearing, be required to share time with other stations, or be limited to operation during daytime or during specified hours.

A licensee of an unlimited time station may operate the station on any schedule of hours during the broadcast day and the experimental period, provided the minimum regular schedule is maintained during the broadcast day.

### Share-Time Stations

If the license of a sharing time station specifies the hours of operation, the schedule so specified shall be adhered to until otherwise ordered by the Commission.

If the licenses of sharing time stations do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this order the file mark of the Commission will be affixed thereto, 1 copy will be retained by the Commission, 1 copy forwarded to the inspector in charge, and 1 copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate

time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

Departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the inspector in charge.

If the licensees of sharing time stations are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with application for renewal of license. Upon receipt of such statement the Commission will designate the application for a hearing, and, pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

### Limited Time Stations

If the licensee of a broadcast station is required to cease operation of the station at the time of sunset at some point within the United States, the license will specify the hour of the day during each month of the license period when operation of such station shall cease.

The licensee of a limited time station that is authorized to resume operation at the time the unlimited time station on the same frequency ceases operation, shall, with each application for renewal of license, file in triplicate a copy of his regular operating schedule, signed and approved by the licensee of the unlimited time station. Upon receipt of such operating schedule, properly executed, the Commission will affix its file mark, retain 1 copy, forward 1 copy to the inspector in charge, and return 1 copy to the licensee of the limited time station, who shall post it with the station license, and it shall be considered as a part thereof.

If the licensees of the limited time and

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## **ANYTHING CAN HAPPEN**

*The program with a personality*

**A listener says . . .**

*"There are two programs on the air that are no longer only entertainment . . . they are necessities of life. Yours is the first of these two. Long live the Anything Can Happen program."*

**A station manager says . . .**

*"Anything Can Happen is one of the most interesting programs we have on the air. That is not only my personal feeling, but it is also the reaction as shown by our listeners and sponsor."*

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unlimited time stations are unable to agree upon a definite time for resumption of operation by the limited time station, the Commission shall be so notified by the licensee of the limited time station. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

Any broadcast station, other than a day or limited time station, that is licensed for operation part time on a channel on which the entire available broadcast time (i.e., the broadcast day) has not been designated for use in the same geographical area, may operate only during the hours specified in the license.

### **Material Term of License Violations**

In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

In all cases where specific hours of operation are fixed in the license any deviation or departure therefrom, except as authorized by the Commission, shall be considered as a violation of the material terms of the license.

### **Completion of Construction**

Upon completion of construction of a broadcast station in exact accord with the terms of the construction permit, and prior to the filing of application for license, the permittee is authorized to test the equipment between the hours of 1 a.m. and 6 a.m., local standard time, for a period not to exceed 10 days: *Provided*, That the Commission and the inspector in charge are notified two days in advance of the beginning of such equipment tests: *And provided further*, That the Commission may cancel or change the period and, or date of the beginning of such authority as may appear to be in the public interest, convenience, and necessity.

When construction is completed in exact accord with the terms of the construction permit, and after an application for station license has been filed with the Commission, showing the transmitter to be in satisfactory operating condition, the permittee is authorized to conduct program tests in exact accord with the equipment, power, frequency, and hours of operation specified in the construction permit, for a period not to exceed 30 days: *Provided*, That the Commission

and the inspector in charge of the proper district are notified two days in advance of the beginning of such program tests: *And provided further*, That the Commission may cancel or change the period and, or date, of the beginning of such authority as may appear to be in the public interest, convenience and necessity.

### **Time Changes**

If local time is changed from standard time to daylight-saving time at the location of all stations sharing time on the same frequency, the hours of operation of all such stations on that frequency shall be understood to refer to daylight-saving time, and not standard time, as long as daylight-saving time is observed. This provision shall govern when the time is changed by provision of law or general observance of daylight-saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however*, That when the license specifies average time of sunset, local standard time shall be used.

Where the local time is not changed from standard time to daylight-saving time at the location of all stations sharing time on the same frequency, the hours of operation on this frequency shall be understood to have reference to standard time, and not daylight-saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight-saving time is observed at the location of some of these stations.

The time of operation of any broadcast station which does not share time with other stations on the same frequency shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is made by the Commission.

### **Station License**

The station license shall be posted in a conspicuous place in the room in which the transmitter is located, and the license of the station operator shall be posted in a conspicuous place in a room occupied by the operator while on duty.

The licensee of each station shall keep a licensed operator or operators of the grade specified by the secretary of the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located.

A licensed operator on duty and in

# Air Features

INCORPORATED



247 PARK AVENUE  
NEW YORK, N. Y.

# DONALD PETERSON

RADIO DIRECTOR



**Over 25,000 Single Station  
Broadcasts in Four  
Years**



1457 BROADWAY  
New York, N. Y. Wisconsin 7-0069



## **The BEST In**

- .....Dramatized Spot Transcriptions
- .....Air Checks
- .....Complete "LIVE" Productions
- .....Syndicated Tested Transcriptions for every type of business.
- .....Quality Recordings

Write for information and audition samples of new and current releases.

We serve National, Regional and Local Advertising Agencies, Advertisers and Radio Stations from Coast-to-Coast!

## **KASPER-GORDON**

Incorporated

140 Boylston Street Boston, Mass.

*"One of the Country's  
Leading Program Producers"*

# A. ("DINNY") DINSDALE

PROGRAM PRODUCER

SLIDE FILMS

TRANSCRIPTIONS

TELEVISION

CONSULTATIONS  
SOLICITED

41-56 DENMAN STREET  
ELMHURST, L. I., N. Y.

HA. 6-5436

charge of the transmitter may, at the discretion of the licensee, be employed for additional operator's duties commensurate with the grade of operator's license which he holds.

## Logs

The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

### A. Program

a. An entry of the time each station and call announcement is made, with an indication of the type of announcement.

b. An entry briefly describing each program broadcast, such as "music", "drama", "speech", etc., with the time of the beginning and ending. If a mechanical reproduction is used, that fact shall be noted, together with an indication whether announcement thereof was made. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

### B. Operating

a. An entry of the time the station begins to supply power to the antenna, and the time it stops.

b. An entry of the time the program begins and ends.

c. An entry of each interruption to the carrier wave, its cause and duration.

d. An entry of the following each 30 minutes:

- (1) Operating constants of last radio stage (total plate current and plate voltage).
- (2) Antenna current.
- (3) Frequency check.
- (4) Temperature of crystal control chamber.

Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, and who shall sign the log when starting duty and again when going off duty. The logs shall be made available upon request by authorized Government representatives.

The exact form of logs is not prescribed, but they shall be kept in an orderly manner, and in such detail that the information required is readily available. Key letters or abbreviations may be used if the explanation of each is given plainly in the log.

## Call Letter Announcements

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

## Mechanical Reproduction

Each broadcast program consisting of a mechanical reproduction, or a series of mechanical reproductions, shall be announced in the manner and to the extent set out below:

1. A mechanical reproduction, or a series thereof, of longer duration than fifteen minutes, shall be identified by appropriate announcement at the beginning of the program, at each fifteen minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each fifteen minute interval is waived in case of a mechanical reproduction consisting of a single, continuous, uninterrupted speech, play, symphony, concert or operatic production of longer duration than fifteen minutes;
2. A mechanical reproduction, or a series thereof, of a longer duration than five minutes and not in excess of fifteen minutes, shall be identified by an appropriate announcement at the beginning and end of the program;
3. A single mechanical reproduction of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;
4. In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration), or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.
5. The exact form of the identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood by the listening public. The use of the applicable identifying words such as "a



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 RADIO ANNUAL  
 IS NOW IN  
 PREPARATION



**KENNETH BURTON**

RADIO PRODUCTIONS

117 W. 12th St., N.Y.C.

GR. 7-5384



*Transcribed  
 Programs  
 that do a Job!*

Advertising intelligence and merchandising experience enter into the production of every transcription series offered by Mertens and Price, Inc. When something more than just a "platter" is wanted, check what we have, or let us tailor a show to measure for you.

**MERTENS AND  
 PRICE, Inc.**

3923 West Sixth Street  
 Los Angeles, California

15 Years in Na- 30 Years' Merchan-  
 tional and Regional dising and Publicity  
 Advertising Service

**GEORGE  
 VANDEL**

•  
 PRODUCER  
 WRITER

•  
 PRODUCER OF  
 "SECRET AGENT K7  
 RETURNS"

HEFFELFINGER RADIO FEATURES  
 522 5th Ave., N. Y. C. VAn. 6-2450

record", "a recording", "a recorded program", "a mechanical reproduction", "a transcription", "an electrical transcription", will be considered sufficient to meet the requirements hereof. The identifying words shall accurately describe the type of mechanical reproduction used, i.e., where a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph record is used it shall be announced as a "record" or a "recording".

### Rebroadcast Programs

The licensee of any broadcast station, may, without authority of the Commission, rebroadcast a program of another broadcast station upon authority of the licensee of the station that originates the program: *Provided*, That no broadcast station shall rebroadcast a program of an experimental relay broadcast station or of any station operating in any other service without express authority of the Commission. The Commission will not consider any application for such authorization unless it is accompanied by the written consent of the originating station. (A licensee of an experimental relay broadcast station may authorize the rebroadcast of the programs of such station by any station outside the limits of the North American Continent without permission from the Commission. No licensee shall authorize any station within the limits of the North American Continent to rebroadcast the programs of an experimental relay broadcast station without express authority of the Commission, which authority will be granted only after a satisfactory showing that no wire or other facilities exist for reaching the area served by such proposed rebroadcast.)

### Political Broadcasting

No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate. The following definitions shall apply for the purpose of this rule: a. 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office

which he seeks, whether it be municipal, county, state or national, to be determined according to the applicable local laws. b. 'Other candidates for that office' means all other legally qualified candidates for the same public office.

The rates, if any, charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discriminations in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the *exclusion of other legally qualified candidates* for the same public office.

Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

### Distress Signals

Any violation of this section of the act shall be sufficient grounds for the revocation or denial of a broadcast license. Each station licensee shall give absolute priority to radio communications or signals relating to ships or aircraft in distress, and shall cease transmitting upon such frequencies and at such times, when such transmissions may, in any way, interfere with the reception of radio distress signals or traffic relating thereto.

No station licensee shall resume operations until the need for distress traffic no longer exists, or it is determined that the station will not interfere with distress traffic as it is then being routed and the operation of the station shall again be discontinued if the routing of distress traffic is so changed that the station will interfere. The status of distress traffic may be ascertained by communication with Government and commercial stations. The Commission may hereafter require the licensees of certain stations to keep an effective continuous watch on the distress frequency, 500 kilocycles (410 kilocycles in the Great Lakes area).

# TENSION IN NEW YORK

## Actual Case History

The Spot" . . .

in Miami. Wants

agency find only

to complete job on

executives' desk in

the speed of this survey

Within easy reach of every

trained bonded representa

notice ▶ That explains why

Federal studies for accurate

wait until the last minute to find

touch with a Ross Federal repre

many ways you can profitably

Client with new program needs listeners' coincidental check

tabulated information Saturday morning. Network and

Ross Federal has resident trained representatives enough

time. Saturday morning finds completed survey on

New York ▶ Astonishing to the network executives,

was and is just every day work to Ross Federal.

community, town, village and city, there are

tives ready to go into action at a moment's

industry as a whole depends on Ross

research of consumer markets. Don't

out about this vast organization. Get in

sentative today. He will tell you of the

employ research in your business.

## SPEED AT MIAMI



**ROSS FEDERAL RESEARCH CORPORATION**

EXECUTIVE OFFICES: 18 EAST 48TH STREET, NEW YORK CITY

*Professional Representatives, all bonded, 3700 of them from coast to coast*



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# ★ TELEVISION PRODUCTION ★

By  
**C. W. FARRIER**

*Television Coordinator of the National Broadcasting Company*

---

**A**S TELEVISION inherited the microphone from radio, the camera from motion pictures and the actor from the stage, so television production requires a knowledge of production in radio, motion pictures and the theater. Yet, before it can claim general acceptance, it must be recognized as a unique and individual medium of entertainment. To do this, it must have a production technique of its own.

Although, in years to come, television may be to the radio what talking pictures are to the silents, for the present television will continue to lean heavily upon radio, not only for immediate financial support, but also for guidance in presenting entertainment without direct cost to its audience.

## **Tele Director**

The extent to which television production is being developed from the three older mediums is personified in the television director. Encompassing the knowledge of the stage, movie and radio director, he must not only interpret the play to the audience through stage management; he must also be the central control and intelligence over all studio activities that contribute to a finished production on what is at present a 7½ by 10 inch screen.

When a script is being considered for television production, it is the director who, with the aid of the engineer in charge of studio operations, sketches a plan for the mechanics of production activity. The director confers with the scene designer; the director instructs the sight and sound men in preparing titles, miniature models and off-stage noises; the director chooses the cast, and finally it is he who correlates all parts into the finished production.

## **Three Phases**

Following the traditional routine of the theater, the television director takes the first step of actual production by calling the cast together for discussion. Then he "walks" the play, timing each scene according to motivation and plot.

In the second phase of production, he rehearses cast and camera crew together. Until a few years ago, the bulk and im-

mobility of the television camera prevented the use of more than one on a set. Today three cameras are almost a necessity and, when more elaborate productions are undertaken, five cameras will not be uncommon. At NBC we use Camera No. 1 for long and dolly shots, Camera No. 2 for close-ups and Camera No. 3 interchangeably.

Like the motion picture director, the television director must be skilled in manipulating the camera. Pointless emphasis, a predominance of long shots over short ones, static images and poor composition are the result of slovenly camera direction. With skillful direction the transition from camera to camera, from long shot to close-up, is smooth, and the dramatic value of the scene is conveyed to the audience without the aid of sound.

In the third phase of production, the television director emulates the radio director by taking his place with the engineers in the control room.

There he can see his cast and crew at work, watch the players' images reflected on the monitoring screen and, by telephoning an assistant in the studio, correlate the production into its final form. This, of course, includes editing, which must be done during shooting; it can not be deliberated later in a cutting room.

## **Staging**

The theory of television production by which every director is guided may be



# NED



# WAYBURN'S

## Dancing, Singing and Dramatic School

★

A few of the lasting stars who were coached, directed and helped up "The Ladder of Fame" by NED WAYBURN:

Jeanette MacDonald

Al Jolson

Mae West

Eddie Cantor

Fannie Brice

Fred Astaire

Marian Davies

Ed Wynn

Grace Moore

W. C. Fields

Ina Claire

Clifton Webb

Charlotte Greenwood

Harry Richman

Norma Terris

George Murphy

Gertrude Niessen

Georgie Topps

Patricia Ellis

Hol Leroy

Paulette Goddard

Nick Long, Jr.

Grace Bradley

Keenan Wynn

Cobina Wright, Jr.

and hundreds of others.

— IN MEMORIAM —

Will Rogers

Marilyn Miller

Jack Donahue

Marie Dressler

Class or private lesson courses to prepare adults and children for stage, screen and radio careers.

- BALLROOM AND STAGE DANCING.
- BODY CONDITIONING—WEIGHT CONTROL —ACROBATICS.
- SINGING INSTRUCTION—CORRECT SPEECH WORK.
- EVERY PHASE OF DRAMATIC ART.
- DRAMATIC WORKSHOP — STAGECRAFT — FACIAL MAKEUP.
- LITTLE (EXPERIMENTAL) THEATRE ON PREMISES.
- COMPLETELY EQUIPPED RADIO STUDIO WITH CONTROL ROOM.
- HOME STUDY COURSE IN STAGE DANCING.
- DANCE ROUTINES BY MAIL (BALLROOM AND STAGE).
- PROFESSIONAL AND SEMI-PROFESSIONAL TALENT.
- COSTUMES, SCENERY, ELECTRICAL EQUIPMENT, PROPERTIES AVAILABLE ON RENTAL BASIS.

★

All instruction is given under the supervision of Ned Wayburn who staged and helped to create over 600 dramatic and musical productions here and in Europe, including fifteen years of ZIEGFELD SHOWS (ALL "SMASH" HITS). SEE "WHO'S WHO IN THE THEATRE" for part of his record as a Theatrical Producer.

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**FREE** AUDITIONS OR TRYOUTS will be gladly arranged without cost. Courses cheerfully planned, without obligation.

VISITORS ARE ALWAYS WELCOME!

Open 9:00 a.m. to 10:00 p.m. Daily Except Sundays. Close Saturdays at 6:00 p.m.

SEND FOR FREE LITERATURE — STUDIO MK

## 625 MADISON AVENUE, NEW YORK CITY, U.S.A.

Between 58th and 59th Streets. Phone: W'ickersham 2-4300

divided into three principles: conservation of time and space, continuity of motion and mobility of drama.

In the television play, as in the screen play, there are no intermissions during which to shift scenery; scene-shifting and editing must be accomplished by switching from one camera to another. Therefore the television director, to observe the first principle, must plan his sets so that all but the simplest can be built in advance and televised within the confines of a small studio.

In order to attain continuity of motion, the director of a television play inserts motion picture sequences, still pictures, scale models and titles in alternation with the live action in the studio. Thus, in its continuity, television most closely resembles sound broadcasting. The continuity of the stage drama can be broken, of course, by one or more intermissions; the continuity of motion pictures is only apparent, since shooting may have required weeks or months. But in television, drama once begun must progress steadily to climax and conclusion.

The television director also must realize that the third principle — mobility of drama—implies far more than the mobility to which we are accustomed in the theater or on the screen. Mobility is achieved on the stage by action. In motion pictures mobility may also be achieved through a diversification of camera shots. Television requires an amplification of both.

### **Television Films**

Recently certain Hollywood companies have conferred with NBC in the preparation of a series of motion pictures for television broadcasting. The question naturally arises: How does motion picture technique as we know it differ from television technique?

Although television technique in its use of the camera is basically that developed by the motion picture, television must employ the dynamic principle of mobility more consistently and more intensively than it is now employed in screen plays.

In our experiments at Radio City with practically every type of commercial motion picture we found that none was entirely satisfactory for television production.

Designed as they were for large audiences, they relied for their appeal on the large audience's more prolonged reaction to emotion. But the small home audience emotional peaks are comparatively low. Hence, the tempo of films ideally suited for exhibition in a theater is far too slow for television.

### **Tele Mobility**

Realizing the necessity for television mobility, NBC maintains that, for the sake of good television production, a director seldom can afford to allow one scene to last longer than thirty seconds without cutting to another angle. Often there are as many as five camera changes within a minute. As an appeal to the eye is three to ten times more effective than an appeal to the ear, so the eye tires that much more quickly than the ear. To illustrate: assume that Harpo Marx is playing for a television broadcast. The picture is varied by long and medium shots, close-ups of his facial expressions, a close-up of his fingers flying over the harp strings. These shots could be broadcast in little more than a minute; repetition would soon become monotonous. From this we can conclude that even a variety show, no matter how exhilaratingly paced for radio, would prove too slow for television.

One of the primary results of our experience in television programming has been to reduce the fifteen-minute unit of radio to ten minutes. Ten minutes has been found adequate to express one idea in television, and to this extent—but only to this extent—have we borrowed timing from the motion picture. This does not mean that all television programs will be restricted to ten minutes; their length will depend on the complexity of the ideas to be dramatized.

Because of its close relationship, motion picture technique logically can be more easily adapted to television production than can radio technique. However, I do not believe that programs recorded on film, even if produced for broadcasting, will ever replace the live-talent drama. Rather the television show on film may be compared to the radio show on wax. The technique is there, but the spontaneity and timeliness are lacking.

### **Non-Competitive**

In a word, then, television will compete artistically neither with the motion picture nor with the legitimate stage. Because of physical limitations, neither will it, for a decade to come, be able to command the nation-wide audience of sound broadcasting. It has borrowed heavily of production methods from the entertainment world, it is true, but before it can meet with public acceptance and approval its own standard of entertainment first must be developed. That is what we in television are trying to do, and at the present time we can not say how close we are to our goal. But until we have reached it, we must be the first to admit our indebtedness to the stage, the screen and the radio.

# HULL HOTELS

## CALIFORNIA

THOMAS E HULL  
MANAGING DIRECTOR

CONVENIENTLY  
LOCATED  
IN  
FOUR OF  
CALIFORNIA'S  
KEY  
CITIES



HOTEL MAYFAIR

"IN  
DOWNTOWN  
LOS ANGELES"

HOLLYWOOD PLAZA HOTEL

"IN THE  
HEART OF  
HOLLYWOOD"



HOTEL SUNKOR  
"PREMIER HOTEL"



HOTEL CALIFORNIAN - FRESNO  
"GATEWAY TO NATIONAL PARKS"

HULL  
HOTELS  
CONNELLED  
BY  
TELEPHONE  
NIGHT  
RESERVATION  
SERVICE



HOLLYWOOD - ROOSEVELT HOTEL  
"HOME OF THE STARS"

SETTING A NEW STANDARD FOR QUALITY & SERVICE

# **FEDERAL TRADE COMMISSION**

## **Review of**

# **COMMERCIAL CONTINUITIES**

**T**HROUGH its Radio and Periodical Division, the Federal Trade Commission reviews commercial radio broadcast continuities submitted by national and regional networks and producers of electrical transcription recordings. The procedure in handling continuities is discussed in another article concerning the activities of the Commission in the legal section of this volume.

In its examination of advertising, the Commission's only purpose is to prevent false and misleading representations. It does not undertake to dictate what an advertiser shall say, but rather indicates what he may not say under the law. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices held to be unfair methods of competition or unfair or deceptive acts or practices in interstate commerce.

It is not the policy of the Commission to indicate its opinion, or give legal advice upon any assumed or given state of facts, but its findings, after full investigation and hearings, are expressed only in the manner provided by the statutes which it administers, and in the manner provided by its rules of practice and procedure adopted pursuant thereto.

The Federal Trade Commission receives many requests from radio stations and others for advice and information concerning certain advertisers and their products. In many cases, the Commission cannot give the information requested, either because the same or a like matter is under investigation for a future decision, or because the Commission is not fully advised of all the facts, and in view of the large volume of work arising in the regular course of its procedure requiring corrective action, it would obviously be impracticable for it to act as advertising counsel with respect to unpublished or prospective advertising.

Experience over 23 years with many thousands of advertisements in the entire field of trade, has enabled the Com-

mission and its staff to standardize, for their own guidance, some types of advertising commonly observed.

### **Types of Advertising Commonly Observed**

Claims based upon false statements or misleading exaggerations.

Claims ambiguous in wording which may mislead.

Claims indirectly misrepresenting a product through distortion of detail.

Claims of an illogical nature and contrary to common sense.

Claims holding out the prospect of excessive profits or earnings.

Misleading price claims.

Contests of a dubious nature, and omission or concealment of any essential factor of a contest.

Lotteries and contests depending upon chance and lottery in their development.

Representing that various articles are given "free," i.e., creating a false impression that something additional is being given without charge, when in fact its cost is fully covered in the price of the main article advertised.

Statements tending to disparage competitors.

Pseudo-scientific claims which cannot be supported and assertions that distort the true meaning or application of statements made by accredited professional and scientific authorities; false advertisement of foods, drugs, devices or cosmetics where the use of the same may be injurious to health because of results from such use under the conditions prescribed in the advertisement, or from customary and usual use; also where the false advertising is with in-

# No Radio Station can do without Dictograph

● Dictograph Telephone Systems are closely interwoven with the business life of the nation. For these reasons:

● **Flip-Finger Action:** No fiddling with dials—a flip of the finger and your connection is completed.

● **Split-Second Contact:** Heavy traffic at the switch-board can't slow you up—you contact the voice you want when you want it.

● **Complete Privacy:** Speaking of switch-boards, a Dictograph Telephone System “short-circuits” your chairman of the board, the operator. It's a completely effective cure for Office-Rumoritis.

● **If Your Staff is More than You:** A Dictograph Telephone System is just as necessary, just as practical in a two-room office as a honeycombed corporation. You'll realize the truth of this when you—

● **Get the Facts!** They're contained in Booklet 22 which bristles with practical reasons-why. Write for it *today!*

## Dictograph Inter-Communicating Telephone Systems

THE ORIGINAL LOUD-SPEAKING TELEPHONE

A Division of Dictograph Products Co., Inc., 580 Fifth Ave., New York, N. Y.

Branches in Principal Cities

tent to defraud or mislead. Closely related to this group are direct and inferential claims of remedy, relief or cure when such claims are false. Testimonials are considered as a direct representation by the advertiser as to the truth of the contents thereof.

#### Only Commercial Announcements Required

Only the commercial portions of programs or continuities are required by the Federal Trade Commission for its review of advertising by radio broadcast.

The term "commercial" includes all announcements, statements or assertions tending to or intended to create a demand for or to induce the purchase of any article of commerce, whether such commercial script opens, is interspersed with, or concludes a program.

Those portions of a program are deemed non-commercial and copies are not required, which are of a purely entertaining, informative, civic or political, educational or religious nature. Examples of non-commercial script are music, addresses, lectures, political speeches, sermons, discussions of current events, etc.

The criterion of a commercial station is whether its broadcasting is paid for by some sponsor, either as a sales lead or otherwise. Those stations which do not charge for their broadcasting services, and do not advertise their owners' commodities for sale, have been listed as non-commercial and excused from reporting.

Copies of spot announcements by or for local merchants are desired, as these often refer to articles of commerce moved interstate; and, in any event, every radio broadcast or transmission of intelligence may be an interstate matter.

Whenever the commercial announcements appended to or given in connection with a transcription program (electrical or otherwise) are read or delivered by an announcer in a local station, copies of such announcements are to be reported.

Chain programs transmitted over networks are reported directly to the Commission by the network headquarters, and need not be reported by the individual stations, except in cases of originat-

ing key stations, supplying commercial programs for cooperative networks, which may not have established headquarters.

Where commercial broadcasts are given extemporaneously, it is desired that typewritten reports be submitted of any portions construable as promotional sales effort, or likely to induce the purchase of commodities.

The Commission requests that an English translation be submitted for commercial continuities which were broadcast in any foreign language.

Only one copy of a commercial announcement need be reported, although same may have been broadcast several times during the 15-day specified broadcast period requested.

However, when continuity returns are rendered for subsequent Commission requests, additional copy should be submitted, even though some broadcasts may be identical to those rendered in response to a prior request.

Obviously, new Commission actions, orders and stipulations would require specimens of actual recent broadcasts in order to check for compliance.

No standard form of report is needed. The carbon copies sent in by the stations serve the purpose.

It is essential, however, and the Commission specifically requests, that the call letters of the station and also the date of the broadcast be printed, stamped or written upon each sheet of continuity submitted.

The name and address of the advertiser should also be indicated where it does not clearly appear.

#### Recent Amendments

New duties and responsibilities, as well as added powers, were conferred upon the Federal Trade Commission by the Wheeler-Lea amendment of March 21, 1938. Certain additional sections were added to the earlier Act, specifically applying to food, drugs, devices and cosmetics. These sections specifically make it unlawful for anyone to disseminate or cause to be disseminated, any false advertisement by the United States mails, or in commerce by any means for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase of such commodities. Such sections also make it unlawful to disseminate any false advertisement by any means for the purpose of inducing, or which is likely to induce, directly or indirectly the purchase in commerce of food, drugs, devices or cosmetics.



# A A Recording Studios

ATTENTION

**A**dvertisers, Advertising Agencies, Artists and Authors.

**A**n accurate and authentic acetate account.

**A**n accomplishment attaining absolute artistry, and audible, ages after actual airing.

**A**lso auditions.”

**A. A. RECORDING STUDIOS**

3543 BROADWAY, N. Y. C.

EDg. 4-7600



# PROGRAM PRODUCERS AND TRANSCRIPTIONS

*The following list of program producers and transcription firms was compiled by Radio Daily through questionnaires and personal contact. Producers of both live and recorded shows are included in the listing.*

## **A. A. Recording Studios**

3543 Broadway, New York, N. Y. Phone, EDgecombe 4-7600. President, Leslie C. Boyd; Vice-President, Richard J. Maher; Engineers: Fred Donals, Robert Ellis. SERVICES OFFERED: Recordings, transcriptions, studio or location air checks, audition records.

## **Advertisers Recording Service, Inc.**

113 West 57th Street, New York, N. Y. Phone, Circle 6-6540. President, Jean V. Grombach; Treasurer, D. L. Provost. SERVICES OFFERED: Instantaneous direct cut acetate recordings.

## **Aerogram Corporation**

1611 Cosmo St., Hollywood, Cal. Phone, Hillside 7211. General Manager, G. Curtis Bird. BRANCH OFFICE: 30 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-0650. Manager, W. H. Voeller; Assistant Manager, Seymour Mann. REGIONAL REPRESENTATIVES: Jones & Hawley, 228 N. LaSalle St., Chicago, Ill. Phone, State 5096. F. R. Jones, A. V. Bamford, Jones & Hawley, 1635 E. 25th St., Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley. SERVICES OFFERED: Transcribed programs built on order, transcribed syndicated programs, program merchandising, production, scripts, television film program sales representatives, air checks studio rental, all types of recording.

## **Air Features, Inc.**

247 Park Ave., New York. Phone, Wickersham 2-0077.

## **Akers-Humphrey Productions, Inc.**

1611 Cosmo St., Hollywood, Calif. Phone, Hillside 7211. President, Jerry Akers; Vice President, Albert P. Lopic; Secretary, Malcolm Eagle; Treasurer, C. S. Humphrey. SERVICE OFFERED: Commercial transcriptions or live talent shows for agencies, stations or advertisers.

## **Alton Alexander**

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4943. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs.

## **All-Canada Radio Facilities Limited**

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1041 N. Las Palmas, Los Angeles, Calif. Phone, Hollywood 5107. President, L. I. Goldberg. SERVICES OFFERED: Phonograph records, electrical transcriptions, portable electric phonographs.

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25 West 45th St., New York, N. Y. Phone, Bryant 9-0847. President, M. E. Tompkins. SERVICES OFFERED: Transcriptions, library, production, scripts, recording facilities, both vertical and lateral.

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17 West 60th St., New York, N. Y. Phone, COLUMbus 5-4445. President-Secretary, Joy J. Pierri; Vice-President, Joseph Victoria; Treasurer, Omar Champion. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, studio recording.

### **The Bruce Chapman Co.**

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### **Chicago Recording Studios**

64 E. Jackson Blvd., Chicago, Ill. Phone, WEBster 7288. SERVICES OFFERED: Recording, transcriptions, production.

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### **Frankay Recording Studios**

156 West 44th St., New York, N. Y. Phone, LOnacre 5-0242. SERVICES OFFERED: Transcription, off-the-air recordings.

### **Gags, Inc.**

48 West 48th St., New York, N. Y. Phone, BRyant 9-0919. General Manager, Murray T. Bloom. SERVICES OFFERED: Scripts, program material.

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### **Max Graf Productions**

1040 Geary St., San Francisco, Calif. Phone, Ordway 3671. General Manager, Max Graf. REPRESENTATIVES: Press-Radio Features Inc., 360 N. Michigan Ave., Chicago. Phone, Randolph 9333. Paul Weichert. SERVICES OFFERED: Special transcriptions syndicated features.

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2 West 45th St., New York, N. Y. Phone, MUrray Hill 2-0174. Owner, Sam Hammer; Vice President in Charge of Production, Floyd Buckley; Vice President in Charge of Script Department, Augustus Barrat; Women's Program Director, Eve VeVerka; Secretary and Recording Manager, Jose Yovin; Treasurer, C. F. Comly. SERVICE OFFERED: Program Production.

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1561 Broadway, New York, N. Y. Phone, LOngacre 5-9609. SERVICES OFFERED: Program production.

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420 Lexington Ave., New York, N. Y. Phone, LEXington 2-5457. General Manager, Robert R. Hansen; Business Manager, Harry P. R. Hansen. SERVICES OFFERED: Transcribed features, scripts, production, live and transcribed.

### **Harris Radio Productions**

1014 First National Bank Bldg., Salt Lake City, Utah. Phone, Wasatch 1373. R. T. Harris, R. L. Brainard. SERVICES OFFERED: Prepared programs.

### **Sam Hayes**

2001 Garth Ave., Los Angeles, Calif. Phone, GRanite 5191. SERVICES OFFERED: Production of radio commentator programs, scripts.

### **Heffelfinger Radio Productions**

522 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-1379. Manager Radio Division, C. H. Pearson; Production Manager, Gene Stafford; Program Producer, George Vandel. BRANCH OFFICE: 924 Second Ave., S., Minneapolis, Minn. Phone, Bridgeport 4730. SERVICES OFFERED: Production of live and transcribed programs.

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729 N. Western Ave., Hollywood, Calif. Phone, GRanite 6790. General Manager, E. R. Hood; Assistant Manager, C. C. McDonald; Secretary-Treasurer, Caroline Olsen. SERVICES OFFERED: Production of live and transcribed programs, scripts.

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### **Intercontinental Audio-Video Corp.**

9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-4560. President, Mark H. Hawley; Secretary-Treasurer, Winton L. Miller, Jr. SERVICES OFFERED: Electrical transcriptions of programs and spot announcements, auditions, program production.

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342 Madison Ave., Suite 342, New York, N. Y. Phone, MURray Hill 6-3240. Producer and Director, Archdale J. Jones; Associate Producer, Viola Burgess. SERVICES OFFERED: Creation and production of programs, live and transcribed.

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519 Madison Ave., New York, N. Y. Phone, PLaza 3-8093. Director and Pro-

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### **Lippe & Lazarus Productions**

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### **Phillips H. Lord, Inc.**

501 Madison Ave., New York, N. Y. Phone, Wickersham 2-2211. President, Phillips H. Lord. SERVICES OFFERED: Production of live talent programs.

### **C. P. MacGregor**

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### **Harry Martin Enterprises**

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 3842. President, Harry Martin. SERVICES OFFERED: Program production, scripts, transcriptions, script exchange.

### **R. U. McIntosh and Associates, Inc.**

10558 Camarillo St., N. Hollywood, Calif. Phone, STAnley 7-1035. President, R. U. McIntosh; Vice-President, Agnetta Peterson; Secretary-Treasurer, M. M. McIntosh. REPRESENTATIVES: Clifford Ogden, 1629 C St., Lincoln, Nebr.; William Carlson, 128 N. Gardiner Ave., Rockford, Ill.; Thomas H. Blanton, Fabens, Texas. SERVICES OFFERED: Transcriptions, production of programs and recordings.

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6362 Hollywood Blvd., Hollywood, Cal. Phone, Hempstead 4194. President, Raymond E. Morgan; Manager, R. E. Messer. SERVICES OFFERED: Production, transcriptions.

### **Music Corporation of America**

745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Executive Vice-President, William R. Goodheart; Vice-President, David A. Werblin; Vice-President, Willard Alexander; Vice-President-Radio Director, Harold Hackett. BRANCH OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Manager, Charles Miller; Vice-President, W. H. Stein; 9730 Burton Way, Beverly Hills, Calif. Phone, Bradshaw 23211. President, J. C. Stein. Manager, Taft Schreiber. In Charge of Radio, Walter Johnson; 111 Sutter St., San Francisco, Calif. Phone, Exbrook 8922. Manager, Lyle Thayer; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone, 2-1448. Manager, Norman Steppe; 918 Rhodes Haverty Bldg., Atlanta, Ga. Manager, George Walker; 16 Old Bond Street, London, England. Phone, Regent 6506. Manager, Earl Bailey. SERVICES OFFERED: Production, talent.

### **Robert S. Nash Co.**

5437 Lisette Ave., St. Louis, Mo. Phone, Flanders 4758. President, Robert S. Nash. SERVICES OFFERED: Transcriptions.

### **National Broadcasting Company Electrical Transcription Service**

Radio City, New York, N. Y. Phone, Circle 7-8300. Manager, C. Lloyd Egner; Assistant Manager, Frank E. Chizzini; Production Manager, Reginald Thomas. BRANCH OFFICE: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Maurice Wetzel. SERVICES OFFERED: NBC Thesaurus Program Library, custom built programs, simultaneous recordings of network and studio programs, recording service for clients and agencies, syndicated recorded programs, reference or audition recordings.

### **National Radio Advertising Agency**

Hollywood Center Bldg., Hollywood, Calif. Phone, Hempstead 1551. Presi-

dent, Harry Jacobs; Vice-President, D. D. Crawford. **SERVICES OFFERED:** Producers and distributors of transcribed programs.

### **National Transcription Features**

2 East 45th St., New York, N. Y. Manager, George H. Field. **SERVICES OFFERED:** Electrical transcriptions, production.

### **Lilian Okun, Inc.**

1501 Broadway, New York, N. Y. Phone, CHickering 4-3651. President, Lilian Okun; Script Director, Phyllis Frederic; Assistant Producer, Mildred Schrom. **SERVICES OFFERED:** Program production, live and transcribed, talent, publicity, scripts.

### **Pan American Broadcasting Co.**

330 Madison Ave., New York, N. Y. Phone, MURray Hill 2-0811. Manager, A. Alexander. **REPRESENTATIVES:** F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. **SERVICES OFFERED:** Transcriptions, program production, script service, talent bookings.

### **Donna Parker Productions**

540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 2277. **SERVICES OFFERED:** Production, talent.

### **Harold E. (Hal) Pearce**

White Henry Stuart Bldg., Seattle, Wash. Phone, Main 6626. Manager, Hal E. Pearce. **SERVICES OFFERED:** Transcription company representatives, air-check, scripts.

### **Peck Radio Production**

3275 Wilshire Blvd., Los Angeles, Calif. Phone, FI. 8131. President, William M. Peck; Secretary, Thorbe Deakers; Program Director, Clinton Jones. **SERVICES OFFERED:** Production.

### **Peterson Radio Production Co.**

1457 Broadway, New York, N. Y. Phone, Wisconsin 7-0069. President,

Donald Peterson; Production and Public Relations, Gilbert Braun; Script Manager, Ruth Travers. **SERVICES OFFERED:** Program planning, writing, producing and transcribing. Publicity, special sound effects.

### **Premier Radio Enterprises Inc.**

530 Mart Bldg., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-President, Wilson Dalzell; Secretary, Jerome M. Yawitz. **SERVICES OFFERED:** Producing and recording of custom-built transcriptions, phonograph records, artist bureau, national and regional broadcasts, wax and film recording, slide film.

### **Playcrafters**

207 East Ave., Bridgeton, N. J. Director, Jack B. Plumley; Assistant Director, Forrest Hoyt. **SERVICES OFFERED:** Scripts.

### **Press Radio Features, Inc.**

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 9333. President, F. W. Hemingway; Secretary, Paul C. Weichelt. **SERVICES OFFERED:** Transcriptions, distributors of transcribed programs.

### **Radiad Service**

3140 W. Walton, Chicago, Ill. Phone, NEvada 6262. Manager, Edward L. Foertsch.

### **Radiocrafters**

56 West 45th St., New York, N. Y. Phone, MURray Hill 2-2103. President, Chester H. Miller; Treasurer, Merwin Jennings; Secretary, Glenn H. Pickett; Vice-President, Wilfred M. Scherer. **SERVICES OFFERED:** Production of live talent programs.

### **Radio Attractions, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4483. President, Herbert R. Ebenstein; Treasurer, George W. Brant; Sales Manager, Philip A. Fuss; Director of Publicity and Exploitation, Howard Carnow. **SERVICES OFFERED:** Feature transcribed programs.

### **Radio Events, Inc.**

535 Fifth Ave., New York, N. Y.  
Phone, MURRAY HILL 6-3487. President,  
Joseph M. Koehler. SERVICES OFFERED: Production, scripts, casting.

### **Radio Features, Inc.**

6404 Hollywood Blvd., Hollywood,  
Calif. General Manager, B. M. Melton.  
SERVICES OFFERED: Syndicated trans-  
cription programs.

### **Radio Producers of Hollywood**

930 N. Western Ave., Hollywood,  
Calif. Phone, Hollywood 6288. OWNER:  
Lou R. Winston.

### **Radio Program Associates**

40 East 49th St., New York, N. Y.  
Phone, Eldorado 5-4227. President,  
Bernard Zisser. SERVICES OFFERED:  
Custom jobs, transcriptions, supervision,  
distribution, live shows including script  
production and merchandising.

### **Radio Programme Producers**

1440 St. Catherine St., West, Mont-  
real, Que., Canada. Phone, Marquette  
1184. Director of English Programs,  
Ivan F. Tyler; Director of French Pro-  
grams, Paul L'Anglais. SERVICES OFFERED: Production, scripts, talent.

### **Radio Recorders, Inc.**

932 North Western Ave., Hollywood,  
Cal. Phone, Hollywood 3917. Presi-  
dent, F. H. Winter; Vice-President, J. C.  
Brundage; Secretary, L. D. Minkler;  
Treasurer, Ernest Dummel; Sales and  
Production Manager, J. J. Sameth.  
SERVICES OFFERED: Transcriptions,  
recording service.

### **Radio Recording Studios**

1619 Broadway, New York, N. Y.  
Phone, COLUMBUS 5-9037. Manager, A.  
Moran. SERVICES OFFERED: Off-the-  
air recordings, recordings at the studio,  
electrical transcriptions.

### **Radio Recording Studios**

4701 N. Winchester Ave., Chicago, Ill.  
Phone, Edgewater 6461. Owner-Mana-  
ger, Myron Bachman. SERVICES OF-  
FERED: Off-the-air recordings, instan-  
taneous recordings.

### **Radio-Rundfunk Corporation**

207-11 East 84th St., New York, N. Y.  
Phone, Rhineland 4-9609. President,  
Herbert F. Oettgen; Treasurer and Sec-  
retary, Wm. C. Foerster. SERVICES  
OFFERED: Transcriptions, production,  
foreign news service.

### **Radioscript Productions Co.**

1775 Broadway, New York, N. Y.  
Phone, Circle 7-2849. President, Maury  
Ascher; Manager, Stanley M. Ascher.  
SERVICES OFFERED: Production.

### **Radioscriptions, Inc.**

726 11th St., N.W., Washington,  
D. C. Phone, REpublic 0861. President,  
E. G. Sharpless; Treasurer, B. P. Sharp-  
less; General Manager, R. J. Coar. SER-  
VICES OFFERED: Phonograph record-  
ings, custom transcription, studio con-  
struction, manufacturers' representa-  
tives.

### **Radio Transcription Co. of America, Ltd.**

Hollywood Blvd. at Cosmo St., Holly-  
wood, Calif. Phone, Hollywood 3545.  
President and General Manager, Charles

C. Pyle. BRANCH OFFICES: 666 Lake Shore Drive, Chicago, Ill. Manager, J. M. Hayes. SERVICES OFFERED: "Readibuilt" and custom-built transcribed programs produced and distributed.

### **RCA Manufacturing Co.**

155 East 24th St., New York, N. Y. Phone, Bogardus 4-6200. BRANCH OFFICES: 445 Lake Shore Drive, Chicago, Ill. Phone, Delaware 4774; 1016 North Sycamore Ave., Hollywood, Calif.; Front and Cooper Sts., Camden, N. J.

### **Rec-Art Studios**

1120 S. Main St., Los Angeles, Calif. Phone, PProspect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings, transcriptions, production, building of live and transcribed programs.

### **Recordings, Inc.**

5505 Melrose Ave., Hollywood, Calif. Phone, Hillside 6138. President, E. Avery; Secretary-Treasurer, L. H. Pfeiffer. SERVICES OFFERED: Electrical transcriptions, phonograph and private recordings.

### **Reeves Sound Studios, Inc.**

1600 Broadway, New York, N. Y. Phone, Circle 6-6686. President and Manager, Hazard E. Reeves. SERVICES OFFERED: Recording, transcription, phonographs.

### **Robinson Recording Laboratories**

9th & Chestnut Sts., Philadelphia, Pa. Phone, Walnut 6800. Director, W. P. Robinson. SERVICES OFFERED: Production and recording of transcriptions, casting, direction.

### **Rocke Productions, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-7630. President-Treasurer, Ben Rocke; Vice-President-Production Manager, Ernest E. Chappell; Sales Manager, Norman S. Livingston; Secre-

tary, Rachel Palis. SERVICES OFFERED: Syndicated programs, production of live talent programs, talent.

### **Norman Ross**

605 North Michigan Avenue, Chicago, Ill. Phone, Superior 2168. SERVICES OFFERED: Scripts, casting, production.

### **Roth & Berdun Recording Studios**

4464 Cass Ave., Detroit, Mich. Phone, Temple 12552. Charles Roth; Cecil Berdun; George O. Allen. BRANCH OFFICE: 623½ Adams St., Toledo, Ohio. Phone, Main 4444. Manager, Buddy Roth. SERVICES OFFERED: Transcriptions, off-the-air and studio recordings.

### **Seattle Recording Studios, Inc.**

Seattle, Wash. Phone, El. 1492. Manager, Orin B. Johnston; Sales Manager, Adolph F. Linden. SERVICES OFFERED: Custom jobs, libraries, individual jobs, educational productions, transcriptions.

### **Selviar Broadcasting System, Inc.**

75 East Wacker Drive, Chicago, Ill. Phone, Randolph 8877. President, Arthur A. Kohn; Secretary-Treasurer, Irving Rocklin; Account Executive, Walter Zivi; Production Manager, Edna Glover Handleman. SERVICES OFFERED: Creating and producing of transcriptions and special program features.

### **George Shackley Productions**

130 West 42nd St., New York, N. Y. Phone, LOnagrace 5-8005. President, George Shackley; Program Director, Lillian Stewart; Publicity Director, Gilbert Braun. SERVICES OFFERED: Musical and script programs, transcriptions.

### **Stephen Slesinger, Inc.**

250 Park Ave., New York, N. Y. Phone, Eldorado 5-2544. President, Stephen Slesinger. SERVICE OFFERED: Exclusive radio representatives for NEA comics and news features.

### **Sound Masters, Inc.**

1560 Broadway, New York, N. Y.  
Phone, BRyant 9-0680. Program Director, Teddy Bergman; Vice-President, Harold E. Wondsel. SERVICES OFFERED: Program production.

### **Henry Souvaine, Inc.**

1270 Sixth Ave., New York, N. Y.  
Circle 7-5666. SERVICES OFFERED: Production of live talent and transcribed programs, talent.

### **Speak-O-Phone Recording & Equipment Co.**

23 West 60th St., New York, N. Y.  
Phone, Columbus 5-1350. Secretary-Treasurer, R. L. Lee; General Sales Manager, C. A. Austin. BRANCH OFFICES: 2912 Maple Ave., Dallas, Tex. Phone, 2-1556. Manager, M. R. Chapman. 124 Market St., Philadelphia, Pa. Phone, Main 3104. Manager, Jerry Elkins. 134 No. La Salle St., Chicago, Ill. Phone, State 2646. Manager, Henry A. Kaufman. Ochsner Bldg., Sacramento, Cal. Phone, Capital 2248. SERVICES OFFERED: Custom recordings, radio checks, transcriptions, recording equipment.

### **Standard Radio**

6404 Hollywood Blvd., Hollywood, Cal. Phone, HOLlywood 0188. President, Gerald King; Don Allen. BRANCH OFFICES: 180 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, M. M. Blink; Alex Sherwood. RKO Bldg., New York, N. Y. Phone, Circle 5-4895. Manager, Robert McCullough. Dallas, Texas, Manager, Herbert Denny; White-Henry-Stuart Bldg., Seattle, Wash. Manager, Hal Pearce. SERVICES OFFERED: Library, sound effects library, transcriptions.

### **Douglas Storer Productions**

1270 Sixth Ave., New York, N. Y.  
Phone, Circle 7-7672. President, Doug-

las Storer. SERVICES OFFERED: Program production.

### **Edwin Strong, Inc.**

71 W. 45th St., New York, N. Y.  
Phone, BRyant 9-5758. President Edwin Strong; Secretary-Treasurer, M. E. Strong; Chief Engineer, C. D. Sherer. SERVICES OFFERED: Air-check recordings, off-the-air and direct wire acetate transcriptions.

### **Studio & Artists Recording**

6107 Columbia Square, Hollywood, Calif. Phone, Hillside 8241. President, Willard E. Robbins; Chief Engineer, Ray McPherson; Production Manager, Wallace McClain.

### **T-W Radio Productions**

551 Fifth Ave., New York, N. Y.  
Phone, MURray Hill 2-4111. Manager, L. Stern. SERVICES OFFERED: Live programs, production, talent, transcribed shows.

### **Technisonic Recording Laboratories**

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President-General Manager, James M. Althouse; Secretary-Treasurer, Charles E. Harrison. SERVICES OFFERED: Transcriptions, recording service, air checks, transcribed productions, talent.

### **Tested Radio Features, Inc.**

122 East 42nd St., Chanin Bldg., New York, N. Y. Phone, MURray Hill 5-3813. President-General Manager, Phillip Fuhrmann. SERVICES OFFERED: Syndicated programs, live and transcribed.



### **Titan Production Co., Inc.**

1040 Geary St., San Francisco, Cal. Phone, Ordway 2671. Manager, Louis Graf. SERVICES OFFERED: Transcriptions, library.

### **Transamerican Broadcasting & Television Corp.**

521 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-2370. President, John L. Clark; Executive Vice-President, E. J. Rosenberg; Vice-President, C. P. Jaeger. Executive Program Director, Don Becker; Associate Producers: Harry W. Hoff, Chick Vincent. BRANCH OFFICES: 333 No. Michigan Ave., Chicago, Ill. Phone, State 0366. Manager, D. C. Mower; 5833 Fernwood Ave., Hollywood, Calif. Phone, Hollywood 5315. Manager, William V. Ray. SERVICES OFFERED: Talent, transcriptions, production.

### **Transcribed Radio Shows, Inc.**

2 West 47th St., New York, N. Y. Phone, LOnacre 5-3440. President, M. E. Moore, SERVICES OFFERED: Custom-built and syndicated transcribed programs.

### **Transcriptions, Inc.**

56 West 45th St., New York, N. Y. Phone, Murray Hill 2-2103. President, Chester H. Miller; Treasurer, Merwin Jennings; Glenn H. Pickett, Secretary; Vice-President, Wilfred M. Scherer. SERVICES OFFERED: Custom jobs, air-checks, studio recording, programs built for live broadcasts, studio rental.

### **Transradio News Features, Inc.**

9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-4560. President, W. G. Quisenberry. BRANCH OFFICES: 20 North Wacker Drive, Chicago, Ill. Manager, Rex Goad. 1622 Chestnut St.,

Philadelphia, Pa. Manager, Harold Parr. 357 So. Hill St., Los Angeles, Cal. Manager, J. B. Copeland. National Press Building, Washington, D. C. Manager, Wallace Werble. SERVICES OFFERED: Transcriptions, program building.

### **Twentieth Century Radio Productions**

1611 Cosmos St., Hollywood, Cal. Phone, Hillside 7211. General Manager, Archie Josephson. SERVICES OFFERED: Transcriptions.

### **United States Recording Co.**

Rialto Theater Building, Washington, D. C. Phone, District 1640. President, R. C. Miller; Commercial Manager, Joseph Tait; Chief Engineer, Earl A. Merryman. SERVICES OFFERED: Custom transcriptions, scripts, talent.

### **Universal Radio Features**

200 Bush St., San Francisco, Calif. Phone, SUTter 6780. President-Managing Director, Richard F. Guggenheim; Production Manager, Ronald Guy Patrick. SERVICES OFFERED: Production, talent.

### **Universal Radio Programs, Inc.**

545 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-0648. Vice President, L. N. Marks; Production Manager, Marvin Scherer; Research Director, M. J. Sacks. SERVICES OFFERED: Production of live talent shows.

### **Universal Radio Productions**

180 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, L. M. Rush. SERVICES OFFERED: Transcriptions, program counsel, off-the-air recordings.

**Universal Recording Co.,  
Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 5-4895. General Manager, Lester Troob. SERVICES OFFERED: Transcriptions; off-the-air; off-the-line and studio.

**Thomas J. Valentino**

729 7th Ave., New York, N. Y. Phone, Bryant 9-5543. Production Manager, Thomas J. Valentino; Treasurer, Wm. Rubenstein; Secretary, N. Cevedo. SERVICES OFFERED: Custom jobs, library, recording, sound effects library.

**Viking Radio Productions**

11 West 42nd St., New York, N. Y. Phone, Pennsylvania 6-1137. President, Allan Wilson. REPRESENTATIVES: A. V. Bamford, 203 N. Wabash Ave., Chicago, Ill.; Walter Biddick Co., Chamber of Commerce Bldg., Los Angeles, Calif.; Walter Biddick Co., Russ Bldg., San Francisco, Calif.; Walter Biddick Co., Exchange Bldg., Seattle, Wash. Ronald Dawson, 524 Kenyon St., Washington, D. C. SERVICES OFFERED: Transcribed programs for syndication, custom-built transcribed program, scripts, live program production.

**J. Franklyn Viola & Co.**

152 West 42nd Street, New York, N. Y. Phone, Chickering 4-3250. Manager J. Franklyn Viola. SERVICES OFFERED: Scripts, production.

**Wells Feature Syndicate**

6331 Hollywood Blvd. (P. O. Box 2025), Hollywood, Calif. Phone, Gladstone 9110. Manager, Allan W. Wells. BRANCH OFFICE: Balderas 32, Mexico City, Mexico. SERVICES OFFERED: Scripts, production.

**Witte Radio Productions**

740 S. Broadway, Los Angeles, Calif. Phone, Vandike 5436. Owner-Manager, I. O. Witte. SERVICES OFFERED: Transcribed shows, scripts.

**Leonard F. Winston**

11 West 42nd St., New York, N. Y. Phone, Pennsylvania 6-8933. President and Manager, Leonard F. Winston. SERVICES OFFERED: Production of live talent programs, scripts.

**Wolf Associates, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Columbus 5-1621. General Manager, Ed Wolf; Production Manager, Jack Rubin; Sales Manager, William Koblenzer. Directors: Carlo de Angelo, Basil Loughrane. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, Gladstone 0676. SERVICES OFFERED: Production, talent.

**Wor Electrical Transcription and Recording Service**

1440 Broadway, New York, N. Y. Phone, Pennsylvania 6-8383. Manager of Transcription Division, Ray S. Lyon. SERVICES OFFERED: Electrical transcription producing, talent, production, off-the-line transcription, air-check, recordings, off-the-air recording, pressings, portable recording.

**World Broadcasting System, Inc.**

711 Fifth Ave., New York, N. Y. Phone, Wickersham 2-2100. President, P. L. Deutsch; Vice-President in Charge of World Transcription Service, A. J. Kendrick; Vice-President in Charge of Sales, Norton Cotterill; Station Relations Manager, A. B. Sambrook; Program Director, Charles Gaines; Sales Promotion Manager, Sam J. Henry, Jr.; Chief Engineer, Charles Lauda. BRANCH OFFICES: 301 East Erie St., Chicago, Ill. Phone, Superior 9114. Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Cal. Phone, Hollywood 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglas 3310. Manager, C. C. Langevin; 320 Mortgage Bldg., Atlanta, Ga. Phone, Walnut 1562. Manager, John Pitts; Wardman Park Hotel, Washington, D. C. Phone, Columbia 2000. Resident Manager, Harold A. LaFont. SERVICES OFFERED: Custom-built recordings, processing, pressing, shipping, transcription library, production, scripts, talent, world program service, national group "transcription network."

# MANAGERS and AGENTS

*Addresses and Telephone Numbers of Those Who Handle Talent  
in New York, Los Angeles and Chicago*



**NEW YORK**



- James Appell  
1270 Sixth Ave.....Circle 7-5278
- Artists Management Bureau, Inc.  
17 E. 45th St.....Murray Hill 2-1888
- Associated Radio Artists  
1650 Broadway.....Circle 7-4452
- Authors & Artists, Inc.  
630 Fifth Ave.....Circle 5-8133
- Ayers-Prescott  
RKO Bldg. ....Columbus 5-2482
- Barnett, Joseph M.  
1270 Sixth Ave. ....Columbus 5-3425
- Batchelor Enterprises, Inc.  
1270 Sixth Ave.....Columbus 5-6773
- Bentham, M. S.  
1664 Broadway.....Bryant 9-1227
- Bertell, Jack, Inc.  
1501 Broadway .....Chickering 4-3364
- Bestry, Harry  
1501 Broadway .....Chickering 4-3393
- Bloom, Joseph  
19 West 44th St.....Vanderbilt 3-8950
- Bloom, Phil  
353 W. 56th St.....Circle 6-1290
- Briscoe & Goldsmith, Inc.  
522 Fifth Ave.....Vanderbilt 3-8683
- Brown, Chamberlain  
145 W. 45th St.....Bryant 9-8480
- Collins, Ted  
1819 Broadway.....Circle 7-0004
- Columbia Artists, Inc.  
485 Madison Ave.....Wickersham 2-2000
- Columbia Concerts Corp.  
113 W. 57th St.....Circle 7-6900
- Consolidated Radio Artists, Inc.  
30 Rockefeller Plaza.....Columbus 5-3580
- Curtis & Allen  
1270 Sixth Ave.....Circle 7-4124
- Dube, Harry S.  
1270 Sixth Ave. ....Columbus 5-7035
- Evans & Salter  
113 W. 57th St.....Circle 7-6900
- Fanchon & Marco, Inc.  
30 Rockefeller Plaza.....Circle 7-5630
- Featured Artist Service, Inc.  
247 Park Ave.....PLaza 5-5044
- Field, Moses & Jones, Inc.  
730 Fifth Ave.....Circle 6-2877
- Forkins, Marty  
1564 Broadway.....Bryant 9-0766
- Gale, Inc.  
48 W. 48th St. ....Longacre 3-6111
- Getts, Chuk H.  
Waldorf-Astoria Hotel.....PLaza 3-9005
- Gernannt, William  
521 Fifth Ave.....Vanderbilt 6-1750
- Haensel & Jones  
113 W. 57th St.....Circle 7-6900
- Hahlo, Sylvia  
145 W. 58th St. ....Circle 7-7440
- Hanna, Mark  
654 Madison Ave.....Regent 4-6250
- Harris & Steele  
1270 Sixth Ave. ....Circle 7-3715
- Hesse & McCaffrey  
501 Madison Ave.....ELdorado 5-1076
- Irwin, Lou, Inc.  
30 Rockefeller Plaza .....Circle 6-1234
- Kaufman, Jesse L., Inc.  
22 W. 48th St. ....PENnsylvania 6-2400
- Lavin, Jack  
Park Central Hotel .....Circle 7-8000
- Leading Attractions, Inc.  
515 Madison Ave.....PLaza 3-8093
- Lipset, Ben B., Inc.  
607 Fifth Ave.....PLaza 3-6268
- Lyons, A. & S., Inc.  
1501 Broadway.....Lackawanna 4-7460
- Mandel, Jack  
1564 Broadway .....Longacre 5-8176
- Metro Artist Bureau  
1650 Broadway .....Circle 7-2829
- Mills Artists, Inc.  
799 Seventh Ave.....Circle 7-7162
- Morris, William, Agency  
1270 Sixth Ave.....Circle 7-2160
- Morrison, Leo, Inc.  
1776 Broadway.....Circle 7-6413
- Music Corporation of America  
745 Fifth Ave.....Wickersham 2-8900
- National Radio Artists  
1650 Broadway .....Circle 7-3071
- NBC Artists Service  
30 Rockefeller Plaza.....Circle 7-8300
- North, Moyer B.  
1564 Broadway.....Bryant 9-8667
- Okun, Lillian, Inc.  
1501 Broadway .....Chickering 4-3651

**Philips-Roberts, Inc.**  
565 Fifth Ave. Plaza 8 2650

**Radio Orchestra Corp.**  
1619 Broadway Columbus 5 6952

**Rockwell-O'Keefe, Inc.**  
1279 Sixth Ave. Circle 7 7650

**Selznick, Myron, Ltd. of N. A.**  
630 Fifth Ave. Circle 7 6201

**Shurr, Louis**  
1501 Broadway Chickering 4 8240

**Simon Agency, Inc.**  
1279 Sixth Ave. Columbus 5 7772

**Souvaine, Henry, Inc.**  
1279 Sixth Ave. Circle 7 5666

**Spector, Martin**  
551 Fifth Ave. Mercury Hill 2 4111

**Storer, Douglas F.**  
1279 Sixth Ave. Circle 7 7672

**T-W Radio Productions**  
551 Fifth Ave. Mercury Hill 2 4111

**Vallee, Rudy, Orchestra Units Corp.**  
9 Rockefeller Plaza Circle 7 2620

**White, Roger**  
1279 6th Ave. Circle 7 4943

**Wilson, Powell & Hayward, Inc.**  
444 Madison Ave. Plaza 5 5480

**Wolf Associates, Inc.**  
1270 Sixth Ave. Columbus 5 1621

**WLN Artist Bureau**  
1510 Broadway Bryant 9 1800

**WMCV Artist Bureau**  
1657 Broadway Circle 6 2200

**WNEW Artist Bureau**  
501 Madison Ave. Plaza 3 3300

**WOR Artists' Bureau**  
1140 Broadway Pennsylvania 6 8383

**Worthington, Dorothy**  
501 Madison Ave. Wickersham 2 2759

**Clurney, William**  
9615 Brighton Way (Beverly Hills) Oxford 6104

**Coburn Agency**  
5904 Santa Monica Blvd. Hollywood 3655

**Collier-Weber & Todd**  
8584 Sunset Blvd. Oxford 3104

**Columbia Management of Calif.**  
6111 Sunset Blvd. Hollywood 6365

**Conlon-Armstrong**  
8134 Sunset Blvd. Crestview 1 5181

**Consolidated Radio Artists, Inc.**  
9028 Wilshire Blvd. Woodbury 6 2133

**Crosby, Everett, N., Ltd.**  
9928 Sunset Blvd. Crestview 11171

**Curtis, Jack**  
8964 Sunset Blvd. Oxford 7705

**Davis, Don**  
8744 Wilshire Blvd. Crestview 5 7414

**Dolan & Doune**  
8906 Sunset Blvd. Crestview 1 9185

**Eckley, Amory**  
8736 Sunset Blvd. Oxford 7105

**Epstein, David**  
6777 Hollywood Blvd. Granite 2159

**Famous Artists, Inc.**  
9441 Wilshire Blvd. Crestview 1 5222

**Finehon & Marco**  
5600 Sunset Blvd. Hollywood 5341

**Gertz, Mitchell**  
8509 Sunset Blvd. Oxford 7018

**Goldstone, Nat C.**  
8782 Sunset Blvd. Oxford 1131

**Hawks-Volek**  
9441 Wilshire Blvd. (Beverly Hills) Oxford 3121

**Hayward, Leland and McCormick, John, Inc.**  
9209 Wilshire Blvd. Crestview 15151

**Hollingshead, Robert**  
8874 Sunset Blvd. Crestview 1 2303

**Irwin, Lou**  
8555 Sunset Blvd. Oxford 1005

**Jaffe, Sam**  
8555 Sunset Blvd. Oxford 6121

**Jolson, Harry**  
9177 Sunset Blvd. Crestview 5 0121

**Kane, Walter**  
8584 Sunset Blvd. Oxford 2306

**Keightley-Keefe Agency**  
8979 Sunset Blvd. Bradshaw 2 3921

**Landau Agency**  
8611 Sunset Blvd. Oxford 2371

**Lee, Thomas S., Artists' Bureau**  
6253 Hollywood Blvd. Granite 7171

**Lehr, Abe, Agency**  
9441 Wilshire Blvd. (Beverly Hills) Crestview 1 8195

**Loyce, M. C.**  
1300 N. Crescent Heights Blvd., Gladstone 3147



**Artists & Authors, Inc.**  
8611 Sunset Blvd. Oxford 2371

**Artists' Managers Guild**  
9441 Wilshire Blvd. (Beverly Hills) Oxford 3585

**Associated Artists, Ltd.**  
8627 Sunset Blvd. Oxford 6286

**Batchelor, Walter**  
8782 Sunset Blvd. Crestview 1 8181

**Berg-Allenberg**  
9181 Wilshire Blvd. (Beverly Hills) Oxford 3131

**Beyer-MacArthur & Co.**  
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**British American Film Agency**  
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**Levy, Bert Agency**  
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**Lichtig & Englander**  
6425 Hollywood Blvd. . . . . HILlside 1101

**A. & S. Lyons, Inc.**  
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**Columbia Concerts Corp.**  
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**Consolidated Radio Artists, Inc.**  
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**Edwards, Gus**  
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**Ellsworth, W. M.**  
75 East Wacker Drive. . . . . CENTral 0942

**Glaser, Marcus**  
54 W. Randolph St. . . . . FRAnklin 4406

**Gordoni, Lillian**  
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**Gumbiner Theatrical Enterprises**  
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**Herman, Sam**  
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**Jacky & Thorndyke**  
520 N. Michigan Blvd. . . . . DELaware 3262

**Kaleheim, Jack, Agency**  
32 W. Randolph St. . . . . DEARborn 7064

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612 N. Michigan Ave. . . . . SUPerior 0506

**Morris, William, Agency**  
203 N. Wabash Ave. . . . . STAtE 3632

**Morse, Edward M.**  
190 N. State St. . . . . STAtE 7419

**Merse, Sidney P.**  
32 W. Randolph St. . . . . FRAnklin 5396

**Music Corporation of America**  
430 N. Michigan Ave. . . . . DELaware 1100

**NBC Artists Service**  
Merchandise Mart . . . . . SUPerior 8300

**National Artists Bureau**  
20 N. Wacker Drive. . . . . CENTral 8653

**North, Stanley**  
310 S. Michigan Ave. . . . . WABash 5595

**Parker, Donna**  
540 N. Michigan Ave. . . . . DELaware 2277

**Pearlman, Bernard**  
75 E. Wacker Drive. . . . . FRAnklin 1144

**Rockwell-O'Keefe, Inc.**  
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# NEWS SERVICES

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## Associated Press

50 Rockefeller Plaza  
Phone: Circle 6-4111  
Executive: Charles Butterfield

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## Christian Science Monitor

1 Norway Street, Boston, Mass.  
Phone: Commonwealth 4330  
Executives: Volney D. Hurd, Director of Broadcasting; Albert D. Hughes, Radio Editor

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## International News Service

235 East 45th Street, New York City, N. Y.  
Phone: MUrray Hill 2-0131  
Executives: Joseph V. Connolly, President; Barry Faris, INS Editor-in-Chief; Leo Dolan, News Editor; Louis Allwell, Radio Editor.

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## Press Radio Bureau

551 Fifth Avenue, New York City, N. Y.  
Phone: MUrray Hill 2-5670  
Executive: James W. Barrett, Editor.

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## Radio News Association

342 Madison Avenue, New York City, N. Y.  
Phone: MUrray Hill 2-3332  
Executive: Frederick M. Harmon, President.

## NEA Service, Inc.

461 Eighth Ave., New York City, N. Y.  
Phone: MEDallion 3-5160  
Executive: Don Sutton, Manager.

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Stephen Slesinger, Inc., 250 Park Ave., New York, N. Y.; Phone, ELdorado 5-2544.

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## Transradio Press Service, Inc.

342 Madison Avenue, New York City, N. Y.  
Phone: MUrray Hill 2-4053-4  
Executive: Herbert Moore, President; Dixon Stewart, Editor.

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## Transradio News Features, Inc.

9 Rockefeller Plaza, New York City, N. Y.  
Phone: Circle 7-4560  
Executive: W. G. Quisenberry, President.

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## United Press Associations

220 East 42nd Street, New York City, N. Y.  
Phone: MUrray Hill 2-0400  
Executives: Hugh Baillie, President; E. M. Williams, General Sales Manager; Webb Artz, Radio News Manager; A. F. Harrison, Radio Sales Manager.

# **F. C. C. Regulations Regarding Announcement of Call Letters of Broadcast Stations**

*As of January 1st, 1939*

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

The Commission announces the following interpretation of the second sentence which reads: "In no event shall more than 30 minutes elapse be-

tween such announcements, and in so far as practicable these announcements shall be made on the hour and half hour."

Call Letters of stations need not be announced within *exactly* 30 minutes or less of the previous announcement but shall be made as near thereto as practicable. During variety-show programs, baseball game broadcasts, etc., of an hour or more in duration, the call letter announcements shall be made on the hour and half hour within a 5-minute period thereof. That is, the half hour announcement shall be made between 25 and 35 minutes after the hour, and likewise the hour announcement shall be within 5 minutes of the hour.

The interpretation given above in no way affects the waiver clause given in the last sentence of this rule.

# **FCC Rules and Regulations Regarding Political Broadcasting**

*As of July 1st, 1938*

"Rule 36a 1. No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate.

"Rule 36a 2. The following definitions shall apply for the purposes of Rule 36a 1:

(a) 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws.

(b) 'Other candidates for that office' means all other legally qualified candidates for the same public office.

"Rule 36a 3. The rates, if any,

charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

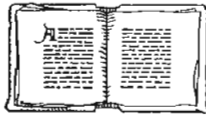
"Rule 36a 4. Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted."



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# SCRIPT LIBRARIES

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## ***Associated Radio Writers, Inc.***

137 Newbury St., Boston, Mass. Phone, Commonwealth 2385. President, Ralph L. Rogers; Treasurer, James A. Arne; Secretary, Marianne Berrie; Production Director, Allen R. Worley.

## ***Gags, Inc.***

48 West 48th St., New York, N. Y. Phone, BRyant 9-0919. General Manager, Murray T. Bloom.

## ***Harry Martin Enterprises***

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 3842. President, Harry Martin.

## ***NEA Features, Inc.***

REPRESENTATIVE: Stephen Slesinger, Inc., 250 Park Ave., New York, N. Y. Phone, ELdorado 5-2544.

## ***Radio Events, Inc.***

535 Fifth Avenue, New York, N. Y. Phone, MUrray Hill 6-3487. Manager, Joseph M. Koehler.

## ***Radio Writers Laboratory***

Conestoga Bank Bldg., Lancaster, Pa. Phone, 2-1387. Manager, M. S. Miller; Script Editor, Paul Rodenhauser.

## ***Souvaine, Henry, Inc.***

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5666.

## ***Star Radio Programs, Inc.***

250 Park Ave., New York, N. Y. Phone, PLaza 3-4991. Executive Vice President, Daniel C. Studin; Sales Manager, William C. Gartland; Manager, John C. Treacy; Continuity Supervisor, Burke Boyce; Director of Women's Programs, Gay Lee. REPRESENTATIVES: All-Canada Radio Facilities, Toronto, Ont. (Offices also in Montreal, Winnipeg, Calgary and Vancouver.

## ***T-W Radio Productions***

551 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-4111. Manager, L. Stern.

## ***Universal Radio Programs, Inc.***

545 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-0648. Vice President, L. N. Marks; Production Manager, Marvin Scherer; Research Director, M. J. Sacks.

## ***World Broadcasting System, Inc.***

711 Fifth Ave., New York, N. Y. Phone, WISconsin 2-2100. President, P. L. Dentsch; Vice President, Norton Cotterill; Charles Gaines; Garrett Hollihan. BRANCH OFFICES: Chicago; Hollywood; Atlanta; San Francisco; Washington, D. C.

## ***Karl Zomar Script Service***

1105 S. National Ave. (P. O. Box 200 S. Station), Springfield, Mo. Phone, 6630. Manager and Script Director, Fred McGhee, Jr.; Associate Director, Lane E. Davis.

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# TAPE TRANSMISSION

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## A HISTORY

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IN 1906 a young man by the name of McCarthy was experimenting in San Francisco with wireless phone. He was backed by Mr. Hale of Hale Bros. Department Store. Considerable publicity appeared in the San Francisco papers regarding a demonstration conducted between the Cliff House and Hale Bros.' Store. It was this publicity which aroused the interest of James A. Miller, who, at that time, was a student at Palo Alto. As a result, he constructed the first radio station in Palo Alto in 1907 and later a larger one in 1908.

It is hard to conceive that at that date 99 per cent of the people were definitely antagonistic toward radio broadcasting for entertainment. It was accepted half-heartedly for ship messages but that was all.

### **Preliminary Work**

McCarthy was killed in a street car accident in 1908, and by a strange coincidence his work was referred to the head of the Electrical Engineering Department of Stanford University, with whom James A. Miller had spent much time trying to put across his ideas regarding the great future possibilities of radio broadcasting. C. E. Elwell, one of James A. Miller's friends and associates, was hired to make an investigation of McCarthy's work and McCarthy's equipment finally came to Palo Alto. After one year, Mr. Elwell reported that McCarthy's equipment was not suitable and the work was discontinued. In the meantime, however, he heard of the work of Messrs. Poulson and Pedersen in Denmark and made a trip to Denmark, where he made arrangements for their patents and equipment. This was the start of the Federal Telegraph Company in Palo Alto which is now the Mackey Radio.

Messrs. Poulson and Pedersen

had two methods of recording, one the photographic oscillograph and the other the magnetic recorder which they patented in 1898 and called the telegraphone.

### **First Transmission**

In 1917 when the United States took over the German Radio Station at Sayville, Long Island, Miller was appointed consulting engineer for the rebuilding of the station. Then followed the 500,000 watt station at Annapolis, Maryland. Later, the United States Government contracted Miller for two years to serve as consulting engineer for the United States on the construction of the Lafayette Radio Station at Bordeaux, France. This station delivered 1,250,000 watts and is today the largest ever constructed. It was here in 1919 that the first message was transmitted around the world, it being received by a French warship dispatched to a point exactly opposite Bordeaux. The long distance continuous record was also established

at the same time by Mr. James A. Miller. It consisted of twenty-four hours continuous communication between Bordeaux, France, and San Francisco, California, without losing contact at any time.

By 1924 radio broadcasting for entertainment was well on its way, and on account of the original work of McCarthy, a wireless station was maintained by Hale Bros. Department Store in San Francisco and by 1924 was well known as Station KPO, 500 watts, Class B. A Class B station was the best and by order of the Federal Radio Commission could not use recorded music. The Class B rating was given on a basis of quality and therefore the quality could not be impaired by using records. At this time, however, James A. Miller arranged the first electrical transcription program on a Class B station by special permission, on KPO, due to great improvement in disc recording with special quality for radio reproduction.

However, the need for a better recording system was still apparent, so James A. Miller spent a year trying to perfect and adapt the magnetic wire telegraphone to radio broadcasting but found it unsatisfactory.

### ***Tape Transmission***

Mr. Miller then went to Europe where in spite of the fact that most of the engineers gave an unfavorable report, he was able to convince Dr. Holst, head of the Philips Laboratory, Eindhoven, Holland, of the merits of the tape system. Through this an arrangement was made with the Philips Company to assist with the development. Next

in line was the J. Walter Thompson Advertising Agency in London, who built a studio using the new equipment with complete success. For the first time in history it became possible to put programs on the air from a recording that was indistinguishable from the original. From here it sped to Norway, France, Switzerland and Australia, being known throughout Europe as the Philips-Miller system.

In the meantime, Mr. Miller returned to America to start operations in the American market. The doubters here have been numerous but the progress marches on and the converts increase. In Europe the converts started with Mengelberg, Huberman, Thibault, quickly followed by all the other leading artists.

### ***Conclusion***

In America, the few artists who have heard Millertape transmission consider it superior to any other type of recording in quality. These include Leopold Stokowski, Lawrence Tibbett and John Charles Thomas and there is no doubt that the time is short when the list of converts in America will be as long as that in Europe.

Radio stations from coast to coast are being equipped with the Miller Broadcasting System transmission apparatus and Miller Broadcasting System engineers are constantly traveling from station to station instructing the station's engineers in the proper operation of the Millertape transmission playing machines. Advertisers and agencies, and station managers are enthusiastic over the "quality" of Millertape transmission radio programs.

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Circle Music Publications, Inc., 1270 Sixth Avenue, New York City.  
Clark, Kenneth S., 1657 Broadway, New York City.  
Cofe, M. M., Publishing House, 2611 S. Indiana Avenue, Chicago, Ill.  
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### — E —

Edwards, Gus, Hollywood, Calif.  
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Exclusive Publications, Inc., 1619 Broadway, New York City.

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Fillmore Music House, 528 Elm Street, Cincinnati, Ohio.  
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Fischer, J., & Bro., 119 West 40th Street, New York City.  
Fisher, Fred, Music Co., Inc., 1619 Broadway, New York City.  
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Forster Music Publisher, Inc., 216 South Wabash Avenue, Chicago, Ill.

Fox, Sam, Publishing Co., 1250 Sixth Avenue, New York City

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Galaxy Music Corp., 17 West 46th Street, New York City.

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Handy Bros.' Music Co., Inc., 1587 Broadway, New York City.

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Harms, T. B., Co., 1270 Sixth Avenue, New York City.

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Haviland, F. B., Publishing Co., 114 W. 44th Street, New York City.

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Hitchcock Publishing Co., 38 John Street, New York City.

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Kay & Kay Music Publishing Corp., 1658 Broadway, New York City.

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Lewis Music Publishing Co., Inc., 1619 Broadway, New York City.

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Luz Bros., 1674 Broadway, New York City.

Lyrics Corp. of America, 202 West 40th Street, New York City.

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Manus Music Co., 145 West 45th Street, New York City.

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Marlo Music Corp., 1619 Broadway, New York City.

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Mela-Art Music Publishers, 1674 Broadway, New York City.

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Morris, Joe, Music Co., 1619 Broadway, New York City.

Movietone Music Corp., 1250 Sixth Avenue, New York City.

Mumil Publishing Co., 1140 Broadway, New York City.

Music Publishers Holding Corp., 1250 Sixth Avenue, New York City.

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National Music Co., 306 South Wobash Avenue, Chicago, Ill.

Natgrass-Schenck, Inc., 145 West 45th Street, New York City.

New World Music Corp., 1250 Sixth Avenue, New York City.

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Russian Music Co., Inc., 155 Second Avenue, New York City.

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Stanza Music Publishing Co., 1545 Broadway, New York City.  
Stosny Music Corp., 1619 Broadway, New York City.  
Summy, Clayton F., Co., 321 South Wabosh Avenue, Chicago, Ill.  
Sunshine State Music Co., Alcester, S. D.  
Superior Music, Inc., 1619 Broadway, New York City.

— T —

Tenney, Horry, Inc., 1619 Broadway, New York City.  
Tesio, P., & Sons, 353 Eighth Avenue, New York City.  
Tin Pan Alley Publications, Inc., 1011 Chestnut Street, Philadelphia, Pa.  
Transcontinental Music Co., 113 West 57th Street, New York City.  
Tullar-Meredith Co., 91 Seventh Avenue, New York City.  
Twentieth-Century Music Publishers, 1451 Broadway, New York City.

— V —

Vogel, Jerry, Music Co., Inc., 112 West 44th Street, New York City.  
Von Tilzer, Horry, Music Publishing Co., 1587 Broadway, New York City.  
Von Tilzer, Will, 1619 Broadway, New York City.

— W —

Weil, Milton, Music Co., Inc., 54 West Randolph Street, Chicago, Ill.  
White-Smith Music Publishing Co., 40 Winchester Street, Boston, Mass.  
Whiting, George, Songs, 1619 Broadway, New York City.  
Williams, Clarence, Music Publishing Co., Inc., 145 West 45th Street, New York City.  
Willis Music Co., 3 East 43rd Street, New York City.  
Witmark, M., & Sons, 1250 Sixth Avenue, New York City.  
Wood, B. F., & Co., 88 St. Stephens Street, Boston, Mass.  
Words and Music, Inc., 1674 Broadway, New York City.

— Z —

Zenith Music Co., 1587 Broadway, New York City.

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# DATA ON PROGRAM WINNERS IN RADIO DAILY'S SECOND ANNUAL POLL of RADIO EDITORS

*For Complete Results of the RADIO DAILY Poll. See Page 71*

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## **Jell-O**

Sponsored by General Foods Corp. for Jell-O: Sundays, 7-7:30 p.m. on NBC Red Network. *Agency:* Young & Rubicam, Inc. *Cast:* Jack Benny, Mary Livingstone, Kenny Baker, Andy Devine, Don Wilson. *Orchestra:* Phil Harris.



## **Chase & Sanborn Hour**

Sponsored by Standard Brands, Inc. for Chase & Sanborn Coffee: Sundays, 8-9 p.m. on NBC Red Network. *Agency:* J. Walter Thompson Co. *Cast:* Don Ameche, emcee; Dorothy Lamour and Nelson Eddy, soloists; Edgar Bergen and Charley McCarthy, and a different guest star weekly. *Orchestra:* Robert Armbruster.



## **Kraft Music Hall**

Sponsored by Kraft-Phenix Cheese Corp.: Thursdays, 10-11 p.m., on NBC Red Network. *Agency:* J. Walter Thompson Co. *Cast:* Bing Crosby, Bob Burns and guest talent. *Orchestra:* John Trotter.



## **Town Hall Tonight**

Sponsored by Bristol-Myers Co. for Ipana and Sal Hepatica: Wednesdays, 9-10 p.m., on NBC Red Network. *Agency:* Young & Rubicam, Inc. *Cast:* Fred Allen, Portland Hoffa, Harry von Zell and guest talent. *Orchestra:* Peter Van Steeden.



## **Information Please**

Sponsored by Canada Dry Ginger Ale, Inc.: Tuesdays, 8:30-9 p.m., on NBC Blue Network. *Agency:* J. M. Mathes, Inc. *Cast:* Clifton Fadiman, emcee; Franklin P. Adams, John Kieran and guest talent.



## **Lux Radio Theater**

Sponsored by Lever Bros. for Lux toilet soap; Mondays, 9-10 p.m., on CBS Network. *Agency:* J. Walter Thompson Co. *Cast:* Guest talent weekly with Cecil B. DeMille as producer. *Orchestra:* Louis Silvers.



## **Rudy Vallee Variety Hour**

Sponsored by Standard Brands, Inc. for Royal Desserts and Fleischmann's Yeast; Thursdays, 8-9 p.m., on NBC Red Network. *Agency:* J. Walter Thompson Co. *Cast:* Rudy Vallee, and guest talent weekly. *Orchestra:* Rudy Vallee.



## **Ford Sunday Evening Hour**

Sponsored by Ford Motor Co.; Sundays, 9-10 p.m., on CBS Network. *Agency:* N. W. Ayer & Son. *Cast:* Ford Symphony Orchestra and Chorus, guest soloists, instrumentalists and directors, and talks by W. J. Cameron.



## **Kay Kyser's College**

Sponsored by American Tobacco Co., for Lucky Strike cigarettes; Wednesdays, 10-11 p.m., on NBC Red Network. *Agency:* Lord & Thomas, Inc. *Cast:* Kay Kyser, emcee; Virginia Simms, Harry Babbitt and Sully Mason, vocalists, and members of audience participating. *Orchestra:* Kay Kyser.



## **Good News of 1939**

Sponsored by General Foods Corp., for Maxwell House Coffee; Thursdays, 9-10 p.m. on NBC Red Network. *Agency:* Benton & Bowles, Inc. *Cast:* Frank Morgan, Fanny Brice and guest artists weekly. *Orchestra:* Meredith Willson.

**"AT YOUR SERVICE"**

**EVERY DAY**

**INFORMATION DEPARTMENT**

**of**

**RADIO DAILY**

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# WHAT AUSTRALIANS LIKE IN AMERICAN-MADE ★ TRANSCRIPTIONS ★

By

**RALPH L. POWER, Ph.D.\***

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*Radio Counsellor, Los Angeles*

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OVER a period of years, the major portion of my radio consulting activities has centered in buying American-made transcriptions for export. Most of these purchases have been for Australia and New Zealand, but South Africa and Canada have been important selling points and Continental Europe is now absorbing many of our waxes, though script predominates in that market.

## **Sales**

In all, counting duplicate sets and replacements and samples, I have probably purchased some 100,000 "sides" or programs. A minute percentage has been poor buys, and the discs are still on the shelves. Others have been sold six or seven times, or enough to get the money back. Some have been extraordinarily good buys and have sold repeatedly.

Once in a foreign country, the discs have to have a fair turnaround to make a profitable investment. There are, of course, many charges besides the original cost. These include the transportation charges from the point of purchase to the dock; the boxes and packing and customs brokerage; freight, insurance and the tariff. Besides this, in Australia at least, the music fees are high and there is a government fee every time a transcription is played over the air.

## **Overhead**

To this must be added an overhead for my services, since I do not act on a commission basis but on a flat annual fee. Once in the country of destination, there are additional charges for sales commissions, freight and so forth when the programs are sold and sent from station to station.

Out of this tremendous traffic in American-made programs one point in particular is an outstanding one. But, before discussing that, what programs have proved most popular in other coun-

tries. Canadians like the programs that are the most popular in the United States. So let's take the audience reaction of the Antipodes.

## **Australians Like Mysteries**

There was the epic called "Detectives Black and Blue" to the tune of nearly 300 episodes. It went over in a big way in this country, and fans liked the crazy antics of the correspondence school detectives. The waxes are still gathering dust in Sydney.

By the same producers, there were 130 in the Count of Monte Cristo series. In this country it has enjoyed a huge run and is now airing the second and third time in many stations. Over in Australia and New Zealand it has proved to be a consistent seller, aided and abetted of course, by the background of the film and book of the same title. Under the banner of a stomach cure sponsor it ran on 38 stations in Australia.

## **Chandu**

Take the case of Chandu, which was also produced by the same firm as the above two programs. This has been off the air a good while here. Yet the name Chandu is still a household radio name and the "Return of Chandu" may be good news any day now. Still, for no reason at all, it sold only enough in the Antipodes to bring back the money invested. Why, I do not know!

Over in Australia there has never been anything like the original Watanabe and Archie skits, longtime KNX favorites here. For three consecutive years they placed first in Australia radio popularity

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\* Resident American transcription and script buyer for Macquarie Broadcasting Services Pty. Ltd., Sydney, Australia, and All-Canada Radio Facilities, Ltd., Calgary, Canada.

polls. W. J. McNair, of the J. Walter Thompson Co. Sydney office, when visiting Hollywood a few weeks ago, said that nothing like this series had ever been heard in that part of the globe. But along comes "Watanabe and William" and "Watanabe and the Professor." Though fair sellers, but not enough to bring a fair return on the investment, these have not done so well as the first series. Why? Your guess is as good as mine.

The Bigelow carpet people a while back recorded some custom-built five-minute wax spots with a series of mystery skits and some musicales. My Australian clients acquired the rights for Australia and New Zealand and they have been extra rapid sellers for fill-ins and five-minute spots, which indicate a ready response for the five-minute field over there.

### **Charlie Chan Series**

The first Charlie Chan series was a financial dud and a headache to its producers. Less than a dozen sales were made, and the plates were stored and the program taken off the air in this country. Yet, over in Australia, this very same series placed with another as tie for first place one year.

Then came the second Chan series. It was a big time program in America and ran on over a score of stations simultaneously. But Australia is still struggling to get its original outlay back. A similar situation existed with the waxes of the Tarzan epic.

The May Robson "Lady of Millions" series looks like a sure winner. With the ever-young Miss Robson Melbourne born it can't miss. Perhaps there is something in the "Lady" title for "Lady Courageous," with the trials and tribulations of a lady reporter, is grossing into the money just now.

"Daredevils of Hollywood." That's a title for you. Programs have been produced about films and stars, their private lives, loves and glamour, and even about extra people. But the stunt man has been relegated to the background. So "Daredevils of Hollywood" shoved him into the limelight and, buying world rights excluding the Americas, for my clients, this has become a consistent selling item.

One of the headaches has been programs of 5, 10 or 25 years ago, today in history, that was the day of other similar ideas. Two-thirds of the combined episodes concern this country entirely. Foreign countries care little, and are not at all concerned about our Bethlehem steel strike, Cox's army, the panic of '07 or any flag-wagging episodes about this country.

## **Waxes Should Have Universal Appeal**

So finally, I arrive at the subject I originally started out to tackle . . . that of producing programs with a universal appeal.

Transcribed programs get their costs out of this country, or should, and foreign sales are clear profit. But who ever thinks of producing a wax with a general appeal? Not many!

Listen to 'most any typical gangster series. Gat, beanery, slug, rat . . . these are just a few of the "Americanisms" that immediately stamp the program as distinctly American.

### **Yankee Disks**

One thing to remember is that in Australia, for instance, and in some other countries, they do not have to announce over the air, "this is a transcription," as we do in the United States. Every so often there is a hullabaloo in the Antipodes about using "yankee transcriptions and putting our people out of work." Thus the less said or inferred about this country in the waxes so much the better.

Once upon a time I bought a series from a sample. It had to do with the experiences of a tramp. But, in the process of production, somebody or other thought it best to change him to a bum. So they had to be done over again. Of course the word "bum" is a vulgarity in the Empire. You remember the skimpy Eton schoolboy jackets called by the kids "bum chillers." Of course the word bloody is likewise taboo. It is used only by the lowest classes. Still, it crept into the "Jimmie Allen" series and caused great grief and repercussions from what corresponds to our PTA's in the Antipodes.

### **Leaflets**

The films have issued a leaflet on how to produce for other English-speaking countries. Somebody ought to do this for transcriptions. Further still, transcription producers should borrow another page from the movies and employ a technical expert to criticize the script in advance of production.

Many a good disc series has been utterly ruined by incorrect dialogue and descriptions. These inconsistencies are so glaring that they immediately detract from the program, and destroy the interest of the well-read and intelligent listener abroad.

Just at this writing mystery detectives are having a popular run. But the nomenclature usually stamps them as much too American. Remember that a policeman is not an officer but a constable in England. The slang is "copper" or "peeler,"

from the days of Robert Peel, who introduced the first uniformed policeman. A plain-clothes-man is a "busy." Police-men go on "beat," not on patrol. Constables are not armed with guns or sticks. They carry small truncheons.

### **Use of Language**

We make many mistakes in producing wax programs to sell automobiles in this country and then try to sell them out of the states. We say "I simply must buy an auto. I lost the street car this morning." This doesn't go over so well in a country where street cars are trams and Gasoline is, of course, petrol. Motor trucks are sometimes lorries.

Trains are in charge of "guards" who wave flags and blow whistles. Only on special class trains are there conductors, but neither guards nor conductors have anything to do with tickets. These are issued by booking clerks at the point of departure and collected at the destination at the barriers, unless collected by traveling ticket inspectors aboard the trains. There is no express service for baggage. "Baggage" is "luggage," and is handled by the brakemen on the trains. Luggage is stored in the luggage van where the guard and brakemen travel.

There is a tremendous field today in producing and selling American-made transcriptions to other countries. But the picture is changing. The utter neglect of American radio producers has meant that many countries have been forced to install their own recording equipment and facilities. They are buying fewer programs from the United States. American producers must have a universal interest in programs if they are to command a ready sale elsewhere.

### **Programs**

Programs should deal with subjects of human interest, of historical value perhaps, of world importance certainly. They should be dramatized professionally, after first being adequately cast.

One prime factor in producing programs with a universal appeal is in the elimination of national prejudices, but with the retention of certain national characteristics. The finest of national characteristics have been incorporated in the building of what we like to call the culture of the English-speaking race.

Shows can be cleverly woven around national figures who have contributed to the growth of this culture. Care, however, should be exercised not to Americanize them. A more logical treatment of programs dealing with foreign locales, foreign action and foreign thought is

necessary. The effort of many American armchair travellers, who have never been outside the bounds of the native states, and who attempt to write "foreign" stories, only make American programs ridiculous in the eyes of foreign audiences.

### **Universal Appeal**

A good universal program is like a piece of tapestry. The foreign elements are the colors which stand out untouched and unaffected by the surrounding elements, yet blending to harmonize into one beautiful composition.

For instance, Pasteur was a Frenchman, but his work is universal and a grippingly interesting program, loaded with human interest and color, could be made in much the same way that the screen masterpiece was created. To how many countries throughout the world has the Pasteur treatment brought relief, even to the saving of life?

Such a transcription should present the trials and struggles of Pasteur, and then vignettes of incidents throughout the entire globe—the frozen North—a small town in the Western states—shivering coolies in India—starving refugees in the Orient. The vignettes are endless.

The idea might even be expanded into several series of programs as a sort of "Gallery of Universal Heroes," the glorification of those universal workers who contributed valuable service to civilization and humanity.

### **Commercial Disks**

Commerce and industry could be scanned for still more wax programs. The native tapping the rubber tree starts something which contributes greatly to our automobile jaunts. The coffee picker makes his contribution, too. Even tea leaves could furnish a thrilling romantic adventure from the moment it is picked away up on the Himalayas, and its course traced to the final brewing. The tiny leaf passes through the hands of many distinct nationalities. It is carried over practically every method of transportation.

If every article necessary to human life were treated in this way, an amazing and limitless field would be opened up. A constructive educational program, filled full of romance, adventure, mystery and human drama, would go a long way towards bringing better understanding and harmony.

After all, what is the majority of people throughout the world today doing but helping to provide something for the other fellow—at a profit!

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# MUSIC BY WIRE

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*Its History and Present Status*

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**T**RANSMISSION of music by wire not only antedates radio broadcasting but it precedes the invention of the telephone by Alexander Bell. Every book on sound transmission speaks of the reproduction of a musical note or notes over wires long before the transmission of articulated speech.

## **Telharmony**

Like the talking picture, many were the attempts before transmission of music commercially by wire became successful. In 1907, Dr. Thaddeus Cahill transmitted a type of electrical organ music via telephone wires. He called his service "Telharmony," and characterized it as the new art of electrical music. However, it shortly passed into the limbo of forgotten things, because it was transmitting an electrical type of sound and not the music of instruments, with which the public was acquainted.

In 1911, Major General George O. Squier patented a system of transmitting sound by carrier current over electrical lines. It was this system under which Wired Radio, Inc., first functioned.

## **Cleveland Experiment**

In 1923, Wired Radio, Inc., a subsidiary of The North American Company, obtained a license under these patents, as did the A. T. & T. and a Canadian corporation. However, before these licenses were obtained, experiments were made in transmitting music by wire. It was 1925 before anything was done commercially. In that year, Wired Radio, Inc., experimented in Staten Island, transmitting musical programs to the home over the lines of the Staten Island Electric Light & Power Co. The results of this experiment led to Wired Radio, Inc., locating an experimental laboratory at Ampere, New Jersey, in January, 1929, for the purpose of building apparatus for a further experiment in Cleveland. The first Cleveland experiment was made in 1930 and lasted for approximately a year.

In 1933, the second Cleveland experiment took place, with the problem of transmitting musical programs to the whole city of Cleveland under discussion. Cleveland is spread out over a great area, and the problem was to generate enough energy to cover the entire city. It was solved, and in August, 1935,

the Muzak Corporation of Ohio started transmitting entertainment over the power lines of that city.

In New York City, in July, 1931, an organization known as Wired Music, Inc., conceived the idea of transmitting, over telephone wires, musical entertainment to restaurants and hotels. It functioned from 1931 to 1936, handicapped by the lack of a source of well-recorded music and limited capital.

The Muzak Corporation of Ohio's experiment continued from August, 1935, to February, 1936, when it was discontinued, and the Muzak Corporation moved to New York.

## **Programming**

And so the transmission of music by wire is brought up to date, for in 1936, Muzak Corporation started operating in New York City. At that time, it absorbed Wired Music, Inc. The basis of the service was transmission of music properly programmed for the hour of the day to the outstanding restaurants in New York City. This service has grown until it now serves over four hundred subscribers.

In 1936, also, continuing the experiments in the transmission of sound over power lines, Wired Radio, Inc., installed a complete system in the New York Taft Hotel; the system now is over two years old.

Muzak is basically part of the entertainment field, and it was no surprise to the broadcasting field when announcement was made on May 14, 1938, that Muzak would be part of the Warner Bros. Pictures organization.

## **Commercial Network**

Since that time, Muzak has made many innovations, starting with its plans for a commercial network of bars, grills and restaurants, with advertising restricted to products that are sold at the outlets. This network, known as the Muzak Spon-

*(Continued on page 550)*

***Our "call" letters!***

**P E 6 4 7 4 0**

*This is the . . .*

**BARNES PRINTING CO., INC.**

*Broadcasting on a wavelength of*

**229 W. 28th Kilocycles (St.)**

*through the courtesy of*

**Gutenberg**

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*Serving the public 24 hours a day  
for the past 20 years*

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# SO YOUR CLIENTS "GOING TRANSCRIPTION"

By

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**CHESTER H. MILLER**

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*President Transcriptions, Incorporated*

**T**HE PRINCIPLES of electric recording, or the making of Electrical Transcriptions for radio as they are called, are simple, but the pitfalls for the unwary or uninitiated are many. Therefore, this article will set up guide posts and will attempt to clarify those phases of a spot radio campaign that seem to puzzle many advertising agency executives who are new to that branch of radio broadcasting.

This article is not for the veteran buyer of electrical transcriptions. He probably knows more about it than I do. But, for the advertising executive who is faced with the problem of putting a "radio minded" client, whose product has spotty distribution on the air, this article will, we hope, be helpful.

There are three basic rules which, if adhered to, will assist materially in making a transcription spot campaign successful. We state them briefly in the order of their importance. Rule 1. Make sure your broadcast material is the best obtainable for the price within your budget. But don't chisel. Rule 2. Make sure you contract for the best available time on the best station in the territory to be covered. If your appropriation is limited don't try to buy time on as many low priced stations as possible, hoping to cover as much territory, simultaneously, as is possible. Concentrate. If the campaign is successful in the few territories you do cover efficiently, your client will be easily induced to increase his appropriation. You can then expand your campaign by buying time on a few more good stations and having more pressings made from the original masters on which are recorded the programs already broadcast. Rule 3. Get good recordings made, of the type that best suits your client's needs and pocket book. There are a number of firms that do excellent work. Size of the organization is not a measure of quality. The quality of the recording should be such that the listener's attention is not distracted from the broadcast

material by the poor quality of the recording.

There are two methods of recording electrical transcriptions. One is the vertical method in which the cutting stylus operates in a vertical plane at right angles to the surface of the disc being cut. The other is the lateral method in which the cutting stylus moves in a horizontal plane across the surface of the disc.

The vertical method was originally used by Edison in recording. The lateral method has always been used by Victor, Columbia, Brunswick, and others, in the manufacture of phonograph records. With the advent of broadcasting and electrical transcriptions, the lateral method got off to an early start. While many sponsors have used the vertical method, by far the greater number have used the lateral method. One reason for that is cost. Another reason is the adequacy of lateral cut records. The cost of vertical cut records is approximately \$50 per master greater than that of lateral cut records. The agency commission of 15% on the larger amount, as against the same percentage on the smaller amount, is an argument in favor of the vertical method. That is if the client can stand the gaff.

There is another advantage, however, especially where music predominates in the program being recorded. The vertical cut reproduces with higher fidelity and lower surface noise or needle scratch, thereby enhancing the reproduction of the music. In dramatic shows this is not

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so important. However, much of this higher fidelity is neutralized when the records are broadcast, as many receiving sets will not transmit through their loud speakers all the frequencies that have been cut into the recording, or that emanate from the broadcasting station. Therefore it is a moot question whether the higher quality recording is worth the difference in price. However, "you pays your money and takes your choice."

Remember, as we said in Rule 1, the first consideration is the quality of the material to be broadcast. The preparation of the commercial copy and the program, if any, should be done with the thought in mind that the radio listener is blind. His or her only impression is received through the ears. Therefore copy and program should be designed for auricular rather than ocular acceptance. Otherwise it will not be convincing. Another important thing to remember is that a broadcast does not go out to a "Mass Audience" of several thousands, or hundreds of thousands, or millions. It goes out to that many **Individuals** or small groups of individuals, each of whom feels that the particular broadcast is directed at him or her personally. It becomes necessary, then, to prepare your material, especially the sales message with that thought in mind. If you have no one really radio wise in your organization, then you should try to make arrangements with a recording firm who have radio experienced personnel.

Before preparing any copy or program, a decision should be made as to the length of campaign, and whether the campaign will consist of one minute announcements, five minute dramatizations or a quarter hour program. Also the frequency of broadcast should be discussed and some tentative figure set.

Once these matters are settled the recording companies should be consulted as to the number of masters needed to complete the series. Costs should be figured and that amount deducted from the total appropriation. Allowance should be made for the approximate number of pressings needed to supply the radio stations, to be tentatively selected.

The next thing to estimate is the cost of producing the announcements or programs. The agency man who tries to chisel his writer's director is a fool. All the listener hears is the show. That establishes his impression of the sponsor.

And let me say right here, that the director of a show is a very important adjunct. The opinion that transcribed shows do not have the spontaneity of live shows is almost entirely due to the directors. Properly handled, an orchestra or a group of actors will always give a spontaneous performance. If you have to chisel, don't chisel on your client's program. These are his house to house salesmen.

Having figured out the cost of your broadcast material, deduct that amount from the appropriation. The balance is to be used for purchasing time on radio stations. Many times I have been asked "How much time can I buy for \$10,000?" Or \$15,000 or \$25,000. A true answer to the first question would be 10 hours on 100 stations whose rate is \$10 per hour or 10 hours on 10 stations whose rate is \$100 per hour. But such an answer wouldn't be helpful to the client. In the first place the question is wrong. The right way to ask the question would be, "I have \$10,000 available for buying radio time. How should it be apportioned?" My answer would be, "Figure out the best time available on the best stations in those cities where your client has, (a) the best chances of making a quick turnover of his product or, (b) the toughest market, necessitating the highest concentration of sales effort. Set aside a certain amount for newspaper teaser ads or radio announcements, provided of course that your client's campaign is a series of entertainment programs. Then buy time on as many stations as the appropriation will cover. It is well to remember that if your client were producing a show on Broadway, he'd certainly wish to call attention to it by other means than just lighting up the theater and opening the doors each night. His radio program needs advertising as much as his product, perhaps more. It is amazing how few sponsors realize this. They'll spend thousands of dollars to produce a radio show to advertise their products, but not a nickel to advertise their show.

Having now set up your costs, go back and check through again to see if anything has been missed. Contact the radio stations in those cities your client wishes to concentrate upon, and get a statement as to the hours available. Check one station against another where there are two or more in each primary listening

area to see what program competition your program will be up against at a particular period. It is possible to get all this information direct from the station or from their representative who usually has offices in New York, Chicago, or on the West Coast. If you are a recognized advertising agency you will be entitled to a 15% commission on the station time bought, no matter whether you deal direct or through the station's accredited representatives. All your other prices, such as recordings, pressings, talent writing, etc., will be quoted you as net figures.

Having selected your stations you are now ready to make your recordings. Let your contracts for station time, for talent, and for recording. Be sure to allow sufficient time before your opening broadcast date, as accidents, illness, mechanical difficulties and shipping upsets may delay the arrival of your finished pressings at the stations. If you follow the suggestions contained in this article, we feel sure you will have a pleasant and more successful radio transcription campaign.

In closing, here are a few "Don'ts." Don't try to chisel your radio writer or talent. Your show is the "Open Sesame" to the homes of your client's potential customers.

Don't try to chisel your recording firm. There are many incalculables included in his recording prices that may help to make or break your spot campaign.

Don't expect to get something for nothing. You'll get cheated every time. Don't judge a radio station by its wattage. There have been many cases where the listening audience in a 250 watt station's primary listening area, is far greater than that of a five, ten, or even fifty thousand watt station in the same area.

Don't use five minute spots when one minute announcements will do a better job.

Don't use a fifteen minute program once a week, when what your client needs is product identification reiteration.

Don't spread your appropriation too thin on stations. Remember you can always start on one good station, and if your campaign is well planned, sales in that particular territory will pick up, which will phase the client who will be more willing to open his coffers and increase his appropriation. His programs are already recorded. All that is necessary for you to do is order additional prints or pressings and buy time on additional stations.

Don't be afraid to consult with or ask questions of your recording firm. Don't be misled by the statements that the radio listener resents transcriptions. It's the "bunk." The show's the thing.

Don't judge a recording by the furniture in the reception room. That isn't where records are made.



## **MUSIC BY WIRE**



*(Continued from page 545)*

sored Program Service, has already passed the first hundred outlets. Supplementing its musical service, it brings the bars, grills and restaurants a comprehensive program of news and sports, together with time announcements. It is developing a new type of selling in which there is no lag between "ad" and sale.

The Muzak Corporation, through its sponsored network, is in a position to deliver "guaranteed listening circulation." It is this ability to deliver listeners on the line that makes its possibilities so great.

This is just one of the many Muzak innovations, which include a network for showrooms in the garment district, a "Music for Industry" division, and a ser-

vice which delivers Music by Muzak and four local radio stations, all at a peak of production, to a certain number of apartment houses.

"Music by Wire," just as much as radio broadcasting, is here to stay. It presents its own sponsor problems, its own program problems. It is developing its own personnel. It is as new as tomorrow's newspaper, yet as old as tomtoms. Its job is specific—to reach a definite number of people at a definite place or series of places at a definite time. Radio broadcasting's job is general, reaching an indefinite number of listeners at a multiple number of places. One supplements the other but neither is interdependent.

# American Society of Composers, Authors and Publishers

By **JOHN G. PAINE**

*General Manager*

**T**HE American Society of Composers, Authors and Publishers is a voluntary, non-profit association of men and women who write music, together with their publishers. It was organized in 1914 by the late Victor Herbert and a few of his contemporaries. The purpose of the organization is twofold: first, to provide a simple mechanism whereby persons desiring to use music in quantity in the conduct of their business can readily obtain a license to do so, and secondly, to assist the members of the association in adequately protecting their property from unauthorized use.

To effectuate these purposes, ASCAP grants licenses to commercial users and collects the license fees for such use. The revenue collected by ASCAP, after operating expenses have been deducted, is entirely divided every three months among the members of the Society and of the foreign performing right societies with which the American Society is affiliated.

The shares thus sent to the men and women who write music constitute an encouragement to them to continue in the field of writing music, and thus assures to the users of music a constant supply of new songs and other compositions.

The Society today is probably the most practical means extant for assuring America of a musical future and conserving the musical culture of the country, and is rather universally so recognized.

The rights under which the Society operates have been the subject of innumerable litigations, and in each instance thus far, the rights have been upheld and judgments rendered in favor of the Society, permitting the Society to grant the licenses and to collect reasonable fees for the public performance of copyrighted musical works.

## PUBLISHER MEMBERS

- |  |   |  |
|--|---|--|
| A B C Music Corporation<br>(Formerly: A B C Standard<br>Music Publications, Inc.)<br>Berlin, Irv., Standard Mus.<br>Corp.  | Bond, Carrie Jacobs, & Son<br>Boston Music Company<br>Hatch Music Company<br>Thompson, C. W., Co.<br>Briegel, Geo. F., Inc.<br>Broadway Music Corporation<br>Artmusic, Inc.<br>Empire Music Co., Inc.<br>York Music Co., The<br>Brooks Music Pub. Co.<br>Browne, Ted, Music Co.<br>Caesar, Irving, Inc.<br>(Formerly: Irving Caesar,<br>Inc.) | Curtis, L. B., Music Pub.<br>Van Alstyne & Curtis<br>Davis, Joe, Inc.<br>Aloha Music Co.<br>Georgia Music Co.<br>Triangle Mus. Pub. Co., Inc.<br>Denton & Haskins Corp.<br>Ditson, Oliver, Co., Inc.<br>Donaldson, Douglas & Gumble,<br>Inc.<br>Elkan-Vogel Co., Inc.<br>Evans Music Company<br>Exclusive Publications Inc.<br>Bloom, Harry, Inc.<br>Lawrence Music Publishers,<br>Inc.<br>Milsons Mus. Pub. Corp.<br>Famous Music Corporation<br>Feist, Leo., Inc.<br>Brown, Nacio Herb, Inc.<br>Fillmore Music House<br>Fischer, Carl, Inc.<br>Oxford University Press<br>Fischer, J., & Bro.<br>Fisher, Fred, Music Co., Inc.<br>Fitzsimons, H. T., Company |
| Abrahams, Maurice, Inc.<br>Azer, Yellen & Bornstein, Inc.<br>Alfred Music Co., Inc.<br>Feature Music Syndicate<br>Lowe-Goulston, Inc.<br>Manus Music Co., Inc.<br>Piantadosi, Al., Music Publisher<br>Rosey, Geo., Band & Orch.<br>Catalog.<br>Song Creators<br>Allen, Thornton W., Co.<br>Amsco Mus. Sales, Co., Inc.<br>Ascher, Emil, Inc.<br>Brooks & Denton<br>Empire Music Co.<br>Royal Music Co.<br>Barnhouse, C. L., Inc.<br>Belwin, Inc.<br>Berg, S. M.<br>Cinema Music Co.<br>Berlin, Irving, Inc.<br>Birchard, C. C. & Co. | Century Music Pub. Co.<br>Chappell & Co., Inc.<br>Chappell-Harms, Inc.<br>Church, John, Co., The<br>Circle Music Publications, Inc.<br>Coleman, Robert H.<br>Composers' Music Corp.<br>Crawford Music Corporation<br>De Sylva, Brown & Henderson,<br>Inc.<br>Green & Stept<br>Yellen, Jack, Inc.  |  |

Flammer, Harold, Inc.  
 Luckhardt & Belder  
 Foley, Charles  
 Forster Music Publisher, Inc.  
 Fox, Sam, Publishing Co.  
 Pallma Music Publishers, Inc.  
 Galaxy Music Corp.  
 Gamble Hinged Music Co.  
 Wulschner Music Co.  
 Gem Music Corporation  
 (Formerly: Con Conrad Music Pub., Ltd.)  
 Georgeoff, Evan, Mus. Pub. Co.  
 Gershwin Pub. Corp.  
 Gilbert, L. Wolfe, Music Publishing Company  
 Goodman Music Co., Inc.  
 Handman & Goodman, Inc.  
 Handman, Kent & Goodman, Inc.  
 Universal Music Co., Ltd.  
 Gordon, Hamilton S., Inc.  
 Gray, H. W., Company  
 Green & White, Inc.  
 Hall-Mack Company  
 Geibel, Adam, Music Co.  
 Handy Bros. Music Co., Inc.  
 Harms, Inc.  
 Harms, T. B., Company  
 Harris, Charles K., Music Pub.  
 Homeyer, Chas. W., & Co., Inc.  
 Hope Publishing Company  
 Bigelow-Main-Excell Co.  
 Excell, E. O., Co.  
 Tabernacle Pub. Co.  
 Huntzinger, R. L., Inc.  
 Italian Book Co.  
 Jacobs, Walter, Inc.  
 Abt, Valentine  
 Bates & Bendix  
 Bendix, Theodore  
 Eby, Walter M.  
 Farrand, Van L.  
 Gay, Mace, Catalog  
 Jaques, Percy  
 Musiclovers Co.  
 Partee, C. L., Music Co.  
 Shattuck, B. E.  
 Virtuoso Music School  
 Williams, Ernest S.  
 Jenkins Music Company  
 Jones, Isham, Music Corp.  
 Jungnickel, Ross, Inc.  
 Kay & Kay Music Pub. Corp.  
 Franklin, John, Music Co.  
 Kendis Music Corporation  
 Leslie, Edgar, Inc.  
 Lewis Music Pub. Co., Inc.  
 Lincoln Music Corp.  
 Capano, Frank, Music Pub.  
 Lorenz Publishing Co.  
 Tullar-Meredith Co., Inc.  
 Ludwig Mus. Pub. Co.  
 Marks, Edw. B., Music Corp.  
 Bergstrom Mus. Co., Ltd.  
 Berliner, Leo E., Pub. Co.  
 Chilton, Forrest S.  
 Dresser, Paul, Pub. Co.  
 Evans (George Honeyboy Evans)  
 Fassio, A.  
 Globe Music Publishing Co.  
 Halle, R. L.  
 Jordan, Julian, Mus. Co.  
 King, Chas. E.  
 Lecuona Music Co.—Cuba  
 Lyceum Music Co.  
 Metz, Theodore, Music Co.  
 Miller, Roy M.  
 Musin, Ovide  
 Penn, Wm. H.  
 Petrie, H. W., Catalog  
 Prelude Mus. Co.  
 Primrose & West Mus. Co.  
 Recker, Robert, Music Co.  
 Reed, Bert, Catalog  
 Reed & Keller Catalog  
 Seitz, R. F.  
 Shields, Ren  
 Stern, Jos. W., & Co.  
 Vandersloot Music Publishing Co.  
 Wagner & Levien  
 Willis-Woodward Mus. Co.  
 Marlo Music Corp.  
 Melo-Art Music Publishers  
 Melrose Bros. Mus. Co., Inc.  
 Miller, Bob, Inc.  
 Miller Music, Inc.  
 Sherman, Clay & Company  
 Mills Music, Inc.  
 American Composers, Inc.  
 Beck, Mort  
 Clark, Frank, Mus. Co.  
 Daly, Joseph, Mus. Pub. Co.  
 Edwards, Gus, Mus. Pub. Co.  
 Gordon & Rich, Inc.  
 Gotham Attucks Mus. Co.  
 Gotham Mus. Service, Inc.  
 Jerome, M. K.  
 Jerome & Schwartz Pub. Co.  
 Kalmar, Puck & Abrahams  
 Consolidated  
 Keit Music Corp.  
 Kornheiser, Phil, Inc.  
 Morse, Theodore, Music Co.  
 Nelson, Jack, Mus. Co.  
 Stark & Cowan, Inc.  
 Stept & Powers, Inc.  
 Sterling Songs, Inc.  
 Sunlight Mus. Co., Inc.  
 Waterson, Berlin & Snyder, Co.  
 Waterson, Henry, Inc.  
 Williams, Harry, Mus. Co.  
 Morris, Joe, Music Co.  
 Movietone Music Corp.  
 Nazarene Publishing House  
 Bilhorn Bros. Mus. Co.  
 Lillenas Pub. Co.  
 New World Music Corp.  
 Olman Music Corporation  
 Down Home Music Co.  
 Paramount Music Corp.  
 (Formerly: Popular Melodies, Inc.)  
 Spier & Coslow, Inc.  
 Paull-Pioneer Music Co.  
 Rossiter, Harold, Mus. Co.  
 Photo Play Music Co., Inc.  
 Luz Brothers Mus. Pubs.  
 Music Buyers Corporation  
 Piedmont Mus. Co., Inc.  
 Pond, Wm. A., & Company  
 Ellis, Robin  
 Presser, Theodore, Company  
 Quincke, W. A., & Company  
 Red Star Songs, Inc.  
 Allen & Harrison Mus. Co.  
 Remick Music Corp.  
 Ricordi, G. & Co., Inc., of N. Y.  
 Ringle, Dave  
 Goulden-Lang Pub. Co.  
 Modern Melodies Pub. Co.  
 Sildac Music Co.  
 Song Creators  
 Victory Music Co.  
 Whitney-Blake Music Co.  
 World Music Co.  
 York & King Music Pub. Co.  
 Robbins Music Corporation  
 Mayfair Mus. Corp.  
 Metro-Goldwyn-Mayer Corp.  
 Sonnemann Mus. Co., Inc.  
 Whiteman, Paul, Publications  
 Wiedoeft, Rudy, Mus. Pub. Co.  
 Rodeheaver Co., The  
 Rossiter, Will  
 Roy Music Co., Inc.  
 Rubank, Inc.  
 Carlson, M. L.  
 Finder & Urbanek  
 Victor Music Co.  
 Santly-Joy-Select, Inc.  
 (Formerly: Santly Bros.-Joy, Inc. and Select Music Publications, Inc.)  
 Saunders Publications  
 Schirmer, G., Inc.  
 Heffelfinger, R. W.  
 Sanders-Weiss, Inc.  
 Schroeder & Gunther, Inc.  
 Schuster & Miller, Inc.  
 Kornheiser-Gottler, Inc.  
 Kornheiser-Schuster, Inc.  
 Shapiro, Bernstein & Co., Inc.  
 Skidmore Music Co., Inc.  
 Southern Music Pub. Co., Inc.  
 Acme Music Pub. Co.  
 Bleyer, Archie, Inc.  
 Blues Music Co.  
 Bradford, Perry, Inc.  
 Bradford, Perry, Music Co.  
 Palmer, Robert, Music Pub. Co.  
 Spier, Larry, Inc.  
 (Formerly: McKinley Music Co.)  
 Root, Frank K., & Co.  
 Stasny Music Corp.  
 Bibo-Lang, Inc.  
 Stasny-Lang, Inc.  
 (Continued on page 555)

# ***Society of European Stage Authors and Composers, Inc.***

**By PAUL HEINECKE**

*President*

One of the most important organizations in the music world, SESAC administers and controls performing rights, as well as mechanical and synchronization rights, in approximately 125 catalogues of American and foreign publishers and organizations. Through its Standard Radio Broadcasting Performance License approximately thirty thousand musical compositions covered by copyright from those catalogues are licensed by SESAC for performance to radio stations.

Increasing rapidly during the past few years, the roster of SESAC licensed broadcasting stations was near the 600 mark at the close of 1938. This group embraces practically all networks and stations, large and small, of commercial importance. Music made available to these broadcasters by SESAC includes a vast and diversified international repertory of copyrighted compositions and works. Also included among material ready for use by the broadcasting industry are a wide variety of operettas, musical comedies, symphonic orchestral works, plays, dramas, and radio sketches. Numerous SESAC transcriptions and recordings including those by the leading transcription and record companies, are in constant use by radio stations.

Relations with stations are handled by the organization's executive headquarters in New York City and by traveling representatives visiting the various radio stations. A program service department is maintained by SESAC, also in New York, whose function is to assist the stations in matters of program, music and copyright clearance.

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## **PUBLISHER MEMBERS**

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- |  |   |
|--|---|
| Accordion Music Publishing Co., New York<br>Deiro, Pietro  | Braun Organization, the (See Braun, Hubert J.)  |
| Adler (see Edition Adler)                                  | Broadcast Music Publishers (See National Music<br>Company, Inc.)  |
| Albright Music Company (see National Music<br>Co.)         | Bryant Music Company; New York  |
| Alford, Harry L., Chicago                                  | Calumet Music Co. (See Cole)  |
| Altschuler, J.; Warsaw                                     | Catholic Music Publishing Company (See Mc-<br>Laughlin & Reilly Co.)  |
| American Music, Inc. (See Cross & Winge)                   | Chart Music Publishing House, Inc.; Chicago   |
| Apollo Music Company; New York                             | Beirly Company, Alfred  |
| Arct, M.; Warsaw   | Coanacher, B.   |
| Ashmall Company, Wm. E. (See McLaughlin &<br>Reilly Co.)   | Huffer Publications, Fred. K.   |
| Barnes, A. S. and Company, Inc.; New York                  | Littig Music Publishing Co., Frank  |
| Barwicki, K. T.; Poznan                                    | Warde Company, Harry  |
| Beirly Company (See Chart Music Publishing<br>House, Inc.) | Western Accordion Music Company   |
| Belmont Music Company (See Cole)                           | Coanacher, B. (See Chart Music Publishing<br>House, Inc.)   |
| Berge Music Co. (See McLaughlin & Reilly Co.)              | Cole, M. M. Publishing Co.; Chicago   |
| Braun, Hubert J.; Chicago                                  | Belmont Music Company; Chicago  |
| Braun Music Co. (See Braun, Hubert J.)                     | Calumet Music Company; Chicago  |
|  | Happy Chappies Ltd. (See Vincent, Howard &<br>Preeman, Ltd.—Vincent and Howard, Ltd.—<br>Preeman, Morse M.) |

- Moderne Edition (See Moderne Publications)  
 Moderne Publications; Chicago  
 also including compositions taken over from  
 Hearst Music Publishing Co., Ltd. of Canada  
 Vincent, Howard & Preeman, Ltd.; Los Angeles  
 Vincent and Howard, Ltd.  
 Preeman, Morse M.
- Composers Press, Inc., The; New York  
 Cross & Winge, Inc.; Portland, Ore.  
 including:  
 Master Music Makers; Portland  
 American Music, Inc.; Portland  
 Westmore Music Corporation; Portland
- Culla, Antonio; Barcelona  
 Dahlquist Publishing Company (See Music Products Corporation)  
 Deiro, Pietro (See Accordion Music Publishing Co.)  
 De Vaignie Music Corporation; Chicago  
 Di Bella, O.; New York  
 Ediciones Rodoch (C. Rodriguez); Bilbao  
 Ediciones A. Urmeneta; Barcelona  
 Edition Adler; Berlin  
 (Successor, Heinrichshofen's Verlag; Madgeburg)  
 Edition "Jastrzab"; Warsaw  
 Rudnicki, Walery; Warsaw  
 "W.J.R."; Warsaw  
 Rzepecki, J.; Warsaw  
 Editions Fermata (See Editions Internationales Fermata)  
 Editions Internationales Fermata; Buenos Aires  
 (South American Publications)  
 Editions Internationales Fermata; Warsaw  
 (European Publications)  
 Editions "Olympia"; Warsaw  
 Editions Pro Arte; Lwow - Warsaw  
 Fairbank Company, H. W. (See National Music Co.)  
 Fermata (See Editions Internationales Fermata)  
 Forberg, Rob.; Leipzig  
 International Edition; Leipzig  
 Gebethner & Wolff; Warsaw  
 Gehrmans Musikforlag, Carl; Stockholm  
 Gilbert Music Company (See McLaughlin & Reilly Co.)  
 Gospel Music Publications (See Hathaway, Franklin Earl)  
 Grabczewski, F.; Warsaw  
 Haberer-Helasco, Hermann; Madrid - Berlin - Lisbon  
 Hall & McCreary Co.; Chicago  
 Hanson, Eddie (See National Music Company, Inc.)  
 Happy Chappies (See Cole)  
 Harmonie-Verlag; Berlin-Glarus (Switzerland)  
 Hart's Music Company (See National Music Co.)  
 Hathaway, Franklin Earl, Music Publisher; Chicago  
 Gospel Music Publications; Chicago
- Hearst Music Publishing Co. (See Cole)  
 Helasco (See Haberer-Helasco)  
 Hoffman Company, Raymond A.; Chicago  
 Huffer Publications, Fred. K. (See Chart Music Publishing House, Inc.)  
 Idzikowski, Leon; Warsaw  
 International Edition (See Forberg)  
 Jastrzab (See Edition "Jastrzab")  
 Jewel Music Publishing Co.; New York  
 Keene, Inc., Hank; South Coventry, Conn.  
 Kelman Music Corp.; New York  
 King Music House, Inc.; K. L.; Fort Dodge, Ia.  
 Kjos Music Co., Neila; Chicago  
 Lebendiger, Henryk (See Editions Internationales Fermata)  
 Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)  
 Liturgical Music Company (See McLaughlin & Reilly Co.)  
 Master Music Makers (See Cross & Winge)  
 McLaughlin & Reilly Co.; Boston, Mass.  
 Liturgical Music Company; Boston, Mass.  
 Catholic Music Publishing Company; Boston, Mass.  
 including composition taken over from  
 Wm. E. Ashmall Company; Arlington, N. J.  
 Berge Music Company; New York, N. Y.  
 John Singenberger; St. Francis, Wisc.  
 Otto Singenberger; Mundelein, Ill.  
 Gilbert Music Company; Chicago, Ill.
- Moderne Edition (See Cole)  
 Moderne Publications (See Cole)  
 Mora, Jose; Barcelona  
 Music Products Corporation; Chicago  
 including:  
 Dahlquist Publishing Company; Chicago  
 National Music Company, Inc.; Chicago  
 Albright Music Company; Chicago  
 Broadcast Music Publishers; Chicago  
 (See Eddie Hanson)  
 Fairbank Company, H. W.; Chicago  
 Hart's Music Company; Chicago  
 Popular Music Publications; Chicago  
 Select Music Company; Chicago  
 Standard Music Company; Chicago  
 (See Eddie Hanson)  
 Standard Songs; Chicago  
 (See Eddie Hanson)  
 Windsor Music Company; Chicago  
 including compositions taken over from:  
 Eddie Hanson  
 De Vaignie Music Corporation  
 Natrass-Schenck, Inc.; New York  
 Nowa Scena; Warsaw  
 Olympia (See Editions "Olympia")  
 Orduna, Leopoldo; Barcelona  
 Pagani, O., & Bro.; New York  
 Parks Company, J. A., The; York, Neb.  
 Polskie Towarzystwo Muzyki Wspolczesnej;  
 Warsaw

- Popular Music Publications (See National Music Company)
- Preeman (See Cole)
- Pro Arte (See Editions Pro Arte)
- "PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw
- Radio City Guitar Studio; New York
- Rialto Music Publishing Co.; New York
- Rodoch (See Ediciones Rodoch)
- Rodriguez (See Ediciones Rodoch)
- Rondo Verlag; Berlin-Zurich (Switzerland)
- Rudnicki, Walery (See Edition "Jastrzab")
- Rzpecki (See Edition "Jastrzab")
- Sajewski, W. H.; Chicago
- Schmitt Music Company, Paul A.; Minneapolis
- Schuberth, Edward, & Co., Inc.; New York
- Seemann (See Harmonie-Verlag)
- Select Music Company (See National Music Co.)
- SESAC Publications; New York
- Seyfarth, G.; Lwow
- Singenberger, John (See McLaughlin & Reilly Co.)
- Singenberger, Otto (See McLaughlin & Reilly Co.)
- Smith Music Co., Inc., Wm. J.; New York
- Solunastra (See Haberer-Helasco)
- Stahl, Wm. C.; Milwaukee
- Stamps-Baxter Music Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.
- Standard Music Company (See National Music Company, Inc.)
- Standard Songs (See National Music Company, Inc.)
- Thorsings Musikforlag, Alfred; Copenhagen
- Towarzystwo Wydawnicze Muzyki Polskiej; Warsaw
- Union de Compositores; Barcelona, Spain
- Urgelles, J.; Barcelona
- Urmeneta (See Ediciones A. Urmeneta)
- Vincent, Howard & Preeman (See Cole)
- Vitak-Elsnic Co.; Chicago
- Warde Company, Harry (See Chart Music Publishing House, Inc.)
- Warszawskie Towarzystwo Muzyczne (Warsaw Music Society); Warsaw
- Western Accordion Music Company (See Chart Music Publishing House, Inc.)
- Westmore Music Corporation (See Cross & Winge)
- Windsor Music Company (See National Music Co.)
- "W.J.R." (See Edition "Jastrzab")
- Yanguas, Mariano; Madrid
- "Zaiks" Związku Autorow, Kompozytorow i Wydawcow; Warsaw  
(Authors-Composers and Publishers Association of Poland)
- SESAC also controls all performing rights to the compositions and works as indicated, of the following:
- Eulenburg, Ernst; Leipzig (Symphonic Orchestral works)
- Fischer, Verlag, S.; Berlin (Radio plays)
- Gordon, Paul; Berlin - Paris (Radio plays, one act plays, sketches, scenes, skits, short stage plays and short operettas)
- Lienau'sche Musikverlage; Berlin  
Carl Tobias Haslinger; Vienna  
H. R. Krentzlin; Berlin  
Musikverlag Haslinger; Vienna  
Musikverlag Adolf Koester; Berlin  
Schlesinger'sche Buch & Musikhdlg; Berlin  
Otto Wernthal; Berlin
- Reinecke, Gebrueder; Leipzig  
including:  
Joh. Foerster; Pirna  
Gustav Haushahn; Madgeburg  
J. Loebel; Zittau  
Rich. Noske; Borna
- Schuberth, Jr., Fritz; Leipzig (Symphonic Orchestra Works and Chamber Music)
- Steingraeber Verlag; Leipzig (Orchestral works and Chamber Music)
- Vieweg, Chr. Friedr.; Berlin (Orchestral Works, Chamber Music and Musical Dramatical Works)

## American Society of Composers, Authors and Publishers

(Continued from page 552)

- |                               |                                   |                                   |
|-------------------------------|-----------------------------------|-----------------------------------|
| Summy, Clayton F., Co.        | Crumit, Frank, Songs Co.          | Williams, Clarence, Mus. Pub. Co. |
| Superior Music, Inc.          | Haviland, F. B., Pub. Co.         | Willis Music Company              |
| Tesio, P., & Sons             | Worth, Geo. T., & Co.             | Witmark, M., & Sons               |
| Major Music, Inc.             | Volkwein Bros., Inc.              | Wood, B. F., Music Co.            |
| Tesio-Major, Inc.             | Von Tilzer, Harry, Music Pub. Co. | Words & Music, Inc.               |
| Victoria Publishing Co.       | Weil, Milton, Mus. Co., Inc.      | Davis, Coots & Engel, Inc.        |
| Villa Moret, Inc.             | White-Smith Mus. Pub. Co.         | Engel, Harry, Inc.                |
| Vogel, Jerry, Music Co., Inc. |                                   | Keit-Engel, Inc.                  |

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# WPA FEDERAL THEATER

## ☆ RADIO DIVISION ☆

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Evan Roberts	Managing Director
Ivan Black	Manager of Department of Information
Elsie Dick	Continuity Editor
Oliver W. Nico	Production Manager
Morris Segal	Manager of Technical Department
Hal Stephens	Business Manager
Brian J. Byrne	Director
Charles Crumpton	Director
Edward R. Downes	Director
Al Garry	Director
George Randall	Director
Karl Schulz	Musical Director

One of the finest non-commercial organizations in the radio field, the WPA Federal Theater Radio Division, since its inception March 23, 1936, has received more than \$4,500,000 in free time from networks and individual stations. That figure is more than ten times larger than the entire cost of the project, which is confined to salaries for 150 persons who would ordinarily be among the unemployed. Audience listening to the project's radio presentations has been conservatively placed at 10,000,000 persons weekly, all served by a competent staff of writers, producers, actors, technicians and sound men who combine to present the finest in educational and cultural broadcasting.

Here is a list of the Radio Division's 1938 series:

- 1—**THEIR GREATEST STORIES** over WOR, MUTUAL and CANADIAN NETWORKS.
- 2—**TISH** by Mary Roberts Rinehart over WABC and the COLUMBIA NETWORK.
- 3—**EPIC OF AMERICA** over WOR, MUTUAL-CANADIAN NETWORKS.
- 4—**PROFESSIONAL PARADE** over WJZ and the BLUE NETWORK of NBC.
- 5—**CHORAL CONTRASTS** over WOR and the MUTUAL NETWORK.
- 6—**SAFETY MUSKETEERS** over WABC and the COLUMBIA NETWORK.
- 7—**THE WORLD IS YOURS** over WJZ and the BLUE NETWORK of NBC.
- 8—**TREASURES NEXT DOOR** over WABC and the COLUMBIA BROADCASTING SYSTEM.
- 9—**DRUMS** over WOR, MUTUAL and CANADIAN NETWORKS.



- 10—**MR. MERGENTHAW'S LOBBIES** over WOR, MUTUAL-CAN-ADIAN.
- 11—**MEN AGAINST DEATH** over WABC and the CBS NETWORK.
- 12—**ACCIDENT PREVENTION** Series over WOR.
- 13—**ONCE UPON A TIME**—WOR-MUTUAL BROADCASTING SYSTEM.
- 14—**HISTORY IN ACTION** over WHN and WNYC and the INTERCITY NETWORK.
- 15—**PIONEERS OF SCIENCE** over WLW LINE, INTERCITY and WINS.
- 16—**LITERARY FORUM** over WHN and the WLW LINE.
- 17—**SYMPHONIC DRAMAS** over WQXR and WNYC and INTERCITY NETWORK.
- 18—**GILBERT AND SULLIVAN** over WQXR and WNYC and INTERCITY NETWORK.
- 19—**JULES VERNE** over WHN and the WLW LINE.
- 20—**BACKSTAGE INTERVIEWS** over WHN and the WLW LINE.
- 21—**OPERETTA MEMORIES** over WMCA, INTERCITY and WINS.
- 22—**THIS WAS NEWS** over WHN, WLW LINE and WINS.
- 23—**EVENING SERENADE** over WMCA and the INTERCITY NETWORK.
- 24—**SERENADE AT EIGHT** over WMCA and the INTERCITY NETWORK.
- 25—**EXPERIMENTS IN SYMPHONIC DRAMA** over WNYC and the INTERCITY NETWORK.
- 26—**THE NATIONAL PUBLIC HOUSING CONFERENCE** Series over WHN and the EMPIRE STATE NETWORK.
- 27—**FAMOUS SHORT STORIES** over WHN and the EMPIRE STATE NETWORK.
- 28—**OUR NEIGHBORHOOD**, WNYC and INTERCITY.
- 29—**WHAT GOOD IS ART?** WNYC and INTERCITY.
- 30—**OUT OF THE HALL OF RECORDS**, WNYC and INTERCITY.
- 31—**OSCAR WILDE'S PLAYS** over WQXR.
- 32—**BACK TO BUSINESS** over WNEW.
- 33—**TRAGEDY OF MAN** over WQXR.
- 34—**EXPLORING THE ARTS AND SCIENCES** over WQXR.
- 35—**FOUR ARTS FORUM** over WHN.
- 36—**CONTEMPORARY THEATRE** over WQXR.

In addition to these programs, the Radio Division has presented many programs of local value only, including musical, educational and cultural shows. Noteworthy is the fact that due to the success of the project, branches have been established throughout the country, all fed by the parent body in New York City, and all seriously engaged in the broadcasting field today.

Material success of the project is also not to be overlooked. There is a constant exchange of talent, for as the entertainers move into the professional ranks, new aspirants are taken into the fold, but the staff number of 150 never varies.

Public and press acceptance of the Radio Division has been unanimous. The top honor came to the project in the past year when the Women's National Radio Committee gave its 2nd award to "Epic of America" for its educational value to the radio listeners.

# SHOWMAN'S CALENDAR

FOR 1939

## —JANUARY—

- 1: New Year's Day (In all the States, Territories, District of Columbia and possessions).  
Paul Revere Born (1735).  
Proclamation of Emancipation (1863).
- 4: Utah Admitted (1896).  
New Mexico Admitted (1912).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 17: Benjamin Franklin Born (1706).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia)
- 21: Stonewall Jackson Born (1824).
- 29: McKinley Born (1843).
- 30: Franklin D. Roosevelt's Birthday.



## —FEBRUARY—

- 3: Horace Greeley Born (1811).
- 4: Col Charles A. Lindbergh Born (1904).
- 5-12: National Boy Scout Week.
- 7: Charles Dickens Born (1812).
- 9: Nebraska Admitted (1867).
- 11: Thomas A. Edison's Birthday.  
Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).  
Georgia Day.
- 14: Valentine's Day.  
Admission Day (Arizona).
- 15: Destruction of the Maine (1898).
- 22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).  
Ash Wednesday (First Day of Lent)
- 27: Henry Wadsworth Longfellow's Birthday.  
First Railroad Charter (1827).



## —MARCH—

- 2: Texas Independence Day.
- 3: Maine Admitted (1820).  
Florida Admitted (1845).  
First Postage Stamp used in U. S. (1847).
- 4: Pennsylvania Day.
- 5: Boston Massacre (1770).
- 7: Luther Burbank's Birthday (California).

- 17: St. Patrick's Day.
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 25: Maryland Day.
- 30: Seward Day (Alaska).



## —APRIL—

- 1: All Fools' Day.
- 2: Palm Sunday.
- 6: War Declared with Germany (1917).
- 7: Peary Discovered North Pole (1909).  
Good Friday.
- 8: Battle of Appomatox (1865).  
Louisiana Admitted (1812).
- 9: Easter Sunday.
- 9: Surrender of General Lee (1865).
- 12: Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson's Birthday (Alabama).
- 14: Assassination of Abraham Lincoln.
- 19: Patriot's Day (Maine, Massachusetts).
- 21: Anniversary of Battle of San Jacinto (Texas).
- 22: Morton's Birthday (Nebraska).  
Arbor Day (Nebraska).
- 23: William Shakespeare Born (1564).
- 24: First Newspaper Issued in America (1704).  
U. S.-Mexico War (1846).
- 25: War Declared with Spain (1898).
- 26: Confederate Memorial Day (Alabama, Florida, Georgia, Mississippi).  
Slavery Abolished in U. S. (1865).  
First Shot of War with Germany (1917).
- 27: General U. S. Grant Born (1822).
- 28: President Monroe Born (1758).
- 29: Daylight Saving Time Starts.
- 30: Louisiana Purchased.  
Washington Became First President (1789).  
Rhode Island Settled (1636).



## —MAY—

- 1: May Day.  
Child Health Day.  
Labor Day (Philippines).  
Dewey's Victory in Manila (1898).
- 2: Stonewall Jackson Shot (1863).
- 5: Napoleon's Death (1821)
- 7: Lusitania Torpedoed (1915).
- 10: Confederate Memorial Day (Kentucky, North Carolina).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820)
- 14: Mother's Day (2nd Sunday).

- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
- 21: Lindbergh's Flight to Paris (1927).
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844). Empire Day (Canada).
- 29: Wisconsin Admitted (1848).
- 30: Confederate Memorial Day (1848). Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

□  
—JUNE—

- 1: Kentucky Admitted (1792). Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Tennessee). King's Birthday (Canada). Jefferson Davis' Birthday (1808).
- 6: Nathan Hale's Birthday (1756).
- 8: Battle of New Orleans (1815).
- 10: Franklin Drew Lightning From Sky (1752).
- 14: Harriet Beecher Stowe's Birthday. Flag Day.
- 15: St. Swithin's Day. Arkansas Admitted (1836). Pioneer Day (Idaho).
- 17: Bunker Hill Day.
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
- 20: West Virginia Day.
- 21: Longest Day in Year.
- 23: Penn Signs Treaty of Peace with Indians.
- 26: First American Troops Land in France (1917).

□  
—JULY—

- 1: Battle of San Juan Hill. Dominion Day (Canada). Battle of Gettysburg (1863).
- 2: Garfield's Assassination (1881).
- 3: Idaho Admitted (1890).
- 4: Independence Day.
- 10: Wyoming Admitted (1890).
- 11: John Quincy Adams Born (1767).
- 13: Forrest's Day (Tennessee).
- 24: Pioneer Day (Utah).
- 25: Occupation Day (Puerto Rico).

□  
—AUGUST—

- 1: Colorado Day. Beginning of World War (1914).
- 3: Civic Holiday (Canada).
- 10: Missouri Admitted (1821).
- 13: Occupation Day (Phillippines).
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
- 20: Benjamin Harrison Born (1833).

—SEPTEMBER—

- 4: Labor Day.
- 6: Lafayette Day. President McKinley Assassinated (1901). First Battle of the Marne.
- 9: Admission Day (California).
- 12: Defender's Day (Maryland).
- 17: Constitution Day.
- 22: Nathan Hale Executed (1776).
- 23: First Day of Autumn. American Indian Day (4th Friday). Daylight Saving Time Ends.

□  
—OCTOBER—

- 1: Missouri Day.
- 5: Wright Brothers Took First Long Distance Flight in Airplane (1905). Yom Kippur (Hebrew).
- 8: Chicago Fire (1871).
- 9: Fraternal Day (Alabama).
- 12: Columbus Day.
- 14: Farmer's Day (2nd Friday) (Florida).
- 18: Alaska Day.
- 19: Surrender of Cornwallis (1781).
- 27: Navy Day.
- 29: National Girl Scout Week (Ends Nov. 4).
- 31: Hallowe'en. Admission Day (Nevada).

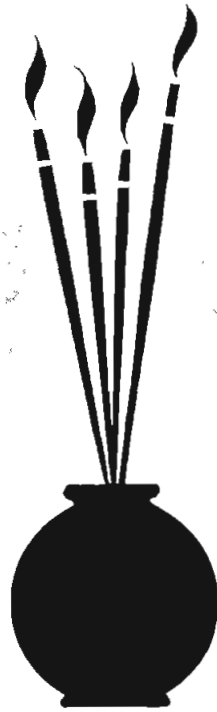
□  
—NOVEMBER—

- 1: All Saints' Day (Louisiana). North and South Dakota Admitted (1889).
- 4: John Philip Sousa Born (1854).
- 7: Montana Admitted (1889).
- 11: Armistice Day. Washington Admitted (1889).
- 16: Oklahoma Admitted (1907).
- 17: Suez Canal Opened (1869).
- 30: Thanksgiving Day.

□  
—DECEMBER—

- 3: Illinois Admitted (1818).
- 7: Delaware Day.
- 8: Eli Whitney Born (1765).
- 11: Alfred Nobel Born (1833).
- 12: First Marconi Wireless Across Atlantic (1901).
- 16: Boston Tea Party (1773).
- 21: Shortest Day of Year. Pilgrims Landed at Plymouth Rock (1620). Woodrow Wilson's Birthday (South Carolina).
- 25: Christmas Day.
- 29: Iowa Admitted (1848).
- 31: West Virginia Admitted (1862). New Year's Eve.

ARBOR DAY is observed in states on different days, usually in the Spring. The dates in the same states often vary from year to year by proclamation.



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# **PROMOTION DIGEST**

**101 Tried and Proven Showmanship Ideas**

*Compiled by*

**TED LLOYD**

*of the Staff of RADIO DAILY*



**T**HE following compilation of promotional and exploitation material represents a selection of successful stunts employed by stations, sponsors, agencies and station representatives during the past year. RADIO DAILY welcomed these contributions to its columns. Herewith, one may find material credited to a station or party which had been done before by another. RADIO ANNUAL does not assume ownership of the foregoing material nor does it necessarily signify that the basic idea for the tried stunt originated with the credited source.

From year to year this section will be abreast with the trend of the times and it is hoped that advertising, publicity and exploitation people representing all branches of radio will continue to send their brain children to RADIO DAILY for publication.

To all we acknowledge our indebtedness in helping us compile this section.

*Users of digested material are cautioned to bear in mind any local laws that prohibit prize contests or giveaway stunts or such contests that may come under the classification of lotteries.*

## DISPLAY

### "Lone Ranger" Campaign

"The Lone Ranger," now being carried on WCKY, Cincinnati, by Schulze Baking Co. in behalf of Butter-Nut Bread and Dolly Madison Cakes, carries with it probably the most intensive promotion campaign in the history of Cincinnati radio advertising.

All Schulze driver-salesmen are wearing 10-gallon cowboy hats, red bandanas and large badges publicizing the program, on their daily rounds. The men have also placed wall and window signs in 3,500 bread outlets in Greater Cincinnati, in addition to 7,000 pennants calling attention to the "Lone Ranger" broadcasts.

For two weeks, every loaf of Butter-Nut Bread sold in Cincinnati and vicinity was banded with a special red label, giving the time of the program on WCKY. Bread wrappers also have the program information and these will be used indefinitely.

The entire campaign, with explanations of premiums to be given later, was outlined at a meeting of the driver-salesmen at the Sinton Hotel prior to the first broadcast.

### Sea Food Campaign

To promote its popular Housewives' Protective League, conducted by Fletcher Wiley over KNX, Los Angeles, Superior Sea Food Co. placed on each of its new delivery trucks a large painted sign calling attention to the show, aired daily, Monday through Friday. Broadside and "teaser" announcements to the retail trade were also used. Hillman-Shane Advertising Agency has the account.

### News Bulletin Board

WHBF, Rock Island, has constructed a news bulletin board in the lobby of the Safety Building where they have their Rock Island studios. Latest news bulletins, both local and U.P., are posted on the board immediately after broadcast. It is particularly convenient for office workers who are unable to listen to radio during working hours. Board also lists the times of regular WHBF newscasts.

### KELO Jell-O Weight Guessing

A shimmering, shivering, towering mold of Jell-O, reputed to be the world's largest Jell-O dessert, was displayed recently by the KELO-KSOO Merchandising Department in the show windows of Sioux Falls (S. D.) Gas Co. The

giant dessert was made in specially constructed molds and placed inside a large Electrolux Refrigerator. Hundreds visited the exhibit to inspect the unusual display and enter a contest to estimate the weight of the Jell-O dessert. First prize was awarded to a theater employee who estimated the weight at 92½ pounds . . . just one ounce more than the correct weight. All contestants were given Jell-O recipe books and General Foods' Radio Brevities Magazines.

According to reports received by the KELO-KSOO merchandising department, Jell-O sales response in the Sioux Falls territory has been extremely gratifying.

### KGER's Billing

A baker's dozen of thirteen fullsize billboards are now telling the population of Long Beach, California, about some of KGER's features. The printed posters carry the station's call letters in enormous block letters, with side designs emphasizing World Broadcasting System and Transradio "News On The Hour, Every Hour." Deal was made with Associated Outdoor Advertising Company.

### Picture Tie-in

For showing of "The Big Broadcast of 1938" at a local theater Hal Scher of WKY, Oklahoma City arranged a lobby display of a large colored board showing stills of various studio and transmitter scenes of WKY programs and a shelf in the foreground upon which were placed various types of microphones, five in number, as used from 1928 to the present day. Backboard of the display said, "The Big Broadcasts of 1938 will be heard on WKY."

## STUNT

### Local Talent Build-up

WHK-WCLE, Cleveland, this week instituted a special promotional campaign among radio editors throughout the country to build an interest in local talent. Each release sent out by station will feature a thumbnail sketch of one artist, and editors will be requested to build a morgue from the material for immediate reference. Series of releases are to start this month.

### Consumer Preferences

Open-minded research of buyer preferences is being inaugurated by WORL, Boston, in a

new sidewalk interview feature. Object is to stimulate buying of all commodities, and show spots a "What and Why" announcer in front of Repertory Theater, armed with questions on what each candidate prefers to buy, where he buys it, and why. Listeners supply questions, and statistician tunes in to the answers, tabulating the results, which are forwarded weekly to various businesses concerned. W. Cort Treat, station manager, eyes the stunt as a human interest and goodwill builder.

## Dual Tie-up Stops Traffic

KFXJ's "Saturday Inquiring Reporter," added to the traffic problems in Grand Junction, Colo., during a joint tie-up airing between the local theater showing "Adventures of Tom Sawyer" and a boys' clothing store selling Tom Sawyer Boys' Clothes. Tickets for the movie were distributed at reduced prices at the store. The broadcast resulted in bringing over 1,000 boys and girls to both store and theater.

## Forest Preservation

WTOC, Savannah, has been working with the Timber Protective Association in offering calls to the TPA trucks, directing them to the scene of fires, which, if not checked early, would do untold damage to the forests of inestimable value in production of pulp for paper manufacture. As soon as a fire is reported to WTOC a call is broadcast which speeds the fire trucks to the scene of the fire in a matter of minutes. The station has been highly commended for its aid. Other stations have now taken up this novel and noble service.

## A "Piece" of the Studio

With WEW's \$70,000 studios scheduled for completion next month, General Manager A. S. Foster had 500 pieces of celotex cut and painted with the studio color design and mailed them to advertising agencies and advertisers with a letter which started: "Here-with enclosed a piece of our new studios." Letter plugged the station's achievements since going commercial last September.

## Newcomers Welcomed

New residents of Fort Worth, Texas, receive personal invitations to visit the WBAP studios and witness a program in a new promotion just originated. Letter urges newcomers to listen to the station regularly and keep posted on its programs through columns of Fort Worth Star-Telegram. Lists are obtained from local Chamber of Commerce.

## Annual Letter Week

Second annual letter week of WLBC, Muncie, Ind., is now being conducted with object of getting listener reaction to programs of the station and also to determine listener areas. Comparison will be made with first annual letter week of a year ago, when replies were received from 14 per cent of the total radio homes, despite fact that no prizes were offered. More than 3,000 persons responded from 150 towns, with 73.6 per cent of the letters coming from the primary coverage area and balance from secondary zone. Average audience was computed at 133,220.

## Candid Camera Night

More than 300 camera fans snapped more than 3,000 pictures when WOW, Omaha, invited them to a candid-camera test recently. Event was held in the studios in cooperation with Eastman Kodak. Two hundred dollars in camera equipment served as prizes. The station has announced that several copies of the rules and regulations are available if other stations are interested.

## Used Car Parade

There are lots of automobile parades, but usually with new, shiny cars in line. WROK, at Rockford, Ill., staged a parade of used cars not long ago. The WROK mobile transmitter, also equipped for P.A., had a place in the parade, and Russ Salter, announcer, laid down a barrage of description of the cars in line as the cavalcade wheeled about the city. Several sales of cars in the parade were made.

## Cellophane Dollars

Dollars wrapped in cellophane are finding their way around Longview, Texas, in a promotion by KFRO. Idea is a "buy-here" variation, with the wrappers bearing such notation over station's imprint and slogan. Distribution, says station president James R. Curtis, is designed to make "citizens of East Texas more conscious that the radio station is a part of the community and that the money earned by the radio station is spent in the home territory."

## Sales Boosts on Bible Dramas

Sunday Players Bible dramas, Mertens & Price production now heard on about fifty American, Canadian, Hawaiian and Australian outlets, is supported by elaborate sales plan, including announcement copy, gift booklets, miniature Bibles, Catholic prayer books, newspaper publicity, photo and mat service, show-print posters, and portable reproducing units which are made available for churches and other organizations desiring play-backs of the programs.

## Lucky Doorbell

Holsum Bakers, the Paramount Baking Co. of Salt Lake City, offer 20 new shiny silver dollars daily over KSL to 20 clever Salt Lake homemakers. Stunt is: Miss Holsum actually calls on 20 Salt Lake homemakers in person. If she finds a loaf, or any part of a loaf of Holsum Bread in its wrapper the housewife receives the silver dollar. Names are read over the air with brief dramatization of the testimonial. Stunt was placed directly with Edward Broman, KSL account executive.

## Exploit "Alaska" Disc

To exploit the "Alaska" episode of Ports of Call, Atlas Radio transcribed series now running on WREC, Memphis, the station capitalized on the experience of a veteran Memphis actor who had been in Skagway in the gold rush days. Special audition was given to Archie League, the old time actor, and his favorable comments upon the incidents dramatized in the program were used for a feature story. League's verdict also was used for between-program breaks and he was interviewed over the air.

League was operating a show in Skagway at the time of the famed fatal dual between "Soapy" Smith and Frank Reed, an incident dramatized in Atlas' program.

Program is sponsored by Memphis Power & Light.

## Used Car Stunt

WMBH, Joplin, Mo., developed a "Battle of Wits" Used Car sales promotion program for the R. & S. Motor Sales Co. of Joplin. The contest features a sales contest between nine used car salesmen, and each salesman appears on WMBH once each day during the week. Prizes are awarded to the salesman by the company. Each salesman has a booth and a number of used cars assigned to him for the contest, and also a common stock to draw from.

The salesmen were prepared with written copy for their first broadcast "sales talk," in which most of the standardized used car sales talks were presented. Afterwards, they were permitted to go on ad lib, because it was found that they would do better. The original contest was for one week, with a renewal in sight because of its success.

Program aired at 12:45-1:15 P.M.

## Telegram a Day

Every day for a week, Buryl Lottridge, commercial manager of KTUL, Tulsa, Okla., wired leading agencies info on the station. Final tele asked their opinions of the statistics.

## Harvey-Whipple Campaign

The Harvey-Whipple Inc. (oil burners) will start an extensive merchandising simultaneous with its new NBC-Blue network show which begins March 22. Dealers will be supplied with postcards to mail to prospects asking them to listen to the show. Cards will be timed to arrive same day that show is on the air.

Thirty-three thousand dealer broadsides will start off the radio campaign. Radio will be the sole promotion medium in the large metropolitan centers. Company has been a successful user of radio since its inception in 1933.

## Canadian Promotions

Inauguration of CBC commercial network found Northern Broadcasting Co. of Canada already in an extensive promotion for CJKL, Kirkland Lake; KKG, Timmins, and CFCH, North Bay. All three stations carried series of ten and twenty-word station breaks; banners were placed on cars, trucks, and buses; window displays were plentiful; and four-page brochure was distributed. Promotions directed attention to the major commercial offerings.

## Rookie Lowdown

Radio stations KWTO-KGBX, Springfield, Mo., which will broadcast the most pretentious sports schedule in history, has arranged to take advantage of the town being one of the principal farms for the Cardinals.

On April 11th, 300 rookie hopefuls from all sections of the United States will converge on the big modern baseball plant and park in Springfield to work out under the watchful eyes of chief Cardinal officials, including Branch Rickey, Charley Barrett, Pop Kelchner, Joe Schultz, Eddie Dyer, Clay Hopper, and others. Each day during the 20-day training camp period, KWTO will broadcast 30 minutes in mid-afternoon, direct from the field, describing in detail the various activities.

## Store Interviews

A survey conducted for WMC, Memphis, by an ad agency, covered actual buyers of goods rather than what the station thought was a considerable number of "stay-at-homes" usually reached by the "phone-call-to-home" method. Operatives were stationed in "selected" food and drug stores to interview customers after they had made purchases. Customers were asked "To which radio station do you listen most regularly?" Of the 1,004 reports, WMC states that 414 customers preferred that station, leading the second station by 40.8 per cent. Cold & Co., ad agency, used women investigators, hired through the Advertising Distributors of America.



## Beating Jules Verne

As stunt to ballyhoo National Air Mail Week, which gets a big play on the air starting May 15, WBBM will dramatize the efficiency and speed of air mail service by sending an ordinary broadcast electrical transcription around the world in 30 days.

Blank aluminum acetate recording will be airmailed from Chicago Municipal airport by Postmaster Ernest Kreutgen to west coast. En route from "Chicago to Chicago" it will stop off at Honolulu, Hongkong, London, Berlin, Rio de Janeiro, Havana, Miami, Washington, D. C. Local postal and aviation officials at each stop will wax a brief salute to the United States Air Mail Service on its 20th anniversary. When recording arrives here its transcribed messages in five different tongues will be aired over WBBM. Final voice will be that of Postmaster General James A. Farley to whom the record will be presented after it has been used.

Record speeded on its way Tuesday with a special broadcast via WBBM's Mobile Air Theater (Trailer Studio) from airport as Postmaster starts it westward over United Mainliner.

## Egg Hunt

WTMV, East St. Louis, Ill., is staging an egg hunt for an Easter morning program. Special children's broadcast during the week preceding Easter will tell about the Radio Rabbit who is going to strew eggs in the vacant lots about town. On Easter morning announcements will be made every fifteen minutes which will give clues to the location of eggs which the station staff will plant during the night. Prizes will be awarded to the boy or girl bringing back the most bags which are stamped with the station's seal.

## WREC's Safety Campaign

WREC's addition of the words "Nation's Safest City" to its usual call slogan, "The Voice of Memphis," has won the approval of Memphis officials who steered the city on its record-making safety campaign to win the National Safety Council's "safest city" award. Clifford Davis, commissioner of police, phoned Hoyt Wooten, WREC president, lauding the addition while Sergt. Forrest Mottweilder, safety officer, paid a visit to WREC studios to voice his approval. Memphis had fewer auto deaths and accidents, and accidents of other causes, than any other major city, beating out Minneapolis for the Safety Council's 1937 award.

## Invite the Editors to Bee

KWTO, Springfield, Mo., has a spelling bee, sponsored by Sendol. They invited local editors to appear as contestants in a recent program. The editors did. Stunt resulted in widespread publicity for the program, as well as for other station shows, winning the good-

will of the journalists. Now it is planned to arrange a match for druggists.

## Under Mayor's Auspices

The Mayor of Burlington, N. C., himself is promoting, and the city hall there provides the audition room in connection with "Burlington Junior Radio Club" sponsored by Berg's Bakery and Melville Dairy, aired over WBIG, Greensboro, N. C. The club meets every Saturday morning in the Alamance Hotel, Burlington, which incidentally is 26 miles from Greensboro. Program is further exploited by distribution of circulars with bread and milk sales.

Manly Holland is the WBIG representative in charge of the Burlington studio.

## "Candid Camera Night"

Latest unique stunt helping to keep WWJ (Detroit) auditorium broadcasts well attended will be a "Candid Camera Night" staged by Jack Hill, producer of the college comedy show, "House Party." Attendance will be gained by showing a camera at the door. Dress rehearsal will be open to these shooters, who can snap scenes from any angle. Prominent photographers will judge the contest.

## Quaker Oats Stunt

A promotion stunt by Quaker Oats Co. in conjunction with its NBC "Dick Tracy" series will create a force of juvenile detectives on the lookout for store robbers. Special window displays being distributed to dealers offer \$100 reward for information leading to arrest of anyone robbing the store. Fletcher & Ellis Inc. is the agency.

## Community Fund

A human interest manner of handling its annual Community Fund broadcasts has been instituted by WTMJ, Milwaukee. To bring home to the Milwaukee public specific activities of the Fund and show how money is being used, tours are made via WTMJ's short-wave car to various institutions which are recipients of the Fund's bounty. These include the Orphans Asylum, Goodwill Industries, Visiting Nurse Association, Children's Hospital, Boys' Club and others.

## Salesman-Encece

Marion Beatty, one of WIBW's advertising salesmen and a representative to the Kansas State Legislature, served as master of ceremonies at the recent Democratic Victory Dinner staged by the Kansas democrats and which featured Gov. Walter A. Huxman as speaker. One hundred and fifteen dinners were held over the state of Kansas during this annual event and all dining halls were equipped with radios and loud speakers tuned to WIBW—the only outlet.

## For Stamp Collectors

WCAU, has worked out a merchandising campaign for a new series, "Stamping Around the World," sponsored by the Penn Supreme Ice Cream Co. Sponsor's packages will carry stamp coupons of 1, 2 and 5 denominations, depending on the price of the package, which may be redeemed with a small amount of money for foreign postage stamps. Details will be explained to studio audience of sponsor's dealers on the first broadcast of the series.

## Off the Ticker

Agencies and sponsors will receive something of a unique promotional release from WGAR. Ralph Worden, station's news editor, ripped a bulletin from the INS teletype with the news of a boost to 5 kw. for the Cleveland station and pencilled across the top—"Mr. Patt—Flash just rec'd via INS. RW." Bulletin is being photostated for release.

## "Search Party" Grows

KCKN's Saturday night "Search Party" program has grown in less than a month to the extent that this week's treasure hunt attracted 32 parties numbering nearly 200 participants. With the final judging aired from the stage of the Electric Theater, the weekly stunt is aired under the sponsorship of eight local merchants, who foot the bill for over \$40 worth of prizes.

# CONTEST

## Snapshot Contest

A snapshot contest for amateurs will be sponsored by Lehn & Fink Products Corp., on behalf of Lysol, beginning Jan. 31st on the thrice weekly broadcasts of Dr. Allan Roy Datoe over CBS. Contest will run six weeks, it was announced by Lennen & Mitchell, agency handling the account.

Photos submitted must be of children under 10 years old. They will be judged on basis of health and personality of the child pictured, beauty or originality of the pose or setting, and photographic excellence and human interest. Prizes will be a \$100 U. S. Saving Bond, awarded weekly, a valuable Eastman-Kodak camera, also awarded weekly, and a grand prize at the end of the 6-week period of a \$500 U. S. Saving Bond, to be awarded for best of the six weekly winners.

Angle is that famed Dr. Datoe, knowing that his famous charges are most photographed kids in the world, would like to know what some others look like. Judges of

the contest will be Dr. Datoe, Wilson Hicks, picture editor of Life, and Norris W. Harkness, director of instruction for the Camera Club.

## WJSV Ties Up Phone Service

Larry Elliott, chief announcer at WJSV, Washington, has produced several novel stunts to promote listener interest and response for the "Aladdin's Kitchen" program of which he is emcee and producer. His most recent development seems to be a natural, judging from the tremendous telephonic response which ties up WJSV switchboard during the time the program is on the air.

The gag is to adapt the old game of "Twenty Questions" for air use by having his associate, Elinor Lee, WJSV home economist, ask yes-or-no questions which, by the answers, will serve to establish the identity of the person Elliott has selected for the game. The air audience is then requested to phone in the correct answer; first 25 right answers receiving two tickets for local theater.

The only difficulty is the problem of keeping over-enthusiastic studio auditors from shouting the answer.

A recent day's contest pointed out that the subject was one of the ten best-dressed women of the world; a beauty, according to many judges; married more than once; not in politics but affecting to a great extent the political affairs of a great country; and a woman who wouldn't give up her marriage for a kingdom. The answer of course, was the Duchess of Windsor. Over 150 completed calls came in within 15 minutes.

## Successful Tournaments

Approximately \$1,500 in cash prizes will be awarded winners of the WHBF Rock Island, Bowlers Tournament when play closes this week. This promotion broke all records for tri-city bowling, especially for a first year event. A total of 900 persons from 24 towns and cities as far distant as 100 miles entered 1,178 events whereas bowling tournaments sponsored for the past several years by the Rock Island Argus and other tri-city newspapers have pulled only 700 contestants—and only 300 the first year! Entry fees of \$2.10 for men and \$1.65 for women, plus a bowlers' dance, helped raise money for the prize fund. Broadcasts of the tournament play, which has been in progress for the past six weeks, were sponsored on a cooperative basis by local firms. The Nash dealer sponsored a daily broadcast which gave local bowling scores and news of the tournament.

As the bowlers' event closes, WHBF moves on to its second annual tri-city basketball meet to be held for four days beginning today. Twelve tri-city independent teams will play for a trophy to be awarded the winner. Each team pays an entry fee of \$3.00 and admission will be 10 and 25 cents for all games. WHBF's 1937 basketball meet broke all attend

ance records for independent basketball in the tri-cities. Both the basketball and bowling meets have been under the direction of Ray Anderson.

### **"Cinderella" Contest**

The Elizabeth Arden "Music of Romance" program over MBS has added a contest feature to run until February 8. Idea is to select a "modern Cinderella" from women listeners. The Arden Cinderella will be the writer of the best letter on the topic "What is your most personal beauty problem and why haven't you overcome it?" "Cinderella" will be rewarded by having her "dreams come true," via a trip to New York with first-class accommodations, a three-week stay in the big city at the "very best hotel," and a complete course of beauty treatments in Elizabeth Arden's Fifth Avenue Shop. Cecil Warwick & Legler handles the account.

### **Scholarship Contest**

A contest with a scholarship as prize has been prepared by Cleveland College, for airing over WHK. Setup calls for five talks of five minutes each to be given by faculty members of the school. At the conclusion of each talk, lecturer will ask five questions. When listeners have figured out all 25 replies and submitted them before deadline, winners will be selected. Talks have been spotted for early evening hours, when students are able to listen.

Sponsors in many cases rate the portable unit on a par with the broadcasts because of personal contacts made possible through presentation of the disks to special groups. First Federal Savings & Loan has four playbacks in constant service.

### **Go for Playing Cards**

A single announcement on Mr. Fixit's Civic Service Program heard nightly on WIL, St. Louis, brought more than 800 replies, each representing an investment of at least \$1. Mr. Fixit offered a deck of playing cards for three coupons each from a can of coffee costing 30 cents, and a dime to cover federal tax on cards. Sponsors of the Civic Service Program, then satisfied with the results from only one the David G. Evans Coffee Co., were more mention of the offer.

### **Essay Contest**

The Made in America Club Inc. is conducting an essay contest on WBNX for boys and girls between the ages of 10 and 14 years. The essays must not be more than 100 words on the subject: "Why All Americans Should Buy American." The children are requested not to stress boycotts but rather a constructive argument as to the far-reaching benefits to be derived from such a movement, and particularly its effect on unemployment. The girl and boy submitting the best essays

will receive a bicycle. Runners-up get skates, sleds, books, baseball outfits and musical instruments, all donated.

### **Riddle Contest Clicks**

A riddle contest, with the program titled "Riddle Me This," has clicked on WTMJ, Milwaukee.

The show, tested as one of a new nightly "quizzer" series with only \$1 prizes, pulled more than 300 responses at its first airing. Contestants represented all walks of life, with such professional men as professors, lawyers and dentists predominating.

The program is handled with an M.C. and a "riddle" man who pops in seemingly from nowhere with his riddle bag, and the two bat the dialogue back and forth. Three conundrums are broadcast for solving and the contestant submits his answers. Transcribed brass band music is used for interlarding.

This is one of three "quizzer" programs which WTMJ is using to build up the nightly 10:15-30 period.

### **Scottie Pups Free**

Dog lovers get an opportunity to win pedigreed Scottie dogs in a new contest aired in conjunction with Steve Severn's "Pet Club of the Air." Saturday afternoon feature sponsored over WOR by Doyle Packing Co. for a dog and cat food. Three pups will be awarded weekly, with contest details to be announced.

### **Egg-Eating Contest**

WNOX and its newspaper affiliate, the Knoxville "News-Sentinel," staged a championship egg-eating contest last week which attracted 2,700 to the studio which only accommodates 700.

Horace Hunnicutt of the "News-Sentinel" acted as the emcee for the program which was aired to the radio audience. Contest will be shown as a part of forthcoming Universal Newsreel clip. The winner, who downed 60 eggs in 55 minutes, was Robert Sauls, a 203-pounder.

Station is now mulling over the possibility of staging a five state egg-eating championship.

### **KELO's "Cookie Jar"**

KELO's "Cookie Jar" program is a children's quiz show in which seven boys and girls of the same grade school classification are chosen to answer especially selected questions with the highest scoring child winning the grand prize. Audience, composed of children, may volunteer to answer a question which one of the contestants fails to know and receive guest prizes for the correct answers. In any case everyone goes home happy as both audience and contestants receive a cookie.

## **"Covering" the Opera**

WHK will cover the appearance of the Metropolitan Opera Company in Cleveland from April 4 to 9, extensively. In advance of the opera season WHK has conducted a series of contests which offered pairs of \$5 and \$4 tickets to adults and \$4 and \$3 tickets to senior high school students who submitted letters of fifty words telling why they enjoyed the opera from which music was presented by Louis Rich and the U.B.C. Concert Orchestra. When the troupe arrives in Cleveland at 11:00 P.M. Sunday, April 3, Nicky Burnett, who has produced the opera contest series will be aboard the train. Engineers will set up remote equipment on the concourse of the Cleveland Terminal, where the arriving celebrities will be interviewed. Homecoming celebrations will be in order for Helen Jepson, Thelma Volipka and Donald Dickson who are Clevelanders.

Before "La Traviata" is presented in Cleveland's Public Auditorium at 8:00 Monday night, WHK will have Ellen Cornell, style expert from the Higbee Company and sponsor of the station's oldest unbroken commercial series, describing the arrival of society, and the formal clothes being worn by the ladies. Les Biobl will don top hat and tails to announce the remote from the Foyer of the Public Auditorium.

# TIE-UP

## **Kiddie Revue Tie-up**

Added build-up is being given youngsters starred on the "Kiddies' Revue," KLZ-KVOR amateur variety show, through a personal appearance tie-up completed with managers of Denver's Fox Theater chain by Howard R. Chamberlain, KLZ production manager.

After the show, sponsored jointly by Old Homestead Bread Co. of Denver and Star Baking Co. of Colorado Springs, is aired on Saturday morning, the entire cast presents a variety show from the stage of one of the theaters. Picture house managers cooperate by exhibiting "shorts" designed to attract a juvenile audience.

## **Buy Time for Schools**

Local stationery and office-supply store in Grand Junction, Col., has bought time on KFXJ for program devoted almost entirely to school activities. Station sales department arranged with local school system and Mesa College to handle broadcasts, and airings feature talks by faculty members and various offerings of the different school departments. Brief introductory and commercial plugs satisfy the sponsor. And he sells school supplies.

## **Cigar Band Tie-up**

Tie-up between a kid show and the advertising of cigars is made over KCKN, Kansas City, by using cigar bands (received from fathers) as the admission price for the studio audience. Show consists of a community sing and impromptu stunts by the juvenile audience with Owen Balch acting as the ring master. Candy bars are distributed to those in the audience presenting five or more bands and a grand monthly prize of a bicycle is given to the boy or girl scoring the greatest number of points in a cigar-band collecting contest.

## **"Willie Talks"**

Willie is a ventriloquist's dummy, but no Edgar Bergen makes him articulate. Instead, the engineering department of KFRO in Longview, Texas, installed a speaker inside of him, and made him a member of the promotion department. Willie is taken around town, where he gives performances, via clever scripts, before many local service clubs, working in some plugs for the station. He has already appeared at the Lion's Club, and is slated for Kiwanis and Rotary shortly, to say nothing of the Junior Chamber of Commerce.

## **Lone Ranger Tie-up**

With the advent of WFIL's Lone Ranger disk series, department stores sales of cowboy suits, masks, and etc. have skyrocketed. At present station has some 2,500 Lone Ranger troops formed with 10 members to a troop. 18x10 legal-looking charters for the troops are being mailed to 5,000 persons. Average mail received daily is running about 800.

Station has made tie-up with newspaper to carry column of lone ranger news, and with theaters running the movie serial. Safety awards are being made weekly of bronze plaques to the troop making the greatest contribution to highway safety during the week.

## **Public Library Tie-up**

WSAR announces an educational feature, presented in cooperation with the Fall River Public Library. The program, known as "The Bookshelf" is heard Tuesday afternoons at 2:00 P.M. and in addition to mentions of new books added to the Public Library, it calls attention to various works soon to be published and reviews the more important books. At present, a free offer is attracting a large mail response. The program is conducted by Francis J. McLaughlin, Jr., station production manager.

## **National Guard Tie-up**

WLBC has inaugurated something new in military broadcasts in a tie-up between the

station and the Muncie National Guard unit. Otis Rush, chief announcer, and Henry Marks, announcer, have worked out a system whereby the questions asked by Captain Elliot Watts of the U. S. Army during his tour of the ranks are aired over the station. The two WLBC announcers follow the Captain with a mike and air every word. Captain Watters, of the local unit, was enlisted to assist the announcers in defining terms for the listening audience.

### 50,000 "Secret Sixers"

More than 50,000 St. Louis boys and girls are now enrolled in the "Secret Six Clubs," promotional angle on the electrically transcribed serial "Speed Gibson," now about 45 episodes old over WIL. Show is sponsored by Mildland Baking Co. (Toastmaster Bread), through Schaeffer-Brennan agency. Contact between bakery and juvenile "club members" is made by bakery's salesmen-drivers. Latter already have complained of long delays on their delivery routes, while groups of "Secret Sixers" quiz them on "Speed Gibson."

### WBT Shriner Tie-up

In connection with national Shriner's convention to be held in Charlotte on March 23-25, WBT will put on a gala broadcast from 11:30 P.M. to 2:00 A.M. Shriners will salute their home towns and dance music will be broadcast. WBT will also take part in the welcoming ceremonies Tuesday evening, March 22nd, when the Shrine President's train arrives with a thousand or more delegates who will be picked up en route from Kansas City.

### Civic Theater Tie-up

Through a tie-up recently completed with Denver's Civic Theaters, KLZ is receiving a valuable good-will build-up by supplying news flashes for presentation over the seven-house public address system on "bank nights" every week.

The air headlines are transmitted to the theater audiences while the drawings are in progress, with a reminder that complete details of the condensed stories will be aired.

### Mutual's Network Score

New piece by Mutual's sales promotion department is a large sized card in several colors, more or less of caricature treatment on both sides, with the notation that one of four network advertisers used Mutual in 1937, while in December, one of every three network accounts signed were by Mutual also. Seven out of 21 network shows signed during December went to Mutual.

## GIVEAWAY

### Spot Picture

Instead of merely writing a series of spots for the prospective client and laying them "cold" on his desk for a reaction, WTMJ, Milwaukee, records them so that they can be heard exactly as they will go on the air and the surrounding talk or music. The recordings are then taken to the client's office and run off on WTMJ's portable audition unit.

This method of sales presentation is also being used for quarter-hour auditions of available live talent shows into which the client's selling has been built. Besides giving the client an opportunity to hear his show in his office before he signs for the airing, the transcriptions can be used by the client.

### Seed Offer

Beginning today and for a period of a week thereafter, a special offer of flower-garden seeds is to be made on Procter & Gamble's popular daily series, "The Goldbergs." Continuity of the serial during the week has been written to include episodes concerning a community benefit seed sale. The audience offer specifies one Oxydol box-top and ten cents in exchange for three packets of assorted flower seeds. "The Goldbergs" broadcast Mondays through Fridays, 4:30 to 4:45 P.M., EST. Blackett-Sample-Hummert is the agency.

### F. D. R. Visit

On the occasion of President Roosevelt's visit to Columbus, Georgia, Station WRBL distributed folders charting the President's tour of the city. Another co-operative effort by the station was the presentation of 10,000 flags to the city schools for the children to wave when the President's car passed. Good-will idea was conceived by Jim W. Woodruff, Jr., WRBL manager.

### Shut-In Fan Pins

Patients in 28 sanatoriums, fans of Frank Burke's CKLW "San Salute" program, are busy this week designing pins to identify them as Burke fans. The prize-winning design incorporating the idea of "Frank Burke's San Salute . . . 1938," will be made up into a club pin for the listeners. The only requirement for membership in the self-started club, according to Burke, is one must be a sanatorium patient, or have an interest in them to the extent of being a listener during the three "San Salute" programs carried by CKLW, 9:00 to 10:00 A.M. Sundays, and 11:30 to 12:00 noon, Wednesdays and Fridays. Each Wednesday members of the CKLW

staff donate their time to give the shut-ins a variety show. The other two weekly shows are all-request shows with Frank Burke emceeing.

### **Victor's Record Book**

RCA has issued its new "Victor Record" catalogue which incorporates several new features. Besides listing records issued since the last printing, it includes thousands of active-selling Victor and Red Seal numbers and its educational material has been increased. A 4-page pronunciation table of artists, titles and terms is another new feature.

### **Dial Chart Offer**

On the occasion of its first anniversary the New York WPA radio unit is offering to listeners of all its programs a Magic Radio Dial Chart which classifies the 23 New York stations as to frequency and as to whether they are full or part time stations. Announcements of this free offer will be made on all programs produced by the WPA.



### **Audience Building**

A broadcast that is expected to make radio history of some sort will be aired by KLZ in Denver this Thurs. night when the station's entire staff joins to observe the first anniversary of "Boners Court," novel show that finds errant announcers brought to justice for verbal crimes detected by listeners.

Although the "court" sessions usually are conducted on Wed. afternoons, the "judge," Program Director Arthur Wuth, and the various "defendants" decided to hold the first birthday party in the Lincoln Room of the adjoining Shirley-Savoy Hotel, enabling some 1,700 long suffering listeners to attend.

With no build-up other than occasional spot announcements, plus plugs at last week's session of "Boners Court," KLZ has already peddled more than a thousand admission tickets.

The anniversary broadcast will be capped when some listener, yet unknown, receives an award for having submitted "the prize boner of the year," being selected by Bailiff Frank Nagel and Clerk Charlie Inglis, who are busy pouring through the records.

### **An Auspicious Start**

KWNO, Winona, Minn., inaugurated its first major promotion since the station formally opened in January with Talent Roundup, an amateur contest with a New York trip as grand prize and 93 other awards for the

runners-up. Program, which will run daily for 13 weeks with weekly stage appearances for winners of previous broadcasts, was announced a week in advance of the initial airing as a participating deal for rural merchants with handbills, window cards, direct mail, truck signs, full-page newspaper advertisements and station break announcements. Bill Mickel, station manager, and Arden Gifford planned the campaign.

### **Working with the C. of C.**

Station KTSA, San Antonio, is broadcasting a series of special 15-minute broadcasts during the Chamber of Commerce good will tour of the Rio Grande Valley this week. Station Manager George Johnson said that various cities to be visited by the trade trippers will be saluted, and that Mayor C. K. Quinn will appear on several of the programs. Corpus Christi is being honored today at 1 P.M. with his honor delivering a short talk from the KTSA studios in the Gunter Hotel. The spiel will take place while the San Antonians are dining with the Gull Coast city chamber of commerce.

Weslaco is to be saluted at 8:15 A.M. and Mission at 12:45 P.M. Wednesday, with Mayor Quinn featuring the last named program.

A salute to Harlingen is scheduled for 8:15 A.M. Thursday. The Friday broadcasts at 8 A.M. and 12:45 P.M. will honor Brownsville and Kingsville, respectively, with the Mayor appearing on both programs each noonday.

### **Breaking Used Car Jam**

A powerful goodwill promotion is being staged by WTMJ, Milwaukee, in an effort to break the used car jam existing among Greater Milwaukee's 160 automotive dealers.

The special air campaign, running throughout the month of February with the theme, "Rid the Road of Jallopies," involves a minimum of 12 special broadcasts and frequent daily intermediate announcements and station breaks to focus public attention on today's used car buying opportunities. The broadcasts include such special events as a mammoth bonfire which burns old "jallopies" and the scene at an abandoned stone quarry pit where other "dated" motor cars are hurled to their doom.

### **"To Our Advertisers" on KIDO**

A Sunday promotional program directed and dedicated "To Our Advertisers" started Feb. 6 as a new feature on KIDO, Boise, Ida. Each week one of the local business house advertising managers is invited to appear on the program for a short interview.

Another new department is the "Question Box" which attempts to answer any listener queries pertaining to radio.

## Newsy News

In search of a new idea for news presentations, WISN, Milwaukee, turned up with a feature last week called "News in the News" which drew a huge listener response. New feature includes a discussion of the week's biggest news stories by Jerome Karpl, Editor-in-Chief of the Milwaukee News-Sentinel, and Alan Hale, WISN newscaster. Program is set for Friday airing at 6:30-6:45 P.M.

### Triple-Show Campaign

The merchandising department of WMT, Cedar Rapids, Ia., went to town in no small way in promoting the three new Quaker Oats programs, "Dick Tracy," "Margot of Castlewood" and "Aunt Jemima," now being aired five days a week. Cedar Rapids is the home town of Quaker Oats with 1,200 families dependent on the organization to butter their bread.

The station's campaign was under the supervision of Leo F. Cole, merchandising manager, and Ray Cox, who used direct mail, newspaper, radio spots, movie trailers, etc., to advertise the three new shows. Campaign was opened with a letter to every merchant in the station's territory, calling their attention to the programs which were soon to begin over WMT advertising products carried by them. The letter urged dealers to put in window displays of Quaker Oats products, call customers' attention to the forthcoming broadcasts, and to do everything in their power to build the largest possible listening audience for the initial broadcasts. The letter further pointed out that increased sales were in store for them if they cooperated in merchandising the programs and products.

Promotion announcements were scheduled to run two weeks before the first program. A Cedar Rapids paper carried a complete story on the "Dick Tracy" program in addition to small paid ads reminding listeners to hear the three new programs over a major network and sponsored by a local firm. Mary Little, radio editor of the Des Moines Register & Tribune, devoted the greater portion of her three-column space in plugging the new programs on three consecutive days.

Entire campaign has been regarded as one of the most highly successful enterprises undertaken in this territory.

### KVI Santa Helps Store Win Prize

Montgomery Ward in Tacoma, which won first prize this year for the largest sale of toys in any Montgomery-Ward store in Western Washington or Oregon, competing with 14 or 15 other stores in the contest, attributed its huge sales to the daily 15-minute Christmas program over KVI, in which Elvin Evans, KVI salesman, played Santa Claus in the store's toy department and broadcast his interviews of the youngsters. Hundreds of kid-

dies brought parents to Montgomery Ward to see Santa and the great increase in toy sales resulted. Mail order business also shot up—many orders even being sent to KVI.

### High School Forum

WLBC, Muncie, dipped into the ranks of the local high school in presenting a new feature to be known as "Young America Speaks." Program is patterned after a forum with members of the World Topic classes participating. Programs will emanate from studios of station.

### Cashing in on Disaster

California Consolidated Water Co. seized upon the advantages afforded by the March floods which swept southern California. Acting with lightning speed the company contracted through The McCarty Co., Los Angeles advertising agency for frequent spot announcements on KNX which was the first medium to warn the public to boil or take other precautions with their drinking water. By cashing in on a disaster and at the same time offering the community a valuable public service, the water company was swamped with orders after each announcement.

### Civic Promotion

More than 35 local merchants have already purchased participation in new civic promotion program, airing daily for one hour over KYOS, Merced, California. Show is produced with Chamber of Commerce cooperation, and is devoted to boosting the city and all civic events. It combines a "Buy at Home" campaign and is scheduled for entire year. Merchants may participate one or six times weekly.

### Juvenile Guest Artist

Mary Bills, KGVO Story Lady, has inaugurated a new policy in a huge promotion stunt designed to build listening interest. Each broadcast in the future will feature guests picked from the juvenile listening audience who will relate a children's fairy story over the air. Sponsor will serve guests with milk in the studio on each show. Program is heard Fridays, 5-5:30 P.M.

### "What's On the Air"

Logged as "What's On the Air Tonight," this is a program resume over KFRO, Longview, Texas. But it covers more than the Longview station and airs five minutes nightly under sponsorship. Program is carefully edited to choose best programs available to East Texas listeners for each half-hour throughout the evening. Since radio store is the sponsor, several "hard-to-get" stations are included, and listeners are advised to visit sponsor if their sets can't bring in the program.

# BROCHURES

## Atlas Promotion Splurge

The Morris Plan Bank of Virginia has flooded the city of Richmond with window cards, posters and car-cards calling attention to the "Ports of Call" program which they sponsor on WTAR. This is utilization of the Atlas Radio Distribution Corp. "press-book" idea for sponsors and stations to exploit Atlas shows.

The Virginia bank picked out the art work from the exploitation section of the book which they thought would help advertise their weekly program. Then the WTAR sponsor wired an order to Dave Davidson, Atlas promotion and advertising manager. He gave the job to the printer, who delivered the printed matter to Virginia within 48 hours.

Latest of the Atlas press books, giving a complete campaign for exploiting "Magic Island" series, has just been put out by Davidson. It is departmentalized into accessories, advertising, exploitation, publicity and promotion, all combined in a handy filing-case folder.

## NBC Brochure on Music

National Broadcasting Company has brought out an illustrated brochure showing the quality and amount of music heard on the network since its inception. Noted conductors, soloists and Symphony orchestras are listed as well as the Metropolitan Opera Company broadcasts. A list of "music firsts" broadcast over NBC webs is set down in chronological order. Illustrations are mostly photographs, intimate studies and closeups of famed artists. Cover of the booklet is a reproduction of an old manuscript. Period covered is 11 years of NBC history.

According to Roy C. Witmer, vice-president in charge of sales, less than 30 per cent of NBC's radio day on each network is paid for by commercial sponsors, the remaining 70 per cent being taken up with programs presented by NBC to maintain a ready audience and responsive market. Broadly speaking, Witmer states that this 70 per cent is NBC's "editorial content."

## Psychology Stuff

WINS, New York, is presenting a new series of programs that is designed for the practical guidance of the layman in everyday psychological problems. Known as "Who's Abnormal," the series features Dr. Daniel Harris, authority on psychology.

## Cooking School Poll

Results have been announced in the 1938 radio popularity poll conducted at the annual Des Moines Cooking School. More than 1500 women attended the school this year. There were 17,061 votes cast for 323 programs out of a possible 576 programs being broadcast over Des Moines' three stations this particular week. Ten of the top 100 shows were local. Of these ten, six were KRNT programs, 2 KSO and 2 WHO. Favorite of all local shows was KRNT's "Hawkeye Dinnertime" which was also second among all daytime program favorites. A total of 4,680 votes were cast for 132 announcers. For the second year in a row, Dale Morgan, KSO-KRNT announcer was the winner; Ranny Daly, KSO-KRNT, was second; James Wallington, network, was third; H. R. Gross, WHO, fourth, and Don Wilson, network, fifth.

## Local Service Plugged

The record of WQAM's service to its community is contained in a green covered booklet which the Miami station has just issued. Service features of CBS are not included in the brochure which stresses local WQAM programs. The station's news commentator, time signal service, weather, frost and storm reports, religious, educational, safety education, municipal, chamber of commerce and other organizational and similar programs are described in the booklet.

## WKRC's "Schmaltz"

"Schmaltz," with credit to Deems Taylor, is the title of a 24 page 6x12 inch booklet sent out over the weekend by WKRC. Promotion piece tells the success story of Kitchen Klenzer which is now selling a case of its product in Cincinnati for every can it sold before it went on the station.

Program that did the job was a women's show, "Meet the Missus." A letter, signed by John McCormick, general manager of WKRC, stated that "local advertisers buy 50 per cent more time on WKRC than on all other local stations combined!"

## "The Lady Is a Champ"

That's the fetching title of a new WHN brochure which "introduces" Mrs. Ida Bailey Allen. Done in effective black and white and red, it gives Mrs. Allen's general and radio background, the station's coverage, as well as an idea of the home economist's method of procedure.





# PROGRAMS OF 1938



*Major Networks*  
**COMMERCIAL**



*Major Networks*  
**SUSTAINING**



*Pet Programs of*  
**Stations Everywhere**



# A COMPLETE LISTING OF MAJOR NETWORK COMMERCIAL PROGRAMS OF 1938

*Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1939. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of NBC, CBS and MBS.*

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead and Color Works Pain's	Smilin' Ed McConnell	NBC—Blue	Henri, Hurst & McDonald
Adam Hat Stores Hats	Boxing Bouts	NBC—Blue	Glicksman Advertising Co.
Affiliated Products, Inc. Louis Philippe Egg Warfare Hopper Cosmetics	John's Other Wife Romance of Helen Trent	NBC—Red CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert
Albers Bros. Milling Co. Cereals	Good Morning Tonite	NBC—PC	Erwin, Wosey & Co.
Allis Chalmers Mfg. Co. Tractors	Renfro Barn Dance	MBS	Russell M. Seeds Co.
Allis Chalmers Mfg. Co. Tractors	Family Party	NBC—Blue	Bert S. Gittins
American Bird Products, Inc. Bird Food	American Radio Warblers	MBS	Weston-Barnett
American Cigarette & Cigar Co. Puff Mall Cigarettes	Eddie Duchin's Orchestra Dorothy Thompson People in the News The Preakness (Horse Race)	NBC—Red NBC—Red NBC—Blue NBC—Red	Young & Rubicam Comptom Advertising Compton Advertising Joseph Katz Co.
American Oil Co. Gas and Oil	Armco Band	NBC—Blue	N. W. Ayer & Son
American Rolling Mill Co. Steel	Your Hit Parade	CBS	Lord & Thomas
American Tobacco Co. Lucky Strike Cigarettes	Your News Parade Kay Kyser's Musical College Your Hollywood Parade Melody Puzzles Buddy Clark and Orchestra	CBS CBS NBC—Red NBC—Red NBC—Blue MBS	Lord & Thomas Lord & Thomas Lord & Thomas Lord & Thomas Lord & Thomas Lord & Thomas

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
American Tobacco Co. Roi-Tan Cigars	<b>Man to Man Sports</b>	CBS-PC	Lawrence C. Gumbinner Advertising Agency
American Tobacco Co. Half & Half Tobacco	<b>Sophie Tucker and Her Show</b>	CBS	Lawrence C. Gumbinner Advertising Agency
Anacin Co. Anacin	<b>Ben Bernie and All the Lads</b>	CBS	Young & Rubicam
Atlantic Refining Co. Gas & Oil	<b>Hammerstein Music Hall</b>	CBS	Blackett-Sample-Hummert
B. T. Babbitt Co. Babo-O Cleaner	<b>Our Gal, Sunday</b>	CBS	Blackett-Sample-Hummert
Ballard & Ballard Co. Biscuits	<b>Easy Aces</b>	NBC—Blue	Blackett-Sample-Hummert
Barbasol Co. Shaving Cream	<b>Just Plain Bill</b>	NBC—Red	Blackett-Sample-Hummert
Bayer Co. Aspirin	<b>Football Broadcasts</b>	CBS-NE	N. W. Ayer & Son
Bayuk Cigars, Inc. Phillies	<b>David Harum</b>	NBC—Red	Blackett-Sample-Hummert
Bayuk Cigars, Inc. Phillies	<b>Ballard's Oven-Ready Biscuit Program</b>	NBC—Red	Henri, Hurst & McDonald
Beneficial Management Corp. Personal Loans	<b>Arthur Godfrey</b>	CBS	Erwin, Wasey & Co.
Bisodol Co. Bisodol	<b>Famous Actor's Guild (Second Husband with Helen Menken)</b>	CBS	Blackett-Sample-Hummert
Borden Co. Milk	<b>Album of Familiar Music Inside of Sports</b>	NBC—Red MBS	Blackett-Sample-Hummert Ivey & Ellington
Bowey's Inc. Chocolate Milk	<b>California Sports Review Inside of Sports</b>	CBS-PC MBS	McKee, Albright & Ivey Ivey & Ellington
A. S. Boyle Co. Old English Floor Wax	<b>Your Unseen Friend</b>	CBS	Albert Frank-Guenther Law
Brewers' Radio Show Association Brewers	<b>Mrs. Wiggs of the Cabbage Patch Tracer of Lost Persons</b>	NBC—Red NBC—Blue NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert Young & Rubicam
Bristol-Myers Co. Vitalis	<b>Terry and the Pirates</b>	NBC—Red & Blue	Stack-Gable Advertising Co.
Brown & Williamson Tobacco Corp. Avalon Cigarettes	<b>Romance of Helen Trent</b>	CBS	Blackett-Sample-Hummert
	<b>Mrs. Wiggs of the Cabbage Patch Monday Night Show</b>	NBC—Red CBS	Blackett-Sample-Hummert U. S. Advertising Corp.
	<b>For Men Only</b>	NBC—Red	Pedlar & Ryan
	<b>Town Hall Tonight Game Hunt</b>	NBC—Red	Young & Rubicam
	<b>Avalon Time</b>	NBC—Red NBC—Red	Young & Rubicam Russel M. Seeds Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Brown & Williamson Tobacco Corp. buyers: Cigarettes	Plantation Party	MBS & NBC—Blue	Russel M. Seeds Co.
Brown & Williamson Tobacco Corp. Raleigh and Ker Cigarettes	Tommy Dorsey's Orchestra Kentucky Derby (Horse Race)	NBC—Red CBS	Batten, Barton, Durstine & Osborn Batten, Barton, Durstine & Osborn
Buick Motor Co. Motor Cars	Louis Vs. Schmeling (Boxing Bout)	NBC—Red and Blue	Arthur Kudner, Inc.
Cal Aspirin Corp. Co. Aspirin	Young Widder Brown	NBC—Red	Blockett-Sample-Hummert
California Prune & Apricot Growers' Association Sun-wheat Prunes	Fletcher Wiley	NBC—PC	Lord & Thomas
Campana Sales Co. Italian Balm, Coolies, Dressin, DDD Ointment	First Nighter	CBS & NBC—Red	Aubrey, Moore & Wallace
Campano Sales Co. Dressin	Grand Hotel	NBC—Blue	Aubrey, Moore & Wallace
Campbell Soup Co. Soup, Beans, Tomato Juice	Hollywood Hotel Mercury Theatre Amos n' Andy Edwin C. Hill, The Human Side of the News	CBS CBS NBC—Red NBC—Red	Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co.
Canada Dry Ginger Ale Co. Beverages	Information Please	NBC—Blue	J. M. Mathes, Inc.
Carborundum Co. Abratives	Carborundum Band	CBS	Batten, Barton, Durstine & Osborn
Cardinet Candy Co. Candy	Night Editor	CBS-PC & NBC—PC	Thomasmchke-Elliott
Carnation Co. Milk	Contented Program	NBC—Red	Erwin, Wosey & Co.
Geo. W. Coswell Co. Coffee	Party Bureau	CBS-PC	Long Advertising Service
Chesebrough Manufacturing Co. Vaseline Products	Dr. Christian	CBS	McCann-Erickson
Chrysler Sales Corp. Motor Cars	Major Bowes' Amateur Hour	CBS	Ruthruff & Ryan
Cities Service Co. Gas and Oil	Cities Service Concert	NBC—Red	Lord & Thomas
Coco Cola Co. Beverage	Coco Cola Presents the Songshop	CBS	D'Arcy Advertising Co.
Colgate-Palmolive-Peet Co. Dental Products	Stepmother Colgate Ask-It-Basket	CBS CBS	Benton & Bowles Benton & Bowles

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Calgate-Palmolive-Peet Co. Shaving Cream	<b>Gang Busters</b> <b>Date Carnegie, How to Win Friends</b> <b>and Influence People</b> <b>Hilltop House</b>	CBS NBC—Red	Benton & Bowles Benton & Bowles
Calgate-Palmolive-Peet Co. Palmolive Soap	<b>Myrt and Marge</b>	CBS	Benton & Bowles
Calgate-Palmolive-Peet Co. Super Suds	<b>Pretty Kitty Kelly</b>	CBS	Benton & Bowles
Continental Baking Co. Wonder Bread	<b>Jack Haley</b>	CBS	Benton & Bowles
Continental Baking Co. Wonder Bread, Hostess Cake	<b>Travel Talks by Malcolm LaPrade</b>	NBC—Red	L. D. Wertheimer Co.
Thomas Cook & Son Travel Agency	<b>The Man from Cook's Bachelor's Children</b>	NBC—Blue CBS MBS	Newell-Emmett Roche, Williams & Cunyningham
Cudahy Packing Co. Old Dutch Cleanser	<b>Radio Newsreel</b>	NBC—Red	Stack-Goble Advertising Co.
Summer Products Co. Energene	<b>Spy Secrets</b>	NBC—Red	Stack-Goble Advertising Co.
Summer Products Co. Molle Shaving Cream	<b>Paul Wing's Spelling Bee</b>	NBC—Red	Stack-Goble Advertising Co.
R. B. Davis Co. Cocomalt	<b>Vox Pop</b>	NBC—Red	Stack-Goble Advertising Co.
Delaware, Lackawanna & Western Coal Co.	<b>Battle of the Sexes</b> <b>Joe Penner</b>	NBC—Red CBS	Ruthrauff & Ryan
Blue Coal	<b>The Shadow</b>	MBS	Ruthrauff & Ryan
Drackett Chemical Co. Don-O	<b>Hello Peggy</b>	NBC—Red	Ralph H. Jones Co.
E. I. Du Pont de Nemours & Co. Institutional	<b>Cavalcade of America</b>	CBS	Batten, Barton, Durstine & Osborn
Durkee's Famous Foods Food Products Drano	<b>My Secret Ambition</b>	CBS-PC	Botsford, Constantine & Gardner
Emerson Drug Co. Bromo-Selizer	<b>Madame Courageous</b>	NBC—Blue	C. Wendel Muench & Co.
Euclid Candy Co. Candy Bars	<b>Harriet Parsons</b>	NBC—Blue	J. Walter Thompson Co.
F & F Laboratories Cough Drops	<b>Knox Manning</b>	CBS-PC	Sidney Garfinkel Advertising Agency
	<b>Jenny Peabody</b>	CBS	Blackett-Sample-Hummert

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Folstaff Brewing Co. Beer	Public Hero No. 1	NBC—Red	Gardner Advertising Co.
Fels & Co. Fels Naptha Soap	Hobby Lobby	NBC—Blue	Young & Rubicam
H. Fendrich Inc. Cigars	Smoke Dreams	NBC—Blue	Ruthrauff & Ryan
Firestone Tire & Rubber Co. Tires and Tubes	The Voice of Firestone International Livestock Exposition	NBC—Red NBC—Blue	Sweeney & James Sweeney & James
F. W. Fitch Co. Shampoo	Interesting Neighbors Fitch Bandwagon	NBC—Red NBC—Red	L. W. Romsey Co. L. W. Romsey Co.
Florida Citrus Commission Citrus Fruits	How to Get the Most Out of Life —Emily Post	CBS	Ruthrauff & Ryan
Ford Motor Co. Motor Cars	Sunday Evening Hour Al Pearce & Gang	CBS CBS	N. W. Ayer & Son N. W. Ayer & Son
Gallenkamp Stores Co. Sweets	Professor Puzzlewit	NBC—PC	Long Advertising Service
Gamborelli & Davitto, Inc. Wines and Vermont Brand Bread	Moonbeams	MBS	De Biasi Advertising Agency
General Baking Co. Breads	Guy Lombardo & Orchestra	CBS	Botten, Bortan, Dursfaine & Osborn
General Electric Co. Lamps	Hour of Charm	NBC—Red	Moxon Inc.
General Foods Corp. Green Nutz	Burns & Allen Al Pearce and His Gang	NBC—Red NBC—Red	Young & Rubicam Young & Rubicam
General Foods Corp. J. T.	The Jello Program, starring Jack Benny Hobby Lobby	NBC—Red	Young & Rubicam
General Foods Corp. Maxwell House Coffee	Good News of 1938 and 1939	NBC—Red NBC—Red	Young & Rubicam Benton & Bowles
General Foods Corp. Huskies	Robert L. Ripley's Believe It or Not Joe Penner Boake Carter	NBC—Red CBS CBS	Benton & Bowles Benton & Bowles Benton & Bowles
General Foods Corp. Log Cabin Syrup	Jack Haley's Log Cabin	NBC—Red	Benton & Bowles
General Foods Corp. Diamond Crystal Salt	On Broadway Kate Smith (Commentary)	NBC—Blue CBS	Benton & Bowles Young & Rubicam
General Foods Corp. Minute Tapioca Loaves, Soups	Mary Margaret McBride	CBS	Young & Rubicam

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
<b>General Foods Corp.</b> Swansdown, Calumet	<b>Kate Smith Hour</b>	CBS	Young & Rubicam
<b>General Foods Corp.</b> Sanko	<b>We, the People</b>	CBS	Young & Rubicam
<b>General Foods Corp.</b> Postum	<b>Lum and Abner</b>	CBS	Young & Rubicam
<b>General Foods Corp.</b> Post Toasties	<b>Joe E. Brown</b>	CBS	<b>Benton &amp; Bowles</b>
<b>General Mills Inc.</b> Corn Kix	<b>Those Happy Gilmans</b> <b>The Grouch Club</b> <b>Curtain Time</b>	NBC—Red CBS—PC MBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
<b>General Mills Inc.</b> Flour & Cereals	<b>Gold Medal Hour</b> <b>Gold Medal Feature Time</b>	NBC—Red CBS	Blackett-Sample-Hummert & Knox Reeves Advertising & Knox Reeves Advertising
<b>General Mills Inc.</b> Wheaties	<b>Get Thin to Music</b>	MBS	Blackett-Sample-Hummert
<b>General Motors Corp.</b> Pontiacs	<b>Jack Armstrong</b> <b>News Through a Woman's Eye</b>	NBC—Red CBS	MacManus, John & Adams
<b>General Shoe Co.</b> Shoes	<b>Famous Fortunes</b>	MBS	Badger, Browning & Hersey
<b>Goodyear Tire &amp; Rubber Co.</b>	<b>Farm Radio News</b>	NBC—Blue	Arthur Kudner, Inc.
<b>Gilmore Oil Co.</b> Gas & Oil	<b>Gilmore Circus</b> <b>Sales Meeting</b>	NBC—PC NBC—PC	Botsford, Constantine & Gardner Botsford, Constantine & Gardner
<b>Glass Container Association</b> Glass Products	<b>There Was a Woman</b> <b>Steinie Bottle Boys</b>	NBC—Blue NBC—Blue	U. S. Advertising Corp. U. S. Advertising Corp.
<b>Globe Grain &amp; Milling Co.</b> Flour	<b>The Best of the Week</b>	NBC—PC	Dan B. Miner
<b>Gospel Broadcasting Association</b> Religious	<b>Old Fashioned Revival</b>	MBS	R. H. Alber & Co.
<b>Griffin Manufacturing Co.</b> Shoe Cleaner	<b>Time To Shine</b>	CBS	Bermingham, Castleman & Pierce
<b>Griswold Manufacturing Co.</b> Kitchen Utensils	<b>J. Alden Edkins</b>	NBC—Red	Batten, Barton, Durstine & Osborn
<b>Group of American Banks</b> Banking	<b>Philadelphia Orchestra</b>	NBC—Blue	Wessel Co.
<b>Grove Laboratories</b> Bromo Quinine	<b>Fred Waring and His</b> <b>Pennsylvanians</b> <b>General Hugh Johnson</b>	NBC—Red NBC—Blue	Stack-Goble Advertising Agency Stack-Goble Advertising Agency

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Charles Gulden Co. Mustard	<b>Serenaders</b>	NBC—Blue	Charles W. Hoyt Co.
Gulf Refining Co. Gas & Oil	<b>Phil Baker</b>	CBS	Young & Rubicam
H. J. Heinz Co. Food Products	<b>The Passing Parade</b>	CBS	Young & Rubicam
Holland Furnace Co. Heating Equipment*	<b>Heinz Magazine of the Air</b>	CBS	Maxon Inc.
Horlick's Malted Milk Corp. Malted Milk	<b>Carol Kennedy's Romance</b>	CBS	Maxon Inc.
Household Finance Corp. Personal Loans	<b>Holland Tulip Festival</b>	CBS	Ruthrouff & Ryan
Hudson Motor Car Co. Motor Cars	<b>Lum and Abner</b>	NBC—Blue	Lord & Thomas
International Cellulocotton Products Co. Kleenex	<b>It Can Be Done</b>	CBS & NBC—Blue	Batten, Borton, Dursifine & Osborn
International Shoe Co. Shoes	<b>Hobby Lobby</b>	CBS	Brooke, Smith & French
International Silver Co. Silverware	<b>Her Honor, Nancy James</b>	CBS	Lord & Thomas
Ironized Yeast Co. Ironized Yeast	<b>It's a Fact</b>	NBC—PC	Long Advertising Service
Jergens-Woodbury Soles Co. Soap	<b>Silver Theatre</b>	CBS	Young & Rubicam
Jergens-Woodbury Soles Co. Jergens Lotion	<b>Goodwill Hour</b>	MBS	Ruthrouff & Ryan
S. C. Johnson & Son Floor Wax	<b>Hollywood Playhouse</b>	NBC—Blue	Lennen & Mitchell
Johnson, Carvel & Murphy Ant Paste	<b>Win Your Lady</b>	NBC—Blue	Lennen & Mitchell
Journal of Living Publishing Corp. Magazine	<b>Walter Winchell</b>	NBC—Blue	Lennen & Mitchell
Kellogg Co. Corn Flakes	<b>Fibber McGee &amp; Molly</b>	NBC—Red	Needham, Louis & Brorby
Kellogg Co. Cereals	<b>Attorney At Law</b>	NBC—Red & Blue	Needham, Louis & Brorby
	<b>Woman's Magazine of the Air</b>	NBC—PC	William A. Ingoldisby Co.
	<b>Journal of Living Program</b>	MBS	Franklin Bruck Advertising Co.
	<b>Howie Wing</b>	CBS	J. Walter Thompson Co.
	<b>Girl Alone</b>	NBC—Red	N. W. Ayer & Son
	<b>Singing Lady</b>	NBC—Blue	N. W. Ayer & Son
	<b>Capt. Tim Healy's Stamp Club</b>	MBS	N. W. Ayer & Son



ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Kellogg Co. Krispies	Don Winslow	NBC—Red & Blue	Hays MacFarland & Co.
Knox Gelatine Co. Gelatín	Woman's Magazine of the Air	NBC—PC	Kenyon & Eckhardt
Kalynos Co. Dentifrice	Hammerstein Music Hall	CBS	Blackett-Sample-Hummert
Kraft-Phenix Cheese Corp. Cheese Products	Our Gal Sunday	CBS	Blackett-Sample-Hummert
Lady Esther Co.	Just Plain Bill	NBC—Red	Blackett-Sample-Hummert
Cosmetics	The Kraft Music Hall	NBC—Red	J. Walter Thompson Co.
Lambert Co. Listerine	Wayne King's Orchestra	CBS & NBC—Red	Lord & Thomas
Lambert Co. Listerine	Guy Lombardo Orchestra	CBS & NBC—Red	Lord & Thomas
Lambert Co. Listerine Shaving Cream	Newlyweds	CBS—PC	Lambert & Feasley
Lamont Corliss & Co. Nestle's Chocolate	Grand Central Station	CBS	Lambert & Feasley
Lamont Corliss & Co. Pond's	True Detective Mysteries	NBC—Blue	Lambert & Feasley
Larus & Brother Tobacco	Quite By Accident	MBS	Warwick & Legler
Thomas Leeming & Co. Baume Benque	Those We Love	NBC—Blue	J. Walter Thompson Co.
Lehn & Fink Products Co. Lysol	Woman's Magazine of the Air	NBC—PC	J. Walter Thompson Co.
Lehn & Fink Products Co. Pabeca	Alias Jimmy Valentine	NBC—Blue	Blackett-Sample-Hummert
Lehn & Fink Products Co. Hind's Honey & Almond Cream	Ed Fitzgerald and Co.	MBS	William Esty & Co.
Lehn & Fink Products Co. Tussy Lipstick	Dr. Dafoe	CBS	Lennen & Mitchell
Lever Brothers Co. Spry	Follow the Moon	CBS	Lennen & Mitchell
Lever Bros. Co. Rinso	Life of Mary Southern	CBS	William Esty & Co.
	Hawaiian Moon Casino	CBS—PC	William Esty & Co.
	Aunt Jennv's Real Life Stories	CBS	Ruthrauff & Ryan
	Big Sister	CBS	Ruthrauff & Ryan
	Big Town	CBS	Ruthrauff & Ryan

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Lever Bros. Co. Lifebuoy	<b>Al Jolson Show</b>	CBS	Ruthrouff & Ryan
Lever Bros. Co. Lux Toilet Soap	<b>Lux Radio Theatre</b>	CBS	J. Wolter Thompson Co
Lewis-Howe Co. Tums	<b>Vocal Varieties</b>	NBC—Red	H. W. Kostor & Sons Advertising Co.
Liggett & Myers Tobacco Co. Chesterfield Cigarettes, Granger Tobacco	<b>Chesterfield Presents Paul Whiteman's Program Burns &amp; Allen Baseball Scores Football Scores Famous Jury Trials</b>	CBS CBS CBS NBC—Red NBC—Red MBS	Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co. J. Rolph Corbett
Local Cooperative Campaign Various	<b>Green Hornet</b>	MBS	Franklin Bruck Advertising Corp.
Local Cooperative Campaign Various	<b>The Lamplighter</b>	MBS	Network Features, Inc.
Local Cooperative Campaign Various	<b>Fulton Lewis, Jr.</b>	MBS	Gem Advertising Agency
Local Cooperative Campaign Various	<b>The Lone Ranger</b>	MBS	Long Advertising Service
Local Loan Co. Loans	<b>Meet Your Neighbor</b>	NBC—PC	Lennen & Mitchell
P. Lorillard Co. Old Gold Cigarettes	<b>Hollywood Screenscoops Robert Benchley Don't You Believe It</b>	CBS CBS MBS	Lennen & Mitchell
P. Lorillard Co. Sensation Cigarettes	<b>Popeye the Sailor</b>	CBS	Blockett-Somple-Hummert
Joe Lowe Carp. Popsicles	<b>The Right Thing To Do</b>	NBC—Red	Warwick & Legler
George W. Luff Co. Tangee Lipstick	<b>Lutheran Hour</b>	MBS	Kelly, Stuhlman & Zorndt
Lutheran Laymen's League Religious	<b>Court of Human Relations Mary and Bob's True Stories Marjorie Mills, The Girl from Maine</b>	NBC—Red NBC—Blue MBS	Arthur Kudner Arthur Kudner Brooke, Smith, French & Dorrance
MacFadden Publications Inc. True Story Magazine	<b>Henry Busse's Orchestra Ted Weem's Orchestra</b>	NBC—Red NBC—Red	Baggaley, Horton & Hoyt Baggaley, Horton & Hoyt
Maine Development Commission Maine Products			
J. W. Marrow Manufacturing Co. Shampoo			

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
McKesson & Robbins Caloz, Albolene	Joyce Jordan, Girl Interne	CBS	Brown & Torcher and Bowman & Columbia
Mennen Co. Toilet Articles	The People's Vote Henry Burbig The People's Rally	CBS—PC NBC—Red MBS	H. M. Kiesewetter Advertising Agency H. M. Kiesewetter Advertising Agency H. M. Kiesewetter Advertising Agency
Miles Laboratories, Inc. Alka-Seltzer	Uncle Ezra	NBC—Red	Wade Advertising Agency
Modern Food Process Co. Dog Food	Dog Heroes	NBC—Blue	Clements Co.
Moody Bible Institute Religious Training	Let's Go Back to the Bible	MBS	Critchfield & Co.
Benjamin Moore & Co. Paints	Betty Moore	NBC—Red	Direct
John Morrell & Co. Dog Food	Bob Becker's Chats	NBC—Red	Henri, Hurst & McDonald
Philip Morris & Co. Cigarettes	Johnnie Presents Philip Morris Program What's My Name Kitchen Cavalcade	CBS NBC—Red MBS NBC—Blue	The Blow Co. The Blow Co. The Blow Co. Kenyon & Eckhardt
C. F. Mueller Co. Macaroni Products	Carson Robison	NBC—Blue	Erwin, Wasey & Co.
Musterole Co. Musterole	Professor Quiz	CBS	Geyer, Cornell & Newell
Nash-Kelvinator Corp. Motor Cars	Dan Harding's Wife	NBC—Red	McCann-Erickson
National Biscuit Co. Biscuits	Homemaker's Exchange	NBC—Red	Donahue & Coe
National Ice Advertising Inc. Institutional Ice Promotion	Royal Crown Revue	NBC—Blue	James A. Greene Co.
Nehi, Inc. Beverage	Woman's Magazine of the Air	NBC—PC	Leon Livingston Advertising Agency
Nestle's Milk Products Alpine Coffee	Professor Quiz	CBS	Ruthrauff & Ryan
Noxzema Chemical Co. Skin Cream	Two on a Shoestring	MBS	Kleppner Co.
Oakland Chemical Co. Dioxagen Cream	Treasure Island	NBC—PC	D'Evelyn & Wadsworth
Owl Drug Co. Drug Stores			

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Oxo Ltd. Beef Cubes	<b>Mrs. Garrie Griswold</b>	NBC—PC	Doremus & Co.
Pacific Coast Borax Co. Borax	<b>Death Valley Days</b>	NBC—Red Blue—PC	McCann-Erickson
Packard Motor Co. Motor Cars	<b>Hollywood Mardi Gras</b>	NBC—Red	Young & Rubicam
Packers Tar Soap Inc. Soap	<b>Thatcher Colt Stories</b>	NBC—Red	Stack-Goble Advertising Agency
Penick & Ford, Ltd. My-T-Fine Dessert	<b>The Mighty Show</b>	CBS	Batten, Barton, Durstine & Osborn
Pennsylvania Publicity Commission State Promotion	<b>The Scenic Show</b>	CBS	Walker & Downing
Penn Tobacco Co. Tobacco	<b>Vox Pop</b>	NBC—Red	Ruthrouff & Ryan
Pepperell Manufacturing Co. Textiles	<b>Dr. Karl Reiland</b>	NBC—Blue	Batten, Barton, Durstine & Osborn
The Pepsodent Co. Antiseptic & Dentifrices	<b>Mickey Mouse Theatre</b> <b>Bob Hope</b> <b>Candid Lady</b>	NBC—Red NBC—Red NBC—PC	Lord & Thomas Lord & Thomas Lord & Thomas
Pet Milk Sales Corp. Pet Milk	<b>Pet Milky Way</b> <b>Saturday Night Serenade</b> <b>Boake Carter</b>	CBS CBS CBS	Gardner Advertising Co. Gardner Advertising Co. F. Wallis Armstrong Co.
Philco Radio & Television Corp. Philco Radios	<b>Lorenzo Jones</b> <b>Stella Dallas</b> <b>Waltz Time</b> <b>How To Be Charming</b> <b>Young Widder Brown</b>	NBC—Red NBC—Red NBC—Red NBC—Red NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Charles H. Phillips Chemical Co. Milk of Magnesia	<b>Phillips Poly Follies</b>	CBS	Lombert & Feasley
Charles H. Phillips Chemical Co. Haley's M-O Gas and Oil	<b>Woman in White</b>	NBC—Red	Hutchinson Advertising Co.
Phillips Petroleum Co. Pillsbury Flour Mills Flour	<b>Champions of the Keyboard</b>	NBC—Blue	Walker & Downing
Pittsburgh Coal Co. Coal	<b>A Tale of Today</b>	NBC—Red	Gale & Pietsch
Princess Pat Ltd. Cosmetics	<b>Pepper Young's Family</b>	NBC—Red NBC—Blue	Pedlar & Ryan
Procter & Gamble Co. Camay			

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Chipsa	The Road of Life	NBC—Red & CBS	Pedlar & Ryan
Procter & Gamble Co. Crisco	Vic and Sade	CBS & NBC— Red & Blue	Compton Advertising
Procter & Gamble Co. Dreft	This Day Is Ours Kitty Keene	CBS	Compton Advertising
Procter & Gamble Co. Drene	Jimmy Fidler in Hollywood Gossip	CBS & NBC—Red	Blackett-Sample-Hummert
Procter & Gamble Co. Ivory Soap and Flakes	The O'Neills	CBS & NBC—Red	H. W. Kastor & Sons Advertising Co.
	The Gospel Singer	CBS & NBC—Red	Compton Advertising
	Life Can Be Beautiful	CBS & NBC—Red	Compton Advertising
	Story of Mary Marlin	NBC—Red	Compton Advertising
	Houseboat Hannah	NBC—Blue	Compton Advertising
Procter & Gamble Co. Lava Soap	Ma Perkins	NBC—Blue	Blackett-Sample-Hummert
Procter & Gamble Co. Oxydol	The Goldbergs Central City	CBS & NBC—Red & Blue	Blackett-Sample-Hummert
Procter & Gamble Co. White Naphtha	Guiding Light	NBC—Blue	Blackett-Sample-Hummert
Pure Oil Co. Gas and Oil	Red Grange	NBC—Red	Compton Advertising
Quaker Oats Co. Cereals		CBS	Leo Burnett Co.
Radio Corporation of America Radio Sets and Services	Girl Alone	NBC—Red	Ruthrauff & Ryan
Radio Corporation of America Radio Sets and Services	Dick Tracy	NBC—Red	Sherman, K. Ellis Co.
Ralston-Purino Co. Ry-Crisp	Quaker Show with Tommy Riggs and Larry Clinton's Orchestra	NBC—Red	Ruthrauff & Ryan
Ralston-Purino Co. Wheat Cereal	The Magic Key of RCA	NBC—Blue	Direct
	War Admiral-Sea Biscuit Horse Race	NBC—Blue	Lord & Thomas
	Marion Talley	NBC—Red	Gardner Advertising Co.
	Tom Mix Straight Shooters	NBC—Blue	Gardner Advertising Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Refrigeration & Air Conditioning Institute School	Course of Instruction Talk	CBS—PC	James R. Lunte & Associates
Regional Advertisers Inc. Gas Promotion	The Mystery Chef	NBC—Red	McCann-Erickson
R. J. Reynolds Tobacco Co. Camel Cigarettes	Camel Caravan	CBS	William Esty & Co.
Prince Albert Tobacco	Benny Goodman's Swing School	CBS	William Esty & Co.
Richardson & Robbins Boned Chicken	Cantor's Camel Caravan	CBS	William Esty & Co.
Richfield Oil Co. Gas & Oil	The Revelers	NBC—Red & Blue	Charles W. Hoyt Co.
Ria Grande Oil Inc. Gas and Oil	Richfield Reporter	NBC—PC	Hixson & O'Donnell Advertising
Roma Wine Co. Cella Grabe Juice	Colling All Cars	CBS—PC	Hixson & O'Donnell Advertising
S & W Fine Foods, Inc. Food Products	The Toast of the Town	CBS—PC	James Houlihan
Sales Affiliates, Inc. Laxol Shampoo Oil Tint	I Want a Divorce	CBS—PC & NBC—PC	Emil Brisacher & Staff
Sealtest Inc. Milk and Milk Products	Froy and Braggiotti	CBS—PC	Milton Weinberg Advertising Co.
R. B. Semler, Inc. Kream Hair Tonic	Rising Musical Stars Your Family and Mine	NBC—Red NBC—Red MBS	McKee, Albright & Ivey McKee & Albright
William S. Scull Co. Bosco Beverage	Gabriel Heatter	MBS	Erwin, Wasey & Co.
Serval Inc. Refrigerator	Rhyming Minstrel	MBS	Kenyon & Eckhardt
Sheaffer Pen Co. Pens and Pencils	March of Time	NBC—Blue	Batten, Barton, Durstine & Osborn
Sherwin-Williams Co. Paints	Sheaffer Lifetime Revue	MBS	Russell M. Seeds Co.
Signal Oil Co. Gas & Oil	Metropolitan Opera Auditions of the Air	NBC—Blue	Worwick & Legler
Skelly Oil Co. Gas and Oil	The Signal Carnival	NBC—PC	Logan & Stebbins
Soil-Off Mfg. Co. Paint Cleaning Fluid	Skelly Court of Missing Heirs	CBS	Blackett-Sample-Hummert
	Fletcher Wiley	CBS—PC	Hillman-Shane Advertising Agency

ADVERTISER and PRODUCT

PROGRAM

NETWORK

ADVERTISING AGENCY

Sperry Flour Co.  
Flour

**Dangerous Road**  
**Dr. Kate**  
**Martha Meade**  
**Woman's Magazine of the Air**  
**Day-Time Specials**  
**Gloria Gale**  
**Sunday Special**  
**Chase and Sanborn Hour**

Westco Advertising Agency  
Westco Advertising Agency  
Westco Advertising Agency  
Westco Advertising Agency  
Westco Advertising Agency  
Westco Advertising Agency  
Westco Advertising Agency  
J. Walter Thompson Co.

**Standard Brands Inc.**  
Chase & Sanborn Coffee  
**Standard Brands Inc.**  
Tender Leaf Tea  
**Standard Brands Inc.**  
Royal Desserts  
**Standard Brands Inc.**  
Fleischmann's Fowl Yeast  
**Standard Brands Inc.**

NBC—Red  
NBC—Red  
NBC—Red  
NBC—Blue  
NBC—Blue

J. Walter Thompson Co.  
J. Walter Thompson Co.  
J. Walter Thompson Co.  
J. Walter Thompson Co.  
J. Walter Thompson Co.

**Standard Oil Co. of Calif.**  
Gas & Oil  
**Stewart Warner Corp.**  
Alemite  
**Sun Oil Co.**

**Standard School Broadcasts**  
**Standard Symphony**  
**Horace Heidt & His Brigadiers**  
**Lowell Thomas—The Day's News**

NBC—PC  
NBC—PC  
NBC—Red & Blue  
NBC—Blue

McCann-Erickson  
McCann-Erickson  
Hays MacFarland & Co.  
Roche, Williams & Cunninghamham

**Swift & Co.**  
Sunbrite Cleaner  
**Talon Fasteners, Inc.**  
Zipper Fasteners  
**Tea Garden Products Co.**  
Food Products  
**Texas Co.**  
Gas and Oil  
**Tide Water Associated Oil Co.**  
Gas and Oil  
**Tillamook County Creamery Association**  
Dairy Products

**Smile Parade**  
**Junior Nurse Corps**  
**James McCormick, Songs**  
**Woman's Page of the Air**  
**Eddie Cantor**  
**Texaco Star Theatre**  
**Football Games**

NBC—Blue  
NBC—Blue  
MBS  
CBS—PC  
CBS  
CBS  
NBC—PC & PC  
CBS—PC  
NBC—PC

Stack-Goble Advertising Agency  
Stack-Goble Advertising Agency  
G. Lynn Sumner Co.  
Botsford, Constantine & Gardner  
Buchanan & Co.  
Buchanan & Co.  
Lord & Thomas

**Time Inc.**  
Publications  
**Union Oil Co.**  
Gas & Oil  
**U. S. Rubber Products, Inc.**  
Tires

**Dairy Maid**  
**Bennie Walker's Tillamook Kitchen**  
**March of Time**  
**Woman's Magazine of the Air**  
**Seventy-Six Review**  
**Thrills**  
**Ben Bernie and All the Lads**

Botsford, Constantine & Gardner  
Botsford, Constantine & Gardner  
Batten, Barton, Durstine & Osborn  
Lord & Thomas  
Lord & Thomas  
Lord & Thomas  
Campbell-Ewald Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
U. S. Tobacco Co. Dill's Best & Moberly Cigarettes & Tobacco	<b>Pick &amp; Pat in Pipe Smoking Time</b>	CBS	Arthur Kudner Inc.
Vadeco Sales Corp. Quinlan, Madison, Virginia, & Co. Cosmetics	<b>Court of Human Relations</b>	MBS	Lawrence C. Gumbinner Advertising Agency and Albert M. Ross Inc. Bagaley, Horton & Hoyt
Vorady of Vienna Inc. Cosmetics	<b>Ted Weems and his Orchestra</b>	MBS	
Vick Chemical Co. Vapo-Rub, Va-Ten, No!	<b>Tony Wans' Scrapbook</b> <b>Vick's Open House</b>	CBS	Morse International, Inc.
Vocational Service School	<b>Seth Parker</b> <b>Doctor Dollar</b>	CBS	Morse International, Inc.
The Wonder Co. Ovaltine	<b>Little Orphan Annie</b>	NBC—Blue	Morse International, Inc. Critchfield & Co.
Ward Baking Co. Bread	<b>Jane Arden</b>	NBC—Red	Blockett-Sample-Hummert
William R. Warner Co Sloan's Linctament	<b>Criminal Case Histories, with Warden E. Lawes</b>	NBC—Blue	Sherman K. Ellis & Co.
G. Washington Refining Co. Coffee	<b>Uncle Jim's Question Bee</b>	NBC—Blue	Warwick & Legler
R. L. Watkins Co. Dr. Lums' Toothpaste	<b>Alias Jimmy Valentine</b> <b>Manhattan Merry-Go-Round</b> <b>Backstage Wife</b> <b>Irene Rich</b>	NBC—Blue	Warwick & Legler
Welch Grape Juice Co. Grape Juice	<b>Hawthorne House</b>	NBC—Blue	Blockett-Sample-Hummert
Wesson Oil & Snowdrift Sales Co. Salad Oil	<b>Dad and Junior</b>	NBC—Red	Blockett-Sample-Hummert
Wheatena Corp. Cereals	<b>Musical Steel Makers</b>	NBC—Blue	H. W. Kastor & Sons Advertising Co.
Wheeling Steel Corp. Steel Products	<b>True or False</b>	NBC—PC	Fitzgerald Advertising Agency
J. B. Williams Co. Shaving Cream	<b>Catalina Islander</b>	MBS	Rohrbaugh & Gibson
Wilmington Transportation Co. Summer Resort	<b>Poetic Melodies</b> <b>Just Entertainment</b> <b>Scattergood Baines</b> <b>Double Everything</b> <b>Laugh Liner</b>	MBS	Critchfield & Co.
William Wrigley Jr. Co. Chewing Gum	<b>Romance of Helen Trent</b> <b>Mrs. Wiggs of the Cabbage Patch</b> <b>Zenith Foundation</b>	NBC—Blue MBS CBS—PC	J. Walter Thompson Co. J. Walter Thompson Co. Neisser-Meyerhoff
Wyeth Chemical Co. Hill's Nose Drops		CBS	Neisser-Meyerhoff
Zenith Radio Corp. Radio		CBS	Neisser-Meyerhoff
		CBS	Frances Hooper, Advertising Frances Hooper, Advertising Blockett-Sample-Hummert Blockett-Sample-Hummert J. Walter Thompson Co.



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# NATIONAL NETWORK SUSTAINING PROGRAMS

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**OF 1938**

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*The following listings of network sustaining programs are composed of only those broadcasts heard on a regular schedule during 1938. The list does not include programs heard as special event or one-time shots. A number of the programs listed are either institutional or time has been donated by networks to an educational institution for special series.*

*List compiled through the cooperation of CBS, MBS and NBC.*



**CBS**



Academy of Medicine  
Accent on Music  
Actors' Benefit Series  
Adventures in Rhythm  
Adventures in Science  
Aeolian Ensemble  
Afternoon Party  
Al Bernard's Merry Minstrel Men  
All Hands On Deck  
Al Sur Del Rio Grande  
American School of the Air  
American Viewpoints  
Americans at Work  
Among Your Souvenirs  
As You Like It  
At the Music Counter  
Aubade for Strings  
Between the Bookends  
Boris Morros String Quartet  
Bowes' Capitol Family  
Brave New World  
Buddy Clark Entertains  
Buffalo Presents  
Buffalo Summer Theater  
Capitol Opinions  
Captivators  
Castillians  
Charles Paul at the Organ

Chattanooga Frolic  
Chicago Varieties  
Children's Corner  
Church of the Air  
Cincinnati Conservatory of Music  
Cincinnati Symphony Orchestra  
Columbia Male Quartet  
Columbia Salon Orchestra  
Console Echoes  
CBC Singers  
Columbia Chamber Orchestra  
Columbia Chorus Quest  
Columbia Concert Hall  
Columbia Symphony Orchestra  
Columbia Workshop  
Crooners Choir  
Crossroads Hall  
Current Questions Before the House  
Current Questions Before the Senate  
Curtain Rises  
Curtis Institute of Music  
Dance Time  
Dancepators  
Dear Columbia  
Dear Teacher  
Deep River Boys  
Designs in Harmony  
Dick Shannon  
Dictators  
Dixie Serenaders  
Do You Remember?  
Earaches of 1938

Economic Cooperation in the Americas  
 Economic Defense Problems of U. S. Possessions  
 Essays in Music  
 Europe Calling  
 Everybody's Music  
 Exploring Music  
 Exploring Radio  
 Exploring Space  
 Famous Musical Evenings  
 Farm News  
 Farmer Takes the Mike  
 Fiddler's Fancy  
 Fighting Crime  
 Football Souvenir  
 Four Clubmen  
 Four Corners Theater  
 From the Organ Loft  
 Ghost of Benjamin Sweet  
 Golden Melodies  
 Goldman Band Concerts  
 Grant Park Concerts  
 Greenfield Village Chapel  
 Harrisburg Revue  
 Harry Cool & Harmonettes  
 Headlines & Bylines  
 Highlights in the World of Sports  
 Highways to Health  
 Hi-Hatters  
 Hillbilly Music  
 Hollywood Showcase  
 Instrumentalists  
 International Exchange  
 Irene Beasley "R.F.D. No. 1"  
 Jack Berch's "Get-Together"  
 Jewel Cowboys  
 Junior Musicomedy  
 Kate Smith's Column  
 Keyboard Arabesque  
 Keyboard Concerts  
 Let There Be Music  
 Let's Meet at Three  
 Let's Pretend  
 Library of Congress Series  
 Lincoln Cathedral Choir  
 Little Night Music  
 Living History  
 Lyric Serenade  
 Lyrics by Lorraine  
 Madison Ensemble  
 Manhattan Mother  
 Manhattan Serenaders  
 March of Games  
 Mark Warnow's Blue Velvet Music  
 Matinee in Manhattan  
 Matinee Promenade  
 Max Reinhardt Festival  
 Meet the Champ  
 Melodians  
 Mellow Moments  
 Melody Ramblings  
 Mercury Theater of the Air  
 Merrymakers  
 Merry Minstrel Men  
 Metropolitan Parade  
 Motor City Melodies  
 Morning Almanac  
 Morning Moods  
 Morning News  
 Music and Voices  
 Music for Fun  
 Music from the Gold Coast  
 Music in the Air  
 Musical Interlude  
 New Horizons  
 New York Academy of Medicine  
 Nightly News Show  
 Nighttime on the Trail  
 Not So Long Ago  
 Of Men and Books  
 Old Familiar Tunes  
 Opera Series  
 Organ Moods  
 Organ Reveille  
 Oriental  
 Pappy Cheshire and Nat'l Hillbilly Champions  
 Patterns in Swing  
 Paul Robinson and his Harmonica Champions  
 People's Platform

Phil Cook's Almanac  
 Philharmonic-Symphony Society of  
 New York  
 Pittsburghers  
 Poet's Gold  
 Poetic Strings  
 Pop Concerts  
 Radio Spotlight  
 Ray Bloch's Varieties  
 Recitals in Rhythm  
 Reminiscing in Rhythm  
 Rhythm in the Breeze  
 Rhythm Rendezvous  
 Romance in Rhythm  
 Romany Trail  
 Rubber Town Revue  
 St. Louis Blues  
 Salon Musicale  
 Salt Lake City Tabernacle Choir and  
 Organ  
 Saturday Night Swing Club  
 Science Service Series  
 Selections from Light Opera  
 Summer Serenade  
 Sing for your Supper  
 Sing, Inc.  
 Six Swell Tunes  
 Songs for You  
 So You Want to Be  
 Southern Cruise  
 Story of Industry  
 Story of the Song  
 Summer Serenade  
 Summer Session  
 Sunday Morning at Aunt Susan's  
 Sunny Melodies  
 Sunday P.M. Party  
 Sunset Serenade  
 Swing and Swing  
 Symphonettes  
 Syncopation Piece  
 Texas Rangers  
 Theater Matinee  
 The World Dances  
 This Town of Ours  
 Three Consoles  
 Time Out for Dancing  
 Tin Pan Alley  
 Today—with Bob Trout  
 Tours in Tone  
 Tower Town Topics  
 Tuesday Matinee  
 Tune Time  
 U. S. Army Band  
 U. S. Marine Band

Varsity Show  
 Waltzes of the World  
 When We Were Young  
 Wings Over Jordan  
 Word Game  
 World Economic Cooperation  
 Young People's Concerts



As You Like It  
 Bach Cantata Series  
 Bamberger Symphony  
 Bands Across the Sea  
 Barnstormers  
 BBC Music Hall  
 Benay Venuta's Varieties  
 Chicago Symphony  
 Concert Revue  
 Crime Clinic  
 Crimson Wizard  
 Curtain Time  
 Development of Music  
 Drums  
 Ed Fitzgerald's Revue  
 Epic of America  
 Famous First Facts  
 Famous Jury Trials  
 Forum Hour  
 Fulton Lewis, Jr.  
 Get Thin to Music  
 Girl Meets Boy  
 Gloom Chasers  
 Gotham String Quartet  
 Grant Park Concerts  
 Green Hornet  
 Hancock Ensemble  
 Hatterfields  
 Hawaii Calls  
 Headliners  
 Hollywood Whispers  
 How About It?  
 Impressions  
 Indianapolis Symphony  
 Invitation to Waltz  
 Jazz Nocturne  
 John Metcalf's Choir Loft  
 Johnson Family  
 Kalims-Kaye Recitals  
 Let's Visit  
 Marine Band Concerts  
 Marriage Clinic  
 Marriage License Romance Bureau

Melodies from the Sky  
 Microphone in the Sky  
 Midstream  
 Moonlight Rhythms  
 Music and You  
 Music by —  
 Music by Faith  
 Music For Your Schools  
 Musical Cartoons  
 Musical Steeplechase  
 Mr. Mergenthwirker's Lobbies  
 Nation's Playhouse  
 Nation's School of the Air  
 Oberlin Woodwind Ensemble  
 On a Sunday Afternoon  
 Once Upon a Time  
 Pageant of Melody  
 Play Ball  
 Press Time  
 Quiet Sanctuary  
 Radie Harris Commentaries  
 Recital Hall  
 Reminiscing  
 Reviewing Stand  
 Robin Hood Dell Concerts  
 Salute to Cities  
 Saturday Sing Song  
 Say It With Words  
 Schemes That Skin  
 Sinfonietta  
 Stan Lomax  
 Studies In Contrast  
 Symphonic Strings  
 Their Greatest Stories  
 This Wonderful World  
 U. S. Army Band  
 West and Matey  
 We Want a Touchdown  
 World Series

☆ **NBC-RED** ☆

America Presents  
 Animal News Club  
 Call to Youth  
 Catholic Hour  
 Claire, Malcolm  
 Cooke, Alistair  
 Do You Remember?  
 Education in the News  
 Family Man  
 Father and Son  
 Forty Winks Club

General Federation of Women's  
 Clubs  
 Hall of Fun  
 Harding's, Dan, Wife  
 Herth the Swingmaker  
 Kaltenmeyer's Kindergarten  
 Kemper, Jimmy, Song Stories  
 Let's Talk It Over  
 Lives of Great Men  
 Metropolitan Opera Company  
 NBC Symphony Orchestra  
 Our American Schools  
 Saturday Morning Club  
 Story Behind the Headlines  
 Sunday Drivers  
 Turn Back the Clock  
 University of Chicago Round Table  
 Wife Saver  
 Words and Music  
 World Is Ours  
 Your Health

☆ **NBC-BLUE** ☆

Adventure in Reading  
 Amanda's Party  
 America's Town Meeting of the Air  
 Be Sensible  
 Between the Book Ends  
 Breakfast Club  
 Budd Show  
 Cheerio  
 Cloister Bells  
 Club Matinee  
 Coast to Coast on a Bus  
 Great Plays  
 Horse and Buggy Days  
 If I Had a Chance  
 Alma Kitchell's Brief Case  
 Little Variety Show  
 National Farm Home and Hour  
 National Radio Forum  
 National Vespers  
 NBC Jamboree  
 NBC Minstrels of 1938  
 NBC Music Appreciation Hour  
 Neighbor Nell  
 Now and Then  
 Radio City Music Hall on the Air  
 Lanny Gray's Rhythm School  
 Wings for the Martins  
 Your Health

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# PET PROGRAMS OF STATIONS EVERYWHERE

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*The following list of "pet programs" has been compiled by RADIO ANNUAL from questionnaires and direct contact. Listings are composed of programs voiced by stations as their most outstanding contributions to their listeners. In many instances, programs listed have been originated from the station, and later adopted by additional outlets nationally. . . .*

## UNITED STATES

### Alabama

#### WHMA, Anniston

Kiddy Klub of the Air  
Man on the Street  
WHMA Playhouse

#### WAPI, Birmingham

The Auburn Farm and Family  
Forum  
Odd Facts About Alabama  
Curly Fox and Texas Ruby  
Deep South Dreams  
Day Dreams  
Sleepyhead Serenade

#### WSGN, Birmingham

The Variety Show  
Birmingham on the Air  
Miss Ann

#### WMFO, Decatur

Around the Dial With WMFO  
Farm and Home Hour  
Musical Clock  
"Rotatin'" Rhythm

#### WSFA, Montgomery

Minute Man and Canaries  
Around the Town With  
Camille Brown  
Silver's Spotlight  
Harry Baxter Sings  
News at the Hour  
Pop Jr. and Tutt

#### WMSD, Muscle Shoals City

Hill Billy Program  
All Request  
Cottonpatch Serenade  
Dance Hour

### Arizona

#### KOY, Phoenix

Side by Side

Doubling In Ivory  
The Dinner Bell  
The Mixing Bowl

#### KTAR, Phoenix

Radio Rides The Range  
Arizona's Cavalcade of Builders  
Morning Devotional  
Sylan of Incle  
Sweet Music  
Music That Warms The Heart  
Jolly Mike, The Funny Paper  
Man  
KTAR Social Calendar of the  
Air  
Beauty Speaks  
Home Beautiful Hour  
Just Plain Livin'  
KTAR School of the Air

#### KGAR, Tucson

There Are Smiles  
Home Folks Hymn Hour  
Children's Theater  
His Majesty the Baby  
Arizona Hiway Patrol Bulletin

#### KUMA, Yuma

Singing Pete  
Birthday Program

### Arkansas

#### KELD, El Dorado

Baseball and Football Games

#### KFPW, Fort Smith

Judy Jene's What's New in  
Fort Smith  
Orphans of Swing  
KFPW Personality Girl  
Songs All for You  
Children's Corner  
The Man at the Livestock  
Auction

KFPW Home Building Program  
Organ Reveries For You

**KTHS, Hot Springs**  
Country Store  
Good Music Hour

**KBTM, Jonesboro**  
Your Morning Herald

**KARK, Little Rock**  
Farmer's Hour  
At Your Request  
Twilight Soliloquy  
An Orchid to You  
Calling All Tourist Cars  
Rainbow Musical Question Box  
Wild Cat Showcase

### **California**

**KMPC, Beverly Hills**  
Hollywood Bowl Symphony  
Meet the Author  
Music Appreciation Hour  
Hollywood Star Shots  
Junior Theater of the Air

**KHSL, Chico**  
Home-makers Chit-Chat  
Cheerio Club  
Children's Bedtime Stories  
Camera Club  
Uncle Bob & His Funnies  
Bible Stories

**KARM, Fresno**  
Valley Rancher's Hour  
Moods by Maxine  
The Borellometer

**KMTR, Hollywood**  
Do You Want to be  
An Announcer?  
The World in Action  
Dedicated to You  
Hollywood Journeys  
The Globe Trotters Club  
Anybody Can Make Mistakes  
Just Between Us  
Col. Volney James and the  
Sundowners  
Mission Music Hall

**KFOX, Long Beach**  
Rolly and Lloyd  
Kindly Philosopher  
Songs of the Church  
A Word to the Wives  
Man on the Street  
Hawaiian Rhythms

**KGER, Long Beach**  
Long Beach Municipal Band

**KECA, Los Angeles**  
Pat Bishop's School News  
Classic Hour  
Phil Harmonica  
Parents on Trial  
My Los Angeles  
The First! Americans

**KEHE, Los Angeles**  
Listen, Ladies!  
Gordon Choristers  
Musical Clock  
Dixieland All-Star Minstrels  
Jack Owens  
Concert Miniatures  
Gaslight Theater  
Studio Dark Room  
Golf Clinic  
Today In Sports

**KFAC, Los Angeles**  
Bullock's—Whoa Bill Program

**KFI, Los Angeles**  
Broadway Memories  
Meet Some People  
Inglewood Park Concert  
Hot Stove League  
Bridge Club  
Art Baker's Notebook

**KNX, Los Angeles**  
White Fires  
In Town Tonight  
I Was There  
Yours Sincerely  
Sally of the Star  
Wiley's Housewives' Protective  
League  
Sunrise Salute

**KYOS, Merced**  
Homey Philosopher  
Saturday Afternoon Swing  
Women's Club of the Air

**KPPC, Pasadena**  
Pasadena Little Theater of the  
Air  
Pasadena City Schools  
Tributary Players

**KFBK, Sacramento**  
Inquiring Microphone  
Cash Prize Music Box  
Meditations

**KROY, Sacramento**  
Science In Safety

KROY Players Guild  
Top o' the Morning

**KFXM, San Bernardino**  
Early Bird Club  
The Owls  
Sidewalk Reporter

**KGB, San Diego**  
Student Chorus  
Talk of the Town  
Southern Cal Musicale  
The Magazine Man  
For Ladies Only

**KFRC, San Francisco**  
Bess Bye  
Feminine Fancies

**KGO, San Francisco**  
Opportunity Theater  
Standard School Broadcast  
Who's in Town Tonight  
On Wings of Melody  
Sons of the Lone Star  
Musical Clock  
Home Forum  
Fun Is Where You Find It

**KPO, San Francisco**  
Standard Symphony  
Woman's Magazine of the Air  
Professor Puzzlewit  
Good Morning Tonight  
Tillmook Kitchen  
Dr. Kate  
Sleep Serenade  
Dangerous Road  
Martha Meade's Household  
Headline  
Who's Dancing Tonight  
Gentleman Preferred

**KSAN, San Francisco**  
Radio Telephone Quiz  
Wyoming Cowboys  
Pin Money Club  
Radio Beginners

**KSFO, San Francisco**  
Night Editor  
I Want a Divorce  
Marco Spelling Bee  
Sidewalk Reporter  
Boy Dates Girl  
Salute to Industry

**KYA, San Francisco**  
Pertaining to Melody  
Morning Concert  
Ernie Smith's Sports Page

**KVOE, Santa Ana**  
Rise and Shine

**KDB, Santa Barbara**  
Tea Time Top Tunes  
There's Something in the Air  
Pop Unlimited  
Music By

**KGDM, Stockton**  
The Happy Hayseeds  
Chapel Hour  
Morning Smiles

**KWG, Stockton**  
Brain Buster  
Inquiring Reporter

**KHUB, Watsonville**  
Breakfast Club  
Learning to Fly With Jack Irwin

### **Colorado**

**KGIW, Alamosa**  
Radio Billboard  
Granada Previews  
Courier Highlights  
San Luis Valley Women's Club  
Cowboy Ramblers  
The Globe Trotter

**KFEL, Denver**  
Goodfellow Auctions  
Memory Garden  
KFEL Woman's Page

**KLZ, Denver**  
Homemaker's Hour  
Gas Hospitality House  
The Children's Hour  
Colorado Cavalcade  
The Job Man  
The Three B's  
Radio Quiz

**KOA, Denver**  
Men of the West  
Farm Question Box  
Annual National Stock Show  
Golden Melodies  
Light on the West

**KFKA, Greeley**  
News & Interviews  
News Roundup of the Air

**KOKO, La Junta**  
Saturday Birthday Party

### **Connecticut**

**WICC, Bridgeport**  
WICC Bowling Matches

Let's Go to Work  
First Offender  
Fairfield Jail Amateurs  
Yales News  
Do U Kno?

**WTHT, Hartford**

Hartford Speaks  
Hartford Entertains  
Concert Hour

**WTIC, Hartford**

G. Fox Morning Watch  
Wrightville Daily Clarion  
Melodic Strings

**WNBC, New Britain**

Good Morning Revue  
Danceland  
Riddle Rhythms  
King Cole Request Program

**WELL, New Haven**

Continental Trio  
Danceland Ballroom  
Early Morning Chores  
At the Symphony  
WELL Does the Town  
What Are You Reading?

**WNLC, New London**

Melody Lane  
Yawn Patrol  
Voice of the People

**WATR, Waterbury**

Morning Shopping Guide

***District of Columbia***

**WJSV, Washington, D. C.**

Sundial  
Labor News Review  
Grab Bag  
Aladdin's Kitchen  
Women Make the News

**WMAL, Washington, D. C.**

Along Style Street  
Petticoat Lane  
Pianos Three  
Quiz of Two Cities  
Tarheel Tattler  
Candlelight Cameos

**WOL, Washington, D. C.**

Traffic Court  
Sportspage of the Air

**WRC, Washington, D. C.**

Aunt Sue's Quiz Party  
Hometowners

Incidentally  
In Town Tonight  
Mayor of Melody  
My Word  
Opr'y Tonight  
You Say It  
Washington Calling

***Florida***

**WMFJ, Daytona Beach**

Merchants Parade  
Welcome Stranger  
Sports Parade

**WLAK, Lakeland**

Household Institute  
Polk County Farm Hour  
Man on the Street

**WIOD, Miami**

Tim, the Timekeeper  
Classroom of the Air  
Vagabond Mike  
Today's News Dramatized  
Florida Fishing  
Sports Question Box

**WQAM, Miami**

Man in the Street  
Musical Quiz  
Uncle Mac Reads the Funnies  
The Scrapbook  
WQAM Commentator  
The Traffic Greeter

**WKAT, Miami Beach**

Sports Parade  
Faith of the Deep South  
RFD Bulletin  
Univ. of Miami Adult Educ.  
Classes  
Insomnia Club

**WCOA, Pensacola**

Good Morning Man  
Swinging Jitterbugs  
Van Metre's Chillun

**WSUN, St. Petersburg**

Gad-About  
Rhythm and Time  
Candid Camera Night  
Man on the Street  
Nave Sisters  
WSUN Players

**WFLA, Tampa**

Market Square  
World at Large  
Frank Grasso Ensemble



## **Georgia**

### **WGPC, Albany**

Royal Crown Variety Show

### **WGAU, Athens**

Alarm Clock for the Early Birds

Co-Ed Hour

Get Acquainted Hour

This Rhythmic Age

### **WATL, Atlanta**

Around the Clock With the

Good Morning Man

Midday Merry-Go-Round

### **WGST, Atlanta**

Strolling Down the Lane With

Dan Hornsby

The Chuck Wagon

### **WSB, Atlanta**

Welcome South, Brother

Cross Roads Follies

Morning Merry-Go-Round

### **WRDW, Augusta**

Breakfast Club

Dr. Cheer

Morning Serenade

### **WRBL, Columbus**

Three Lovely Ladies of Song

Days News in Review

### **WMAZ, Macon**

Lost and Found Column of the

Air

### **WAYX, Waycross**

Funster's Club

Merchants Parade

## **Idaho**

### **KRLC, Lewiston**

Mystery Melodies

Homemaker's Hour

KRLC Dance Revue

### **KFXD, Nampa**

Early Bird

Morning Philosophy

### **KSEL, Pocatello**

Six O'Clock Jamboree

### **KTFL, Twin Falls**

Harry Musgrave Variety Show

The Old Poet

Friendly Hour With O'Henry

## **Illinois**

### **WCAZ, Carthage**

Want Ad Time

### **WCBD, Chicago**

Morning Meditations

Dr. Rudolph in Pianoland

### **WCFL, Chicago**

Peekers in the Pantry

Make Believe Danceland

### **WGES, Chicago**

How to Become an American

Citizen

Straight from the Heart

Advance School for

Americanism

Adventures in the Life of a

Missionary

### **WJJD, Chicago**

Courthouse Reporter

Suppertime Frolic

Safety Court Broadcasts

Freedom on the March

Farm Frolic

### **WLS, Chicago**

National Barn Dance

Homemakers Hour

Morning Devotions

### **WSBC, Chicago**

Americanism Adult Education

Polish News in Rhyme

### **WTMV, East St. Louis**

Rose Room Melodies

Susie, The Gal from the Hills

Vital Statistics

### **WMBD, Peoria**

Brain Teasers

Man on Street

Petticoat Parade

His Majesty the Baby

### **WTAD, Quincy**

Farm and Market Program

Women's Program

### **WROK, Rockford**

Couple on the Street

Missus Takes the Mike

Peoples Amateur Hour

### **WDZ, Tuscola**

Woman on the Train

Roving Neighbor

Singing Weatherman

Their Majesties the Babies

## **Indiana**

### **WFBM, Indianapolis**

Hoosier Farm Circle

Tea Time Tunes

Mrs. Farrell's Kitchen Clinic

**WIBC, Indianapolis**  
Boy Greet's Girl  
At Home With Kay Bartlett  
The Bachelorettes

**WBOW, Terre Haute**  
Si and Ezra  
Spelling Bee  
Wabash Valley Barn Dance  
Monday Night Party

### **Iowa**

**WMT, Cedar Rapids, Waterloo**  
Cedar Valley Hillbillies  
Radio Riddles  
Question Man & Voice of Iowa  
Opportunity Knocks

**WOC, Davenport**  
You Said It Yourself  
Romantic Musings  
Fun Club  
St. Ambrose College of the Air

**KRNT, Des Moines**  
Tall Corn Time  
Uncle Bill Reads the Funnies  
Hawkeye Dinnertime

**KSO, Des Moines**  
Inquiring Microphone  
Priscilla Wayne  
The Magic Kitchen  
Gwen McCleary's Home Edition

**WHO, Des Moines**  
Barn Dance Frolic  
Coffee Pot Inn  
Jerry and the Four Dots  
Mountaineers with Faye & Glen

**KFJB, Marshalltown**  
Tallcorn Jamboree  
Voice of the Playaround

**KMA, Shenandoah**  
Country School  
Homemaker

**KTRI, Sioux City**  
News Every Hour on the Hour  
Market Service  
Musical Clock

### **Kansas**

**KCKN, Kansas City**  
PBX of the Air  
Noon Hour Clock  
Quizzer Court  
Milkman's Matinee

**KSAC, Manhattan**  
Prof. Washburn's  
Morning Health Class  
Kansas 4-H Club Hour  
Vacations and Avocations  
Kansas Farm Hour

**KANS, Wichita**  
Losi and Found Forum  
Gloomy Gus and the Honorable  
Reggie  
Morning Serenade  
Title Tales

**KFH, Wichita**  
Your Parlor Playhouse  
Tea Time Jamboree  
Cameo Theater  
The Old Trader

### **Kentucky**

**WLAP, Lexington**  
Minute Men  
Breakfast Express  
Man on the Street  
For the Family

**WAVE, Louisville**  
Surprise Party  
High School Highlights  
Jewel Box  
Melody Time  
Mr. Fixit

**WOMI, Owensboro**  
Rambles and Rhythm  
County Editor  
Kenrad Employers Hour  
Fanny Farmer Goes to Town  
Tom Tattler

**WPAD, Paducah**  
Yellow Jacket Jamboree  
Inquiring Reporter  
Dance Time With Harry Ware

### **Maine**

**WRDO, Augusta**  
Many Happy Returns of the Day

**WABI, Bangor**  
Unaccustomed As I Am  
Making of America  
The Newsreel  
The Society Page

**WCOU, Lewiston**  
Rita Gamache Review  
The Inquiring Mike  
The Musical Clock

**WCSH, Portland**

Three A Safety Man

**WGAN, Portland**

Hillbilly-Downeasters

Sidewalk Interviews by Sam  
Henderson

**Maryland****WBAL, Baltimore**

Mary Landis

Around the Dinner Table

Treasure Hunt

It Happened So Quick

**WCAO, Baltimore**

Morning Musical Clock

Nocturne

Jack Lederer Program

**WSAL, Salisbury**

Do You Remember

It Happened This Week on the  
Eastern Shore

Clock o' the Morn'

Rural Jamboree

**Massachusetts****WCOP, Boston**

Radio Orchestral Hall

Treasure Chest

Frolicmakers Club

College Radio Workshop

Rise 'n' Shine With Farmer Russ

**WBZ and WBZA, Boston and  
Springfield**

The Four of Us

The Home Forum

Musical Clock

Rakov and His Orchestra

**WEEL, Boston**

Food Magician

Jimmy and Dick

E. B. Rideout Weather Service

Eddie Lee the Handy Man

The Boston Hour

**WMEX, Boston**

Campus Varieties

Hour of Music

Joe Rubin's Discoveries

Question Box

Al Rawley and Wild Azalias

**WORL, Boston**

The M-1 Reporter

Woman of Tomorrow

The Wellcome Singers

Fishing Time With the Metro-  
politan Angler

Sidelights on Beacon Hill

**WSAR, Fall River**

Melody Memory Contest

Voice of the Community

**WHAI, Greenfield**

Barn Dance

Morning Moods in Melody With

Alberta March

Bell-Ringers on Main Street

**WNBH, New Bedford**

WNBH—What New Bedford

Hears

**WMAS, Springfield**

Rhythm and Rhyme

Early Risers

The Fun Club

**WSPR, Springfield**

Children's Program

College Series

Cooking Forum

Morning Gazette

**WORC, Worcester**

Good Morning Neighbor

Enchanting Hour

Home Folks Frolic

Sports Final

**Michigan****WELL, Battle Creek**

The Engagement Book

Lost and Found

Where to Go Tonight

Aunt Martha and Mary

**WMBC, Detroit**

We Play'em You Guess'em

Little Red Schoolhouse

Happy Hour Club

Mental Confusion

Melody Matinee

**WWJ, Detroit**

The Back Ace

Swingology

**WXYZ, Detroit**

The Lone Ranger

The Green Hornet

The Factfinder

Children's Theater of the Air

**WJMS, Ironwood**

Tony's Eye-Opener

Daily Sportotpics

Musical Miniatures

Saturday Night at Home

**WKZO, Kalamazoo**  
News on the Street  
Out of the Dusk  
Patty, Social Secretary  
Hillbilly Opera

**WJIM, Lansing**  
Uncle Howdy's Kiddies  
Jamboree  
Musical Clock  
Life in Lansing

**WKBZ, Muskegon**  
Morning Parade  
Wake Up and Listen  
Sing and Smile

**WHLS, Port Huron**  
Home Economics  
Man on the Street  
The Hired Man  
Special Children's Program

### **Minnesota**

**KDAL, Duluth**  
Mind Your P's and Q's  
On Wings of Song  
Arrowhead Tourist Time

**KGDE, Fergus Falls**  
Who Am I  
Here Is a Tip  
Best Wishes  
Recipe Time With Sally  
Fashion News

**WLB, Minneapolis**  
University of Minnesota Con-  
vocation  
Minnesota School of the Air  
Music Appreciation Program

**KVOX, Moorhead**  
Us on a Bus  
Saturday Jamboree

**KFAM, St. Cloud**  
Have You Read  
The Snooper

**WMIN, St. Paul and Minneapolis**  
News of the Hour on the Hour  
Music Hall

**WTCN, St. Paul-Minneapolis**  
Jane Joy Funny Paper Show  
Ann Ginn Around the Town  
Billy Rhoades the School  
Reporter

**WHLB, Virginia**  
Northern Lights Jamboree

The Old Timers  
Terry Takes the Air  
The Clambake

**KWNO, Winona**  
Number Please  
Junior Show  
Smiling Keys  
Treasure House

### **Mississippi**

**WSLI, Jackson**  
Women's Gift Club

### **Missouri**

**KFRU, Columbia**  
Sunrise Roundup  
Unhitchin' Time  
Missouri Farm and Home Hour  
Kentucky Krooners

**WMBH, Joplin**  
Barn Dance

**KCMO, Kansas City**  
Missing Persons  
Lawyers Round Table  
Sunday at Two

**KITE, Kansas City**  
Wheat Belt Whimsies  
The Heart of American  
Hoedown

**KMBC, Kansas City**  
Texas Rangers  
Around the Breakfast Table  
Brush Creek Folies

**WHB, Kansas City**  
Magic iKitchen  
Musical Clock  
Farmers Court  
Farmers Hour  
Embassy Club

**KWOC, Poplar Bluff**  
The Drugstore Doorman  
The Criterion Quiz School

**WIL, St. Louis**  
Mr. Fixit Civic Service Program  
Birthday Bells  
Breakfast Club  
Today's Winners

**KWTO, Springfield**  
What's New on the Air  
Gumdrop and Goober  
Ozarkanna Corners

## **Montana**

- KFBB, Great Falls**  
Hospital Reports  
Farmers Hand  
Roving Hill-Billy
- KGVO, Missoula**  
Dude Ranch  
Word Bout  
Sunday Night Play  
Musical Impromptu

## **Nebraska**

- KFAB, Lincoln**  
Cornhusker Jamboree
- KFOR, Lincoln**  
Parade of the Stars
- WOW, Omaha**  
Man on the Street  
Time and Tunes  
Hymns of Cheer  
Creighton University of the Air

## **New Hampshire**

- WHEB, Portsmouth**  
I'll Swap Yuh  
Radio Pulpit  
Supply and Demand

## **New Jersey**

- WCAP, Asbury Park**  
Boardwalk Interviews  
Sunnyside o'Life  
Radio Kiddies
- WPG, Atlantic City**  
Atlantic City Entertains  
You're Telling Me
- WAAT, Jersey City**  
Uncle Jonathan  
Broadwayites  
Stardust  
Breakfast Reporters
- WHOM, Jersey City**  
We Americans  
Voice of the Heart  
Questions and Answers
- WOR, Newark**  
Say It With Words  
Famous First Facts  
Bach Cantata Series  
What's My Name  
People's Rally  
WOR Symphony

## **New Mexico**

- KGGM, Albuquerque**  
Women's Club of the Air  
The Sunshine Special
- KICA, Clovis**  
Woman's Club of the Air
- KAWN, Gallup**  
Housekeepers Club  
Welcome Stranger  
Honest John's Request Hour
- KWEW, Hobbs**  
Do You Want to Trade?  
Goodmorning Ladies

## **New York**

- WBNF, Binghamton**  
Quiz Ball  
Worker's Hour  
The Birthday Hour
- WARD, Brooklyn**  
The Bystander  
Health and Happiness  
Two Hours in Ireland  
Jewish Court of Arbitration  
Pride of Judea Orphans Home
- WBBC, Brooklyn**  
The Uncle Arnold Program  
Your Home Town  
Silver Linings
- WBRR, Brooklyn**  
Kingdom Instruction  
Model Bible Stories of the Air  
The Record Album
- WCNW, Brooklyn**  
Voice of the Unemployed  
Concert Hall of the Air  
Bridge Forum  
Public Service Forum Hour  
Kitchen Cabinet
- WBNY, Buffalo**  
Ye Old Town Crier  
Pulse of Buffalo  
Let's Talk It Over  
Kiddie's Karnival
- WEBR, Buffalo**  
Names Make News  
Your Community  
Children's Hour
- WCAD, Canton**  
Cranium Crackers
- WESG, Elmira**  
Quik Quiz  
Daydreams

- Fifth Estate  
Roomates & Co.
- WGNY, Newburgh**  
Toast and Coffee Hour  
Community Quiz  
For Women Only  
Gwen Scott Says
- WABC, New York**  
Morning Almanac, Featuring  
Phil Cook  
Sports Review
- WBIL, New York**  
Public Service Forum  
Symphonic Moods  
Great Americans  
Musical Vignettes
- WINS, New York**  
Walter King's Song Contest  
The Musical Clock  
Louis Katzman's Romantic  
Cycles  
Ted Webbe's Man on the Street  
Bill Harding's Racing Results
- WMCA, New York**  
American Forum  
Talk of the Town  
Jimmy Walker's Visiting Hour  
Success Stories
- WNEW, New York**  
Make Believe Ballroom  
Milkman's Matinee  
Little Things in Life
- WNYC, New York**  
Masterwork Hour  
City Council Broadcasts  
Want Ad Column of the Air  
Let's Make Music  
Civil Service Quiz  
Radio Playhouse
- WOV, New York**  
Stars in the Making  
Album of Love  
Veiled Lady Stories  
Continental Nights
- WQXR, New York**  
Breakfast Symphony  
Musical Memory Contest  
Composers Hour
- WHDL, Olean**  
Cheek to Cheek
- WHAM, Rochester**  
True Stories of the N. Y. State  
Police
- Hank and Herb and the Old  
Timers  
Eastman School Symphony  
Rochester Philharmonic  
Orchestra
- WHEC, Rochester**  
Lamp Lighting Time  
Down Town Cowboys  
Silver and Gold  
Broadcast from City Hall  
Swap Shop
- WNBZ, Saranac Lake**  
Breakfast Club  
This Woman's World
- WGY, Schenectady**  
Studio Spotlight  
Musical Tete a Tete  
Red Horse Revue  
Science Forum  
International Melodies
- WSYR, Syracuse**  
Radio Backstage  
New York State Employment  
Program  
The Reading Room  
At the Crossroads
- WHAZ, Troy**  
Campus Serenaders  
Faculty Talks
- North Carolina**
- WWNC, Asheville**  
Saturday Night Roundup  
Eight O'Clock in Asheville
- WBT, Charlotte**  
Briarhoppers  
Jamboree  
Who's Who in Hollywood
- WDNC, Durham**  
The Melody Kitchen  
What's the Name of That Song?  
That Which You Should Know  
Evening Stars
- WPTF, Raleigh**  
Children's Birthday Party  
Man on the Street
- WEED, Rocky Mount**  
Carolina Planters Program  
Rooster Crows  
Tea Timers  
Man on the Warehouse Floor  
Old Songs for New
- WGTM, Wilson**  
Mustard and Gravy

**WAIR, Winston-Salem**  
Looking Around Winston-Salem  
Yawn Patrol  
Words and Melody  
Keaton on the Keys

**WSJS, Winston-Salem**  
The Kiddies Party  
Corny-gate Hall  
For Madame  
Man on the Street

### ***North Dakota***

**KDLR, Devils Lake**  
Children's Birthday Train  
Saturday Night Amateur  
Educational Series

**KGCU, Mandan**  
Traffic Patrol  
Barn Dance

**KLPM, Minot**  
Everybody's Hour  
Witt and Music  
Good News Program  
Liar's Club

**KOVC, Valley City**  
Everything Stops for Tea  
Catch the Announcer  
Know Your Players  
Man on the Ice

### ***Ohio***

**WADC, Akron**  
Main Street Opinions  
Behind the Scenes  
Trailer Talks  
Fireside Interviews

**WICA, Ashtabula**  
Down the Aisles  
I'll Swap You  
Sunday School of the Air  
Bob Hubbard's Penthouse of  
Harmony  
Top of the Morning

**WHBC, Canton**  
Musical Clock  
Good Morning Neighbor  
Phantom Ballroom  
Little Theater

**WCKY, Cincinnati**  
Safety First  
Men of Tomorrow  
Renfro Round Up  
Melodic Whispers

**WCPO, Cincinnati**  
Dance With News  
Pep Unlimited Club  
Train Time

**WKRC, Cincinnati**  
Dawn Patrol  
Glenn Hughes' Barn Dance  
For Your Pleasure  
Economy Kitchen

**WLW, Cincinnati**  
Musical Steeplechase  
Mad Hatterfields  
Mid-Stream  
Spotlight  
Nation's School of the Air

**WSAI, Cincinnati**  
Tips—Tunes and Topics  
Hot Stove Musicale  
Battle of Tunes

**WCLE, Cleveland**  
Cleveland Comments  
Music for the Ladies  
For You

**WGAR, Cleveland**  
Your Town  
Public Square  
Cultural Institute  
Wings Over Jordan  
Meet the Rams

**WHK, Cleveland**  
We Americans  
New Names  
Doctor Swing  
Quiz-Bee  
Curtain at 8:30

**WTAM, Cleveland**  
Health and Home With Jane  
Weaver  
Do You Remember?  
Cobwebs and Cadenzas  
Shanghai Nights

**WBNS, Columbus**  
Folks from Pleasant Valley  
Hello Ohio

**WHKC, Columbus**  
The Spectator  
The Buckeye Four  
What Is It?  
Neighbor's Noon Hour  
Georgia Crackers

**WHIO, Dayton**  
Dunker's Club  
Municipal Court

Echoes and Encores  
 Morning Almanac  
**WSPD, Toledo**  
 Quiz-Bee  
 Sidewalk Interviews  
 The Editor Speaks  
 Answer Me This  
**WALR, Zanesville**  
 Men on the Boulevard  
 Kiddies Cafe Revue  
 A.A.U.W. Airline News

### **Oklahoma**

**KOCY, Oklahoma City**  
 Man on the Street  
**KOMA, Oklahoma City**  
 Three Keyboards  
 Turning the Leaves  
 Penthouse Serenade  
 Keyboard Konversations  
**KTOK, Oklahoma City**  
 Family Life Radio Forum  
 Original Rollickers  
 Swingbillies  
**WKY, Oklahoma City**  
 Uncle Ben's Funny Paper Hour  
 Pancho and His Ridge Runners  
 Doghouse Court  
**KHBG, Okmulgee**  
 Kiddies Review  
 Keyboard Kutup  
**KTUL, Tulsa**  
 Old Frougie  
 Tonight in Tulsa  
**KVOO, Tulsa**  
 Calling All Tourists Cars  
 Every Man's Boy  
 Bob Wills and His Texas Play-  
 boys

### **Oregon**

**KOAC, Corvallis**  
 Homemakers' Hour  
 School of the Air  
 Co-ed Exchange  
 4-H Club Program  
**KORE, Eugene**  
 What Lane County Thinks  
 Eric Merrils Questions and  
 Answers  
**KMED, Medford**  
 Friendship Circle  
 It's a Fact  
 Morning Melodies

**KEX, Portland**  
 Covered Wagon Days  
 Curbstone Quiz  
 Oregonian on Review  
**KGW, Portland**  
 Fireside Hour  
 Trail Blazers  
 The Night Watchman  
 Lone Star Troubadour  
**KOIN, Portland**  
 5-Star Final  
 Thanks for the Memory  
 Rainbows End  
 Oregon on Parade  
**KWJJ, Portland**  
 Frankly Speaking  
 Top Tunes of the Day  
 Free Trade and Swap Service  
 Montana Wranglers

### **Pennsylvania**

**WLEU, Erie**  
 Early Bird Program  
 Old Philosopher Program  
 Children's Quiz Program  
 Man on the Street Program  
**WIBG, Glenside**  
 Beaver College  
 Minstrels  
 Glenside-Weldon P.T.A.  
 Doris Mae Smith  
**WHJB, Greensburg**  
 Silly Salesmen  
 The Index  
 Memory Lane  
 Woman to Woman  
**KYW, Philadelphia**  
 Music for Moderns  
 Top Hatters  
 Campus Capers  
 Musical Clock  
**WCAU, Philadelphia**  
 Household Favorites  
 Alan Scott  
 Horn & Hardart Children's Hour  
 Continental Rhapsody  
**WDAS, Philadelphia**  
 Merry-Go-Round  
 Evening Ledger Music Hour  
 Varsity Vespers  
 The Column of the Air  
**WFIL, Philadelphia**  
 Jack's Jamboree  
 Romantic Troubadour



Married Life  
Dorothy Dix Dramatizations

**WIP, Philadelphia**

Varsity Matinee  
Clickety Clack  
Youth in the News  
Hand of Destiny  
My Stars

**WPEN, Philadelphia**

Help a Neighbor  
The Boy Counsellor of the Air  
Night Club of the Air  
Twilight Silhouettes

**KDKA, Pittsburgh**

Grand Slam Revue  
Merry Music  
Song Picture  
Under Western Skies

**KQV, Pittsburgh**

Today's Sports  
The Show of the Day  
Sunshine Minstrel  
Morning Meditation

**WCAE, Pittsburgh**

Stardust  
Romance Backstage  
Sophisticated Ladies, Girls, Trio  
The Airliners

**WGBl, Scranton**

The Sidewalk Quizzer  
Let's Go to School  
The High School Reporters  
Men of Tomorrow

**WPIC, Sharon**

Harry Williams Trio  
Masters of Rhythm  
Poetic Musings  
Tic-Toc Tunes  
The Final Edition

**WKOK, Sunbury**

Cameo Tune Quiz  
Old Organ Doctor  
Reg and Paul  
Spelling Bee

**WRAC, Williamsport**

Smokey Mt. Boys  
Jim and Jane  
The Melody Men  
Smokey & Dot

**South Carolina**

**WIS, Columbia**

Treasure Chest  
Mickey Mouse Club

The Sun Dial  
South Carolina Safety Patrol  
Just Thinkin'

**WFBC, Greenville**

News on Parade  
Nothin' Special  
Music of the Masters  
Museum of Melody  
Meeting House in Dixie

**WSPA, Spartanburg**

Cathedral Chimes  
Hal and Pat's Organ Requests  
Mugford Again  
Crazy House  
For Ladies Only

**South Dakota**

**KABR, Aberdeen**

Children's Theater of the Air  
Among Neighbors Program

**KGFX, Pierre**

Hospital List  
Justice Dept. News Daily

**KOBH, Rapid City**

Teen Time Tunes  
The Man on the Street With  
His Word of the Week  
Thought for the Day

**Tennessee**

**WOPI, Bristol**

Saturday Afternoon Matinee  
The Jamboree

**WDOD, Chattanooga**

Noonday Frolic

**WNOX, Knoxville**

The Midday Merry-go-Round  
Man on the Street  
Good Neighbors  
Long Remember  
Getter-Upper

**WHBQ, Memphis**

The Sumpus Boys  
Etchings in Black and White  
Streets and Avenues  
The Clock-Watches

**WMPS, Memphis**

Jam for Supper

**WSM, Nashville**

Grand Ole Opry  
Magnolia Blossoms  
Sunny South Minstrels

## **Texas**

### **KGNC, Amarillo**

Doctor I. Q.  
Open Forum of the Air  
Sons of the West

### **KNOW, Austin**

Seven Days on the Forty Acres  
Your Safety Friend  
Sweetheart by Remote Control  
Traffic Sentinel  
Between the Lines With Roger  
Busfield  
That's That

### **KBST, Big Spring**

Piano Impressions  
Girl of a Thousand Lovesongs  
Cavalcade of Songs

### **KGFL, Brownsville**

Big Brother Club  
Spanish Amateur Hour  
Good News  
Wake Up and Live

### **KRLD, Dallas**

Morning Jamboree  
Sketches in Melody  
Stamps Quartet  
Singing Convention of the Air

### **WFAA, Dallas**

The Early Birds  
Treasure Gold

### **WRR, Dallas**

Morning Melody Shop  
Noon Hour Varieties  
Business Builders  
The Cowboy Ramblers

### **KTSM, El Paso**

Magazine of the Air  
Voice of Today  
Pathfinders of Medicine  
Listeners Club

### **KFJZ, Fort Worth**

Morning Roundup

### **KTAT, Fort Worth**

Stars of Tomorrow  
Texas Entertains  
Music That Charms  
Sweetheart Serenade

### **WBAP, Fort Worth**

Helen's Home  
Melodic Moments  
On Wings of Song  
Black Night

### **KSAM, Huntsville**

Cocktail Varieties

### **KPAB, Laredo**

Man on the Street

### **KFRO, Longview**

Top of Morning  
Coffee Cup Cabaret  
East Texas Sun Dial

### **KFYO, Lubbock**

Professor Twigleat  
Sidewalk Snoopers  
Cosden Git Program

### **KPDN, Pampa**

The Poet's Corner  
Console Request Varieties

### **KTSA, San Antonio**

Trading Post  
Quarter to One  
Alamo Lumber Nightly News  
by Air  
Singin' Sam

### **WOAI, San Antonio**

Dial-A-Smile  
Lives of Great Americans  
Reverie  
Mexican Serenade

### **KRRV, Sherman**

The Gate City Swing Club  
The Red River Valley Singing

### **KTEM, Temple**

Czech Melody Hour  
Just We Two  
Allen Thomas' Blue Jackets

### **KCMC, Texarkana**

Dude Ranch Girls  
Circus Broadcasts

### **KGKB, Tyler**

Singing Salesmen  
Parade of Values  
Welcome Stranger

### **KRGV, Weslaco**

Ty Cobb—Valley News  
Birthday Party

## **Utah**

### **KLO, Ogden**

Reddy Kilowatt Club  
Old Spinning Wheel  
The Music Master  
Poet and the Organ  
Popeye Club

### **KEUB, Price**

Carbon and Emery Counties  
Program  
Ten Top Tunes of the Week

### **KDYL, Salt Lake City**

Singtime

Hello, Ladies  
The Spelling Bee

### **Vermont**

#### **WQDM, St. Albans**

What Is It?  
As You Like It

#### **WNBX, Springfield**

The Singing Parson  
Old Fashioned Githerin'

#### **WDEV, Waterbury**

The Old Squire  
Housewives Morning Matinee  
The Camera Club  
Birthday Party

### **Virginia**

#### **WCHV, Charlottesville**

Ivory Interludes  
Straight Jacket  
The Classical Hour

#### **WSVA, Harrisonburg**

Rural Rhythm  
Musical Merry Go Round  
Morning Moods  
Make Believe Ballroom  
Melody Clinic

#### **WTAR, Norfolk**

Radio Luncheon Club  
Sports Revue

#### **WRVA, Richmond**

Cross Roads Hall

#### **WDBJ, Roanoke**

On Wings of Song  
Ad Libber's Club  
Magic City Varieties  
Saturday Night Get Together

### **Washington**

#### **KXRO, Aberdeen**

That Was the Time  
What Grays Harbor Thinks  
What Do You Know?

#### **KELA, Centralia and Chehalis**

Audition Hour  
Professor Snoop  
Kiddies Club

#### **KWLK, Longview**

Home Folks Hour  
Mary Merk

#### **KGY, Olympia**

So You Think You're Smart  
Morning Sundial

#### **KWSC, Pullman**

Roundtable Discussion

English Club of the Air  
The Globe Turns  
The Presses Roll  
Variety Show

#### **KEEN, Seattle**

Seattle Speaks  
Enterprise All Colored Program

#### **KIRO, Seattle**

Song at Twilight  
Starlight Serenade  
Meet the Editor  
Moonlight Music

#### **KJR, Seattle**

Top Tune Revue

#### **KOMO, Seattle**

Sunshine Club  
Morning Reveries

#### **KFPY, Spokane**

Good Morning Neighbors  
Meet Your Neighbor  
The Welcome Committee  
Sunday Night Forum  
People and Places

#### **KMO, Tacoma**

Syncopated Riddles  
Ye Old Town Crier  
Smilin' Thru  
Musical Klock

#### **KVI, Tacoma**

Sunrise Club  
Mystic Melodies  
Rhyming Ruben  
Model Star Question Box  
Just Calling

#### **KUJ, Walla Walla**

Braden-Bell Serenaders

### **West Virginia**

#### **WHIS, Bluefield**

Big Little Broadcast  
Early Morning Jamboree

#### **WCHS, Charleston**

Old Farm Hour  
Young Stars of Tomorrow  
Musical Spelldown

#### **WMMN, Fairmont**

Sagebrush Roundup  
Southern Stars  
Club Control Room  
Down Memory Lane

#### **WWVA, Wheeling**

Young America Broadcasts  
Night Owl  
Midnight Jamboree

## **Wisconsin**

### **WBYY, Green Bay**

High Noon Heat  
Bud and His Buddies

### **WTAQ, Green Bay**

Farmhands  
Mutiny on the Bounty

### **WCLO, Janesville**

Man-on-the-Street

### **WKBH, La Crosse**

Kiddies Club  
The William's Sport Flash

### **WHA, Madison**

Wisconsin College of the Air

### **WISN, Milwaukee**

Down by Hermans  
Ann Leslie's Scrapbook  
Fiddlers Three

### **WTMJ, Milwaukee**

What's New With Nancy Grey  
Top o' the Morning  
Heinie and His Grenadiers

### **WRJN, Racine**

Moments of Life  
Lola Andre  
Little Theater of the Air

Twilight Serenade  
Juvenile Traffic Court

### **WSAU, Wausau**

Best Wishes  
Console Capers  
Janiboree  
Rhythm in Style

## **Wyoming**

### **KWYO, Sheridan**

Inquiring Reporter  
Musical Guessing Contest  
Fire Siren—Tie Up

## **Alaska**

### **KFQD, Anchorage**

Ice Worms  
Children's Birthday Party

## **Hawaii**

### **KGU, Honolulu**

Voice of Hawaii to NBC  
Sojourner

## **Puerto Rico**

### **WPRP, Ponce**

Peticiones-y Dedications

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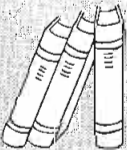
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# Radio Artists

AND THEIR WORK  
DURING 1938



## — A —

**ABILL, JUNE**  
WOPI, Bristol, Tenn. Man  
on the Street Program.

**ABBOTT, LEW**  
CBS. Kate Smith Show.

**ACE, GOODMAN**  
NBC. Easy Aces.

**ACE, JANE**  
NBC. Easy Aces.

**ADAMS, ALTON**  
CKNX, Wingham, Ont. Dr.  
Peter Harris.

**ADAMS, BILL**  
CBS. Cavalcade of America.

**ADAMS, CAROLYN**  
WICA, Ashtabula, Ohio. Uni-  
versal Menus.

**AGUGLIA, MIMI**  
WOV, New York, N. Y. Pro-  
cter and Gambie Ivory Mas-  
ques.

**ALEXANDER, A. L.**  
WHN. Arbitration Court.

**ALEY, ALBERT**  
CBS. American School of the  
Air, Columbia Workshop, Let's  
Pretend.

**ALLEN, CHARME**  
CBS. Pretty Kitty Kelly.

**ALLEN, FRED**  
NBC. Town Hall Tonight.

**ALLEN, GRACIE**  
Chestersfield Program CBS.  
Burns and Allen NBC.

**ALLEN, WALLY**  
WLAP, Lexington, Ky. The  
Movie Man.

**ALLENBY, PEGGY**  
Big Sister, Pretty Kitty Kelly  
CBS. David Harum Sketch  
NBC.

**ALLYN, RITA**  
NBC. Lucky Strike, Palm-  
olive, True Story.  
CBS. Heinz.

**AMECHE, DON**  
NBC. Chase and Sanborn.

**AMECHE, JIM**  
NBC. Attorney at Law.

**ANDERSON, EDDIE**  
NBC. Jello Program.

**ANDRE, PIERRE**  
MBS. Sunday Matinee.

**ANDREWS, CAMERON**  
CBS. Four Corners Theatre,  
Ghost of Benjamin Sweet.

**ANTHONY, JOHN J.**  
MBS. Good Will Hour.

**ARNALL, CURTIS**  
Artist—Pepper Young's Fam-  
ily NBC and others.

**ARNOLD, SETH**  
CBS. Big Sister.

**ARQUETTE, CLIFF**  
NBC. Tune Types.

**ATWELL, ROY**  
CBS. Joe Penner Program.

**AUBREY, WILL**  
KGO, San Francisco, Calif.  
Musical Clock.

**AUSMUS, G. L.**  
WBAP, Fort Worth, Texas.  
Black Night.

**AUSTIN, JANE**  
KOME, Tulsa, Okla.

## — B —

**BABBIT, GENE**  
KWK, St. Louis, Mo. Sketches  
in Melody.

**BACHULUPL, TONY**  
WWL, New Orleans, La.  
Tony's Songbusters.

**BACKUS, JIM**  
CBS. Big Sister, Aunt Jenny's  
Real Life Stories, Al Pearce  
Gang.

**BACON, MILTON**  
WCKY, Cincinnati, Ohio. Ap-  
ples with Salt.

**BADALOTI, MARIO**  
WOV, New York, N. Y. La  
Perla, Procter and Gamble  
Oxydol Program.

**BAIRD, GEORGE**  
CKNX, Wingham, Ont. Dr.  
Peter Harris.

**BAIRD, JANET**  
KGO-KPO, San Francisco, Cal.  
Woman's Magazine of the  
Air, Who's in Town Tonight.

**BAKER, PHIL**  
CBS. Gulf Oil.  
NBC. Dole Program.

**BALDI, DIANA**  
WOV, New York, N. Y. Pro-  
cter and Gambie Oxydol Pro-  
gram, General Mills Wheaties  
Program.

**BALL, LUCILLE**  
CBS. Jack Haley's Wonder  
Show.

**BANKS, JOE**  
CBS. Nancy James.

**BARKER, BRAD**  
CBS. Mighty Show.

**BARNES, AMANDA**  
WEW, St. Louis, Mo. Just  
Home Folks.

**BARNES, PAT**  
MBS. Barnstormers.

**BARNEX, MARION STEVENSON**  
Artist—Pepper Young's Fam-  
ily NBC and others.

**BARRETT, BETTY**  
KWK, St. Louis, Mo. Sketches  
in Melody, Betty and Her  
Boyfriend.

**BARRETT, PAT**  
NBC. Alka-Seltzer National  
Barn Dance Uncle Ezra's Ra-  
dio Station EZRA.

**BARRYMORE, JOHN**  
CBS. Texaco Star Theatre.

**BAUER, DR. W. W.**  
NBC. Your Health.

**BEAUMAND, HUGH**  
WWL, New Orleans, La. Play  
house of the Air.

**BEAUPRE, MAURICE**  
CHRC, Quebec, Que.

**BECK, JACKSON**  
CBS. Myrt and Marge. The  
Goldbergs.

**BEDARD, ROLLAND**  
CHRC, Quebec, Que. The Mis-  
adventures of Fernandean.

**BEHMULLER, HELEN**  
WMAQ-WENB, Chicago, Ill.

**BELCHER, JERRY**  
NBC. Interesting Neighbors.

**BENADERET, BEA**  
KECA-KFI, Los Angeles, Cal.  
Can You Beat That, Parents  
on Trial.

**BENCHLEY, ROBERT**  
CBS. Melody and Madness.

**BENNY, JACK**  
NBC. Jello Program.

**BERG, GERTRUDE**  
CBS. The Goldbergs. NBC.

**BERGEN, EDGAR**  
NBC. Chase and Sanborn.

**BERGMAN, TEDDY**  
Myrt and Marge CBS, Grand  
Central Station CBS, Big Sis-  
ter, The Shadow MBS, Royal  
Crown Revue NBC.

**BIGGS, BUNNY**  
KGO, Fort Worth, Texas.  
Slo 'n Ezy.

**BILL, EMIL**  
WMBD, Peoria, Ill. Wayside  
Chapel.

**BLACKBURN, ARLINE**  
CBS. Pretty Kitty Kelly.

**BLAINE, JOAN**  
NBC.

**BLANE, RALPH**  
NBC. Royal Crown Cola,  
Consolidated Edison, Cloutier  
Presents, The Sunday Show.  
Design for Dancing, Carica-  
tures in Rhythm, Port of  
Missing Hits, America Pre-  
sents.

**BLAND, AL**  
WKRC, Cincinnati, Ohio. Dawn  
Patrol, Man Behind the Uni-  
form, Glenn Hughes' Barn  
Dance, Safety Patrol.

**BLISS, MILTON**  
WHA, Madison, Wis.—WLBL,  
Stevens Point, Wis. Wiscon-  
sin College of the Air.

**BLISS, MRS.**  
WHB, Kansas City, Mo. Magic  
Kitchen.

**BLOCK, MARTIN**  
WNEW. Make-Believe Ball-  
room.



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**BLUE, IRA**

KPO, San Francisco, Calif.  
It's a Fact, Sports Graphic.

**BOITEAU, ISABELLE**

CHRC, Quebec, Quec.

**BOITEAU, ROGER**

CHRC, Quebec, Quec.

**BOUCHEY, WILLIS**

CBS, Helen Trent's Romance.

**BOULTON, MILO**

CBS, The Goldbergs.

**BOUREE, ADJ.**

CHRC, Quebec, Quec. French  
Canadian Old-Time Sources.

**BOWES, MAJOR EDWARD**

CBS, Major Bowes' Amateurs.

**BOYNTON, BESSIE**

WMAQ-WENR, Chicago, Ill.

**BRACCIANTE, JOE**

WMPS, Memphis, Tenn.

**BRAGG, MARION**

WMAZ, Maccn, Ga. Words  
and Music.

**BRAMLEY, RAYMOND**

CBS, Pretty Kitty Kelly, Hill-  
top House, Second Husband,  
Big Sister, Howie Wing.

**BRASSARD, COLETTE**

CHRC, Quebec, Quec.

**BRAYTON, MARGARET**

CBS, Joe Penner Program.

**BRENNER, FRANCES**

KVOO, Tulsa, Okla. Sunday  
Afternoon Social, Brains of  
Bright Hope.

**BRICE, FANNY**

NBC, Good News of 1938.

**BRICKERT, CARLTON**

WMAQ-WENR, Chicago, Ill.

**BROWN, CONSTANCE**

CBS, American School of the  
Air, Columbia Workshop, Four  
Corners Theatre.

**BROWN, HENRY**

WOMI, Owensboro, Ky. Fanny  
Farmer Goes to Town.

**BROWN, JOE E.**

CBS, Post Toasties Program

**BROWN, JOHN**

CBS, Al Jolson Program.

**BRUCE, ROBERT C.**

Snow Village Sketches NBC,  
Death Valley Days NBC,  
School of the Air CBS, Gang  
Busters CBS, Candid Lady  
CBS, Curtain Rises CBS, Ex-  
ploring Radio CBS, Grouch  
Club KFWB.

**BUCHMAN, "PAPPY"**

WCNW, Brooklyn, N. Y. Your  
Program.

**BUCKLEY, FLOYD**

CBS, Howie Wing.

**BUNCE, ALAN**

NBC, David Harum, Hello  
Peggy, John's Other Wife.

**BUNCH, COYTA**

KWK, St. Louis, Mo. Mid-  
Afternoon Madness, Today at  
Two, Sketches in Melody.

**BURBANK, SARA**

WBNE, Binghamton, N. Y.

**BURGER, TONY**

CBS, Pretty Kitty Kelly.

**BURKE, BOB**

KWK, St. Louis, Mo. Pop  
Wise and Filbert.

**BURNS, GEORGE**

Chesterfield Program CBS,  
Grape-Nuts NBC.

**BURNS, ROBIN ("BOB")**

NBC, Kraft Music Hall.

**BUSLEY, JESSIE**

CBS, Big Sister.

**BUTTERWORTH, WALLY**

NBC, Vox Pop.

**— C —****CAINE, BETTY**

WMAQ-WENR, Chicago, Ill.

**CALVERT, REV. G. R.**

CHRC, Winnipeg, Man. Morn-  
ing Devotions.

**CAMERON, VIVIENE**

WMEX, Boston, Mass. Cam-  
pus Varieties.

**CAMPBELL, ARCHIE**

WNOX, Knoxville, Tenn.

**CANTOR, CHARLES**

NBC, Kitchen Cavalcade,  
Town Hall Tonight.

**CANTOR, EDDIE**

CBS, Camel Caravan Pro-  
gram.

**CARD, KATHRYN**

WMAQ-WENR, Chicago, Ill.

**CAREY, MACDONALD**

WMAQ-WENR, Chicago, Ill.

**CARL, CLIFF**

WHO, Des Moines, Ia. Coffee  
Pot Inn.

**CARLON, LINDA**

CBS, Pretty Kitty Kelly, Myrt  
and Marge, Valiant Lady.

**CASE, MARILU**

WDNC, Durham, N. C. For  
Your Information.

**CATANDELLA, MRS. GEORGE**

WICC, Bridgeport, Conn. Chil-  
dren's Story Parade.

**CHAPPELL, ERNEST**

MBS, Headlines, Show of the  
Week.

**CHESHIRE, HARRY (PAPPY)**

KMOX, St. Louis, Missouri.  
Pappy Cheshire and Gang.

**CHILTON, RUTH**

WSYR, Syracuse, N. Y. Ruth  
Chilton's Matinee.

**CHOAT, HELEN**

CBS, Pretty Kitty Kelly.

**CHOATE, VIRGINIA**

WLAP, Lexington, Ky. For  
Women Only.

**CHURCH, MINA**

WGTM, Wilson, N. C.

**CLAIRE, HELEN**

NBC, Death Valley Days,  
Dream of Long Ago.

**CLARK, VIRGINIA**

CBS, Helen Trent's Romance.

**CLAVET, MADO**

CHRC, Quebec, Quec. The Mis-  
adventures of Ferdinand.

**CLEARY, LEO**

KGO, San Francisco, Calif.  
Leo and Ken, Fun Is Where  
You Find It.

**COLBERT, JEAN**

CBS, Pretty Kitty Kelly, The  
Goldbergs, Gang Busters, Sec-  
ond Husband.

**COLE, ALZONO DEAN**

MBS, The Witch's Tale.

**COLE, GRADY**

WBT, Charlotte, N. C. Comet  
Race Philosopher, Grady Cole  
A'ram Clock.

**COLLIN, JEAN**

CHRC, Quebec, Quec.

**COLLINS, RAY**

CBS, Cavalcade of America,  
Philip Morris Program, Kate  
Smith Show, Aunt Jenny's  
Real Life Stories, Big Sister,  
Grand Central Station.

**COLLINS, TED**

CBS, Kate Smith Show.

**COLLYER, CLAYTON**

CBS, Pretty Kitty Kelly.

**COLONNA, JERRY**

NBC, Pepsodent.

**COMPERE, DOROTHY**

WBAP, Fort Worth, Texas.  
Helen's Home.

**CONRAD, DICK**

WRJN, Racine, Wis. Moments  
of Life.

**CONRAD, ROSE MARY**

WRJN, Racine, Wis. Little  
Theatres of the Air.

**CONRIED, HANS**

KECA-KFI, Los Angeles,  
Calif. Can You Beat That,  
Parents on Trial.

**CORRELL, CHARLES J.**

NBC, Amos 'n' Andy.

**COSTELLO, BUD**

CBS, Pretty Kitty Kelly.

**COSTELLO, DON**

CBS, Pretty Kitty Kelly,  
Columbia Workshop, Gang  
Busters, Mighty Show.

**COSTELLO, LOU**

CBS, Kate Smith Hour.

**COTT, TED**

WNYC, New York, N. Y.  
Symphonic Varieties, Lot  
Freedom Ring, Bound in Morocco.

**COULOURIS, GEORGE**

CBS, Joyce Jordan.

**COURTNEY, ALAN**

MBS, Gloomchasers.

**COUTLEE, J. RENE**

CHRC, Quebec, Quec.

**COX, COLEMAN**

KGO, San Francisco, Calif.  
Homespun Philosopher.

**CRIBBIN, WALTER**

KSAN, San Francisco, Calif.  
Radio Beginners.

**CRIMI, HARRY**

WTIC, Hartford, Conn. Noon-  
time Varieties.

**CRIZELL, TITO**

KGFL, Brownsville, Texas.  
Amateur Spanish Hi.

**CRONKHITE, GLADYS**

KGO, San Francisco, Calif.  
KGO Home Forum.

**CROSBY, BING**

NBC, Kraft Music Hall Pro-  
gram.

**CROWLEY, MATTHEW**

CBS, Pretty Kitty Kelly.

**CURLEY, LEO**

CBS, Big Sister, Pretty Kitty  
Kelly, Myrt and Marge, Gang  
Busters.

**CURLEY, YRGINIA**

CBS, Cavalcade of America,  
Al Jolson Program, Dr. Chris-  
tian, Jack Haley's Wonder  
Show.

**CURTAIN, JOSEPH**

CBS, Second Husband, Nancy  
James.

**— D —****DAIGNEAU, KEN**

CBS, Gang Busters, Colum-  
bia Workshop.

**DAMERAL, DONNA**

CBS, Myrt and Marge.

**DANIS, LEW**

WOV, New York, N. Y. Pro-  
cter and Gamble Ivory Mas-  
ques.

**DANZIG, JERRY**

MBS, Let's Visit.

**DAVIDSON, GRETCHEN**

CBS, Kate Smith Show, Carol  
Kennedy's Romance.

**DAVIS, BILL**

KITE, Kansas City, Mo. Wheat  
Belt Whimsies.

**DAVISON, EDWARD**

WMAQ-WENR, Chicago, Ill.



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**DAWDY, MAUREEN**  
KFH, Wichita, Kans. Words To Hit Tunes.

**DAWSON, NICK**  
CBS. Follow the Moon.

**DAY, GROVER,**  
KTRI, Sioux City, Ia. Blind Balladier.

**DAY, JIM**  
WLW, Cincinnati, Ohio. Boone County Jamboree, Musical Chuck Wagon, Top O' the Mornin'.

**DEANE, DALE**  
KTAT, Fort Worth, Texas. The Woman's Case.

**DEANE, JUDY**  
KPO, San Francisco, Calif. Gentlemen Preferred.

**De BECKER, HAROLD**  
CBS. Pretty Kitty Kelly.

**DeCAMP, ROSEMARY**  
CBS. Dr. Christian.

**DeCROCKER, PAULINE**  
WKZO, Kalamazoo, Mich. June Bride.

**DEERE, DOROTHY**  
KWEW, Hobbs, N. M. The Homemakers' Hour.

**DeKOVEN, ROGER**  
CBS. Big Sister, Hilltop House, Philip Morris Program, Myrt and Marge, Gang Busters.

**DEMILING, BILL**  
CBS. Post Toasties Program.

**DETTINGER, ALMA**  
WICC, Bridgeport, Conn. How Smart Are You, Beauty on a Budget.

**DEVINE, ANDY**  
NBC. Jello Program.

**DEVITT, ALAN**  
CBS. This Day Is Ours.  
NBC. David Harum.  
MBS. Famous First Facts, Famous Jury Trials, The Shadow.

**DEWEY, ROSPA**  
KVOL, Lafayette, La. Irish Galun.

**DIAMOND, THEDA**  
WFIL, Philadelphia, Pa. Married Life.

**DICKSON, ARTELLS**  
CBS. Pretty Kitty Kelly, Mighty Show.

**Di CORSIA, TED**  
CBS. Gang Busters, Cavalcade of America, Kate Smith Show, We the People, Philip Morris Program.

**DIXON, BERT**  
WNYC, New York, N. Y. Temple Incense, Masterwork Hour.

**DIXON, NANCY**  
WCAU, Philadelphia, Pa. What's News in the Stories.

**DOUGHERTY, EDWARD P.**  
WHLS, Port Huron, Mich. The Hired Man.

**DRISCOLL, DAVE**  
MBS. Let's Visit.

**DULIN, MARTHA**  
WBT, Charlotte, N. C. The Woman's World.

**DUMAS, HELENE**  
CBS. The Goldbergs.

**DUMKE, RALPH**  
NBC. Sisters of the Skillet.

**DUNLAP, PATRICIA**  
MBS. Batchelor's Children, We Are Four.

**DUNN, J. MALCOM**  
CBS. American School of the Air.

**DUPRE, HENRY**  
WWL, New Orleans, La. Sou-venirs.

— E —

**EARL, CRAIG**  
CBS. Professor Quiz.

**EARLE, EMILY**  
MBS. Barnstormers.

**EAST, EDDIE**  
Sisters of the Skillet NBC. Ed East's Houseparty WHN, Original Amateur Hour WHN.

**EDWARDS, EDDIE**  
KMBC, Kansas City, Mo. KMBC Happy Kitchen.

**EINSTEIN, HARRY**  
"PARKYAKARKUS"  
CBS. Al Jolson Show.

**ELLEN, MINETTA**  
NBC. One Man's Family.

**ELLIOTT, WILLIAM**  
WICC, Bridgeport, Conn. Street Scene, Do U Kno.

**ELLSTROM, SIDNEY**  
WMAQ-WENR, Chicago, Ill.

**ELMAN, DAVE**  
NBC. Hobby Lobby.

**EMERY, BOB**  
MBS. Rainbow House, Wonderful World.

**ENGEL, HAROLD A.**  
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin College of the Air.

**ENSLOW, CATHERINE**  
WSAZ, Huntington, W. Va. Talkie Tatler.

**ERIC, ELSPETH**  
CBS. Joyce Jordan.

**ESTRELLA, BLANCA**  
WIOD, Miami, Fla.

**EVANSON, EDITH**  
CBS. Myrt and Marge.

**EVERETT, LEE**  
WMAL, Washington, D. C. PDS Presents, Tarheel Tattle, Old Times.

— F —

**FAIRLEIGH, PAUL**  
WMPB, Memphis, Tenn.

**FARNUM, WILLARD**  
WMAQ-WENR, Chicago, Ill.

**FENNELLY, PARKER**  
CBS. Pretty Kitty Kelly.

**FIDLER, JIMMY**  
CBS. Hollywood Gossip.

**FIELD, BETTY**  
CBS. Kate Smith Show.

**FIELDS, ARTHUR**  
NBC. Fields and Hall, Sunday Drivers.

**FIFER, JANE**  
WTAD, Quincy, Ill. Women in the News, Stories Old and New, Just for the Ladies.

**FIFE, THOMAS**  
WLAP, Lexington, Ky. Jake and Jonah.

**FILBRANT, LAURETTE**  
WMAQ-WENR, Chicago, Ill.

**FINET, ALEXANDRE**  
CHRC, Quebec, Que.

**FISHER, GEORGE**  
MBS. Hollywood Whispers.

**FITZGERALD, ED**  
MBS. Fitzgerald Revue.

**FITZMAURICE, MICHAEL**  
CBS. Joyce Jordan, Nancy James.

**FLEURY, LILY**  
CHRC, Quebec, Que.

**FLINT, JAMES C.**  
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin College of the Air, Wisconsin School of the Air.

**FLIPPEN, JAY C.**  
WHN, Original Amateur Hour.

**FLYNN, BERNARDINE**  
WMAQ-WENR, Chicago, Ill.

**FORREST, JOHNNY**  
KIRO, Seattle, Wash. Breakfast Club, Newsreel.

**FORTIER, ALINE M.**  
CHRC, Quebec, Que. French Canadian Old-Time Soirees.

**FOX, TEMPLETON**  
Town Hall Tonight, NBC. We the People, CBS. It Can Be Done, CBS. Men in White, NBC. Pulitzer Prize Series, NBC. Columbia Workshop, CBS. First Nighter, CBS. NBC Radio Guild, NBC. Public Hero No. 1, NBC. World Neighbors, NBC. Your Health, NBC. Grand Hotel, NBC.

**FRAME, GRACE MADELINE**  
WSUN, St. Petersburg, Fla. Golden Thoughts.

**FRANCIS, ARLENE**  
Big Sister, Philip Morris Program, Mercury Theatre of the Air CBS, What's My Name MBS.

**FRANK, CARL**  
CBS. Mercury Theatre of the Air.

**FRANKEL, MAURICE**  
CBS. Nancy James.

**FROST, ALICE**  
Big Sister CBS, Philip Morris Program CBS, Mercury Theatre of the Air CBS, Famous Jury Trial MBS.

**FUGIT, MERRILL**  
WMAQ-WENR, Chicago, Ill.

**FUNK, CHARLES E.**  
MBS. Say It With Words.

— G —

**GABLE, MARTIN**  
CBS. Big Sister, Grand Central Station.

**GAIGE, CROSBY**  
NBC. Kitchen Cavaleade.

**GALE, GORDON**  
Joe E. Brown Program CBS, Irene Rich Program NBC, Big Town CBS, Jack Haley Wonder Show CBS, Dr. Christian CBS, Hollywood Playhouse NBC, Lux Radio Theatre CBS.

**GALLAHER, BILL**  
WFIL, Philadelphia, Pa. Colonel Bill.

**GALLAGHER, MIKE**  
KGFJ, Brownsville, Texas. Stars of Tomorrow, Casa Manana Barn Dance, Texas Presents, The Old Organ Grinder.

**GALLOP, FRANK**  
CBS. Hilltop House, Nancy James.

**GARDE, BETTY**  
Gang Busters, Kate Smith Show, Al Pearce Gang CBS, Mrs. Wiggs of the Cabbage Patch, Lorenzo Jones NBC.

**GARDNER, ED**  
CBS. This Is New York.

**GARNEAU, BERTHE**  
CHRC, Quebec, Que. Entre-Nous Mesdames.

**GARRIED**  
NBC. Vallee Program.

**GARSTANG, TREMAINE**  
CKWK, Vancouver, B. C. Plain Jane and Jim, Major King of Scotland Yard, Pageant of Life, Dramatic Medley

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- GAUVIN, MAURICE**  
CHRC, Quebec, Que
- GAXTON, WILLIAM**  
MBS, Mutual Birthday Show.
- GERSON, BETTY LOU**  
NBC, Don Winslow of the Navy, The Story of Mary Marlin.
- GILBERT, JANICE**  
CBS, Hilltop House, Second Husband.
- GILL, FRANK**  
CBS, Post Toastics Program.
- GILLAN, BOB**  
WMEX, Boston, Mass. Question Box.
- GILLUM, KENNETH**  
KGO-KPO, San Francisco, Calif. Leo and Ken, Fun Is Where You Find It. KPO Musical Clock.
- GILMAN, PAGE**  
NBC, One Man's Family.
- GIRARD, PAUL**  
WBAL, Baltimore, Md. It Happened So Quick Program.
- GLORIA, ANGELO**  
WBLL, New York. N. Y. Medaglia D'Oro.
- GODFREY, ARTHUR**  
WJSC, Washington. D. C. Sun Dial.
- GOFF, NORMAN**  
CBS, Lum and Abner.
- GOFF, NORRIS**  
NBC, Lum and Abner.
- GORDON, BERT**  
CBS, Eddie Cantor Camel Caravan.
- GORDON, DOROTHY**  
CBS & MBS, Children's Series.
- GORDON, PROF. E. B.**  
WHA, Madison, Wis. WLBL, Stevens Point, Wis. Wisconsin School of the Air.
- GORDON, ELSIE MAE**  
CBS, Columbia Workshop.
- GORDON, GALE**  
CBS, Dr. Christian, Big Town.
- GORDON, RICHARD**  
CBS, Grand Central Station.
- GORMAN, IRENE**  
WMIN, St. Paul-Minneapolis, Minn. Fashions in Melody.
- GOSDEN, FREEMAN F.**  
NBC, Amos 'n' Andy.
- GOUDISS, C. HOUSTON**  
WHN, New York, N. Y.
- GOULD, J. FORREST**  
WKZO, Kalamazoo, Mich. Peter Pan Frolie.
- GOULD, MITZI**  
CBS, Pretty Kitty Kelly, Our Gal Sunday.
- GOURAUD, POWERS**  
WCAU, Philadelphia, Pa. Around the Town.
- GRABER, JACK**  
WKZO, Kalamazoo, Mich. June Bride.
- GRAINGER, SHARON**  
WMAQ-WENR, Chicago, Ill.
- GRANIK, THEODORE**  
MBS, People's Forum.
- GREEN, JANE**  
WMAQ-WENR, Chicago, Ill.
- GREENE, ROSALINE**  
CBS, Big Sister, Grand Central Station, Eddie Cantor Camel Caravan.
- GRENNELL, EILEEN**  
KSO, Des Moines, Ia. Girl About Town.
- GRIFFIN, ROBERT E.**  
WMAQ-WENR, Chicago, Ill.
- GRIGGS, JOHN**  
CBS, Howie Wing.
- GUEST, EDGAR**  
CBS, It Can Be Done.
- GUILBERT, ROBERT**  
WMAQ-WENR, Chicago, Ill.
- GUY, ATHANASE**  
CHRC, Quebec, Que.
- H —
- HAAS, EDNA**  
KSAN, San Francisco, Calif. Pin Money Club.
- HAAS, GRANT C.**  
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin College of the Air.
- HADEL, DR. HERBERT**  
WICC, Bridgeport, Conn. Let's Go To Work.
- HAEBERLE, ARLETH**  
WTCN, St. Paul-Minneapolis, Minn. Funnypaper Show.
- HAGEN, HARRY**  
MBS, True or False.
- HALEY, JACK**  
Wonder Show CBS, Log Cabin Revue-NBC.
- HALL, FRED**  
NBC, Fields and Hall, Sunday Drivers.
- HALL, RADCLIFFE**  
NBC, Half Past Eleven.
- HALLOCK, JEAN**  
WICC, Bridgeport, Conn. Sunrise Trail, Long Island Hour.
- HANNON, MARGERY**  
MBS, Bachelor's Children, Curtain Time, We Are Four.
- HANSEN, CHARLES JR.**  
WNOX, Knoxville, Tenn.
- HANSON, GERTIE L.**  
WHA, Madison, Wis. Stevens Point, Wis. Wisconsin School of the Air.
- HANTKE, ALICE**  
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin College of the Air.
- HARRIS, ARLENE**  
MBS, What's My Name?
- HARRIS, HARRIETT**  
KPWB, Los Angeles, Calif. Grouch Club, Grandmother's Fairytales, Your America.
- HARTLEY, JACK**  
CBS, Our Gal Sunday.
- HAWK, BOB**  
MBS, People's Rally.
- HAWTHORNE, BEN**  
WTIC, Hartford, Conn. Fox Morning Watch.
- HAYES, ALBERT**  
CBS, American School of the Air, Second Husband, Lux Radio Theatre.
- HAYES, CLARENCE**  
KPO, San Francisco, Calif. Jingtowntown Gazette.
- HAYS, HARVEY**  
The Story of Mary Marlin, Uncle Sam's Forest Rangers, Words and Music NBC. WMAQ-WENR, Chicago, Ill.
- HAZELWOOD, CLATE**  
WMEX, Boston, Mass. Day's End.
- HEALY, CAPT. TIM**  
Stories Behind the Stamp MBS, Capt. Tim Healy's Stamp Club NBC.
- HEARN, SAM**  
NBC, Jello Program.
- HEARNE, JOHN**  
CBS, Scattergood Baines.
- HEATTER, GABRIEL**  
CBS, We the People.
- HEDGE, RAY**  
CBS, Myrt and Marge.
- HEFLIN, VAN**  
CBS, Our Gal Sunday, Aunt Jenny's Real Life Stories, Myrt and Marge, Big Sister, Columbia Workshop.
- HEILMAN, HARRY**  
WKZO, Kalamazoo, Mich. Hi Mr. Motorist.
- HENDERSON, SAM**  
WGAN, Portland, Me. Sidewalk Interview.
- HENRICKSON, ROD**  
KPO, San Francisco, Calif. Fact and Fiction.
- HENIN, ETHEL**  
WMAS, Springfield, Mass. Ethel Henin's Radio Chats.
- HENSHAW, GAIL**  
CBS, Aunt Jenny's Real Life Stories.
- HERMAN, MILTON C.**  
CBS, Gang Busters, Big Sister.
- HERRICK, JAMES**  
KOA, Denver, Colo. Light on the West.
- HIERRMANN, BERNARD**  
CBS, Mercury Theatre of the Air.
- HERSHOLT, JEAN**  
CBS, Dr. Christian.
- HESLOP, STANLEY**  
WNEF, Binghamton, N. Y. Married Life.
- HIGBY, MARY JANE**  
CBS, Eddie Cantor Camel Caravan, Lux Radio Theatre.
- HINN, MICHAEL**  
WWNC, Asheville, N. C. WWNC Players.
- HITENMARK, GORDON**  
WRC, Washington, D. C. Timekeeper, Man on the Street Program.
- HITZ, ELSIE**  
CBS, Follow the Moon.
- HOFFA, PORTLAND**  
NBC, Town Hall Tonight.
- HOLDEN, JACK**  
WMAQ-WENR, Chicago, Ill.
- HOOEY, DENNIS**  
CBS, Pretty Kitty Kelly.
- HOPE, BOB**  
MBS, Mutual Birthday Show. NBC, Pepodent.
- HOPKINS, JETTABEE**  
WOW, Omaha, Nebr. The Jangles.
- HOUSE, BILLY**  
CBS, The Laugh Liner.
- HOWARD, HERB**  
WHLB, Virginia, Minn.
- HOWE, ELEANOR**  
NBC, Homemaker's Exchange.
- HUARD, MARCEL**  
CHRC, Quebec, Que. French Canadian Old-Time Soirees.
- HUARD, ROLLAND**  
CHRC, Quebec, Que. The Old Country Store, French Canadian Old-Time Soirees.
- HUBBARD, IRENE**  
CBS, Hilltop House, Big Sister.
- HUGHES, LON**  
KPO, San Francisco, Calif. Financial Service.
- HULICK, BUDD**  
MBS, What's My Name.
- HULICK, WILBUR**  
NBC, Stoopnagle and Budd.
- HULL, ALEXANDER**  
KOAC, Corvallis, Ore.
- HUNNICUTT, HORACE**  
WNOX, Knoxville, Tenn. Get-ter-Upper.
- HUNT, LUCILLE**  
CBS, Follow the Moon.
- HUNTER, HENRY**  
WMAQ-WENR, Chicago, Ill.



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**HUSING, TED**  
CBS. Monday Night Show .  
**HUTTON, BURTON**  
KOAC, Corvallis, Ore.

— I —

**IDELSON, WILLIAM JR.**  
WMAQ-WENR, Chicago, Ill.  
**INGRAM, C. J.**  
MBS. Of Mutual Interest.  
**INTROPIDI, ETHEL**  
CBS. Pretty Kitty Kelly.  
**IRVING, CHARLES**  
WTGN, St. Paul-Minneapolis,  
Minn. Light and Shadows.  
**ITO, BETTY**  
WMAQ-WENR, Chicago, Ill.  
**IVES, ELLA MAE**  
WCOL, Columbus, O. Home-  
makers.

— J —

**JAMES, GEE GEE**  
CBS. Hilltop House.  
**JAMSON, HOUSE**  
CBS. Americans at Work,  
Cavalcade of America, Ren-  
frew of the Mounted.  
**JANNEY, RUSSELL**  
CBS. Howie Wing.  
**JARMAN, FRANCES M.**  
WDNC, Durham, N. C. Your  
Fashion Magazine.  
**JELLISON, ROBERT**  
WMAQ-WENR, Chicago, Ill.  
**JEROME, ED**  
Aunt Jenny's Real Life  
Stories, Second Husband, Cav-  
alcade of America, Kate  
Smith Show CBS. Famous  
Jury Trials.  
**JESKE, FRED**  
WSYR, Syracuse, N. Y. Time-  
keeper.  
**JESSEL, GEORGE**  
MBS. Thirty Minutes in  
Hollywood.  
**JEWITT, TED**  
CBS. Mighty Show .  
**JOHNNIE THE CALL BOY**  
MBS. What's My Name.  
**JOHNNY**  
NBC. Johnny Presents.  
**JOHNSON, BESS**  
CBS. Hilltop House.  
**JOHNSON, PARKS**  
NBC. Vox Pop.  
**JOHNSON, RAYMOND**  
WMAQ-WENR, Chicago, Ill.  
**JOHNSON, SAM**  
WNOX, Knoxville, Tenn.  
**JOHNSTONE, BILL**  
Cavalcade of America, Aunt  
Jenny's Real Life Stories,  
Philip Morris Program, Myrt  
and Marge CBS. The Shadow  
MBS.  
**JOLSON, AL**  
CBS. Al Jolson - Lifebuoy  
Show.  
**JORDAN, JIM**  
NBC. Fibber McGee & Co.  
**JORDAN, MARIAN**  
NBC. Fibber McGee & Co.  
**JOSEPH, ALVIN M.**  
MBC. The Hines' Trial.  
**JOSTYN, JAY**  
CBS. Our Gal Sunday. Second  
Husband. Hilltop House.

— K —

**KAMMAN, BRUCE**  
NBC. Kallenmeyer's Kinder-  
garten.  
**KANE, JOSEPH NATHAN**  
MBS. Famous First Facts.  
**KANTOR, TED**  
WEDC, Chicago, Ill. Theatre  
of the Air.  
**KARLOFF, BORIS**

NBC. Lights Out.  
**KARNEY, BEULAH**  
KMBC, Kansas City, Mo. Hap-  
py Kitchen.  
**KEARNS, JOE**  
KECA, Los Angeles, Calif.  
Parents on Trial.  
**KEATH, BYRON**  
CBS. Dr. Christian.  
**KEITH, DICK**  
MBS. Two on a Shoestring,  
Famous Jury Trials.  
**KELK, JACKIE**  
CBS. Nancy James.  
**KELLEY, KAY**  
KVI, Tacoma, Wash. Wo-  
men's Page, Just Calling.  
**KELLEY, MARIE**  
Jack Benny Program, NBC.  
Walter O'Keefe Program,  
CBS. Eddie Cantor Camel  
Caravan, CBS. Burns & Al-  
len Program, CBS & NBC  
Phil Baker Program, CBS  
Melody and Madness Pro-  
gram, CBS.  
**KELLY, JOE**  
NBC. Alka-Seltzer National  
Barn Dance.  
**KENNEDY, JOHN B.**  
MBS. People's Rally.  
**KENNEDY, MARGARET**  
CJRC, Winnipeg, Man. Win-  
nipeg Women.  
**KENT, ALAN**  
MBS. Don't You Believe It.  
**KEST, LULU M.**  
KVOO, Tulsa, Okla. Brains  
of Bright Hope.  
**KEYES, BARON**  
WIP, Philadelphia, Pa. Chick-  
ety Clack.  
**KINGSTON, LENORS**  
WMAQ-WENR, Chicago, Ill.  
**KIRKLAND, ALEXANDER**  
CBS. Big Sister.  
**KLEIN, ADELAIDE**  
CBS. Gang Busters, Kate  
Smith Show.  
**KNORR, FRED**  
WHLS, Port Huron, Mich.  
Man on the Street.  
**KOHL, ARTHUR**  
WMAQ-WENR, Chicago, Ill.  
**KOHL, FLORENCE**  
WTMV, East St. Louis, Ill.  
Hints for Homemakers Pro-  
gram.  
**KOOPMAN, ROMANCE**  
WHA, Madison, Wis.—WLBL,  
Stevens Point, Wis. Wiscon-  
sin School of the Air.  
**KRAATZ, DONALD**  
WMAQ-WENR, Chicago, Ill.

— L —

**LACKLAND, BEN**  
CBS. Our Gal Sunday.  
**LA CLERQ, LUCILLE**  
KKA, Seattle, Wash. Tour-  
ing the Town With Tillie.  
**LAMOUR, DOROTHY**  
NBC. Chase & Sanborn Hour.  
**LANE, GENE**  
WHAM, Rochester, N. Y.  
Hank and Herb, Old Timers.  
**LANE, JANET**  
CBS. Myrt and Marge.  
**LANG, HARRY**  
Joe Penner Program CBS.  
Jack Halcy Wonder Show,  
Roekett & Co Program.  
**LAPPOINTS, DENISE**  
CHRC, Quebec, Que.  
**LARSEN, ARTHUR G.**  
WHA, Madison, Wis.—WLBL,  
Stevens Point, Wis. Wiscon-  
sin College of the Air.

**LATHAM, JOE**  
CBS. Myrt and Marge.  
**LATIMER, ED**  
Columbia Workshop, CBS  
Ghost of Benjamin Sweet,  
CBS. American School of the  
Air, CBS. Kate Smith Show,  
CBS. Gang Busters, CBS.  
Americans at Work, CBS  
Wings for the Martins, NBC  
Mrs. Wiggs of the Cabbage  
Patch, NBC. Alias Jimmy  
Valentine, NBC. You the Un-  
seen Jury, NBC. Dick Tracy,  
NBC. Lorenzo Jones, NBC.  
Ave Maria Hour, WMCA.  
**LAUB, JUDY**  
CBS. The Goldbergs.  
**LAUCK, CHET**  
Lum and Abner CBS. Lum  
and Abner NBC.  
**LaVALLE, GENE**  
Reminiscin MBS. Reminisc-  
ing WHK, Cleveland, Ohio.  
**LEE, BARBARA**  
CBS. Road of Life, The Gold-  
bers.  
**LEE, JACK**  
WHAM, Rochester, N. Y.  
Hank and Herb, Old Timers.  
**LEHR, LEW**  
CBS. Ben Bernic - American  
Tobacco Company Program.  
**LENROW, BERNARD**  
CBS. Kate Smith Show.  
**LEONARD, PAULINE**  
WNBF, Binghamton, N. Y.  
Married Life.  
**LESTER, JEANNE**  
Guy Headlund Players, WTIC.  
Easter Programs, WMAS.  
**Le VAN, HENRY**  
KGKO, Fort Worth, Texas.  
Sio 'n' Ezy.  
**LEVY, ESTELLE**  
CBS. Kate Smith Hour, Or-  
son Welles, Eddie Cantor.  
NBC. Tyronc Power Show.  
**LEVY, JACK II.**  
WHA, Madison, Wis.—WLBL,  
Stevens Point, Wis. Wiscon-  
sin School of the Air, Wiscon-  
sin College of the Air.  
**LEWIS, ANN**  
WHO, Des Moines, Ia. Lem  
and Martha.  
**LEWIS, FRED IRVING**  
CBS. Mighty Show.  
**LEWIS, FULTON JR.**  
MBS. Commentaries.  
**LEWIS, HELEN**  
CBS. Mighty Show.  
**LEWIS, LEROY**  
WDNC, Durham, N. C. Better  
Speech Quiz.  
**LEWIS, TOM**  
WHO, Des Moines, Ia. Lem  
and Martha.  
**LINDEKE, MARY PROAL**  
WMIN, St. Paul-Minneapolis,  
Minn. Woman's Outlook.  
**LISS, DONALD**  
CBS. Hilltop House, Let's  
Pretend.  
**LIVINGSTONE, MARY**  
NBC. Jello Program.  
**LOCKE, RICHARD**  
CBS. Life Can Be Beautiful.  
**LONG, CHARLIE**  
KECA-KFI, Los Angeles, Cal.  
Can You Beat That, Parents  
on Trial.  
**LORD, PHIL**  
NBC. Guiding Light, Dan  
Harding's Wife, The Story of  
Mary Martin.

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**LOVE, ELIZABETH**  
CBS. Big Sister.

**LOVEJOY, FRANK**  
CBS. Gang Busters. Kate Smith Show, Columbia Workshop.

**LOWE, NORINE**  
WWNC, Asheville, N. C.  
WWNC Players.

**LOWELL, DOROTHY**  
CBS. Our Gal Sunday, Hilltop House, Aunt Jenny's Real Life Stories, Gang Busters, Columbia Workshop.

**LUBIN, LEW**  
NBC. NBC Minstrels of 1938.

**LUCAS, PAUL**  
WTIC, Hartford, Conn. Wrightville Clarion.

**LUDDY, BARBARA**  
CBS. First Nighter.

**LYTELL, BERT**  
NBC. Sweetheart Soap.

— M —

**McALLISTER, DARYL**  
WKY, Oklahoma City. Okla. Uncle Ben's Funny Paper Hour.

**McBRIDE, JACK**  
NBC. Death Valley Days.

**McBRIDE, MARY MARGARET**  
CBS. General Foods Program.

**McCALL, GEORGE**  
CBS. Hollywood Serenoscops.

**McCAMBRIDGE, MERCEDES**  
WMAQ-WENR, Chicago, Ill.

**McCARTY, H. B.**  
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin School of the Air.

**McCLARY, JOHN D.**  
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin College of the Air.

**McCLEARY, GWEN**  
KSO, Des Moines, Ia. Director of Women's Affairs.

**McCOARD, WILLIAM B.**  
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin School of the Air.

**McCUNE, CATHERINE**  
CBS. Scattergood Baines.

**McCUNE, VANCE**  
WMAQ-WENR, Chicago, Ill.

**McDONALD, FRANCES**  
MBS. Marriage Clinic.

**McDONNELL, CRAIG**  
CBS. Gang Busters.

**McGOVERN, JOHN**  
CBS. Our Gal Sunday.

**McKAY, PROFESSOR I. G.**  
WLAK, Lakeland, Fla. Quiz Program.

**McMAHON, TOM**  
WNBF, Binghamton, N. Y. Quiz Ball.

**McNEEL, WAKELIN**  
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin School of the Air.

**McNEILL, DON**  
NBC. Breakfast Club, NBC Jamboree.

**McWILLIAMS, JIM**  
Uncle Jim's Question Bec NBC. Ask-It-Basket CBS.

**McDONALD, DONALD**  
CHRC, Quebec, Que.

**McKAY, PHOEBE**  
CBS. Myrt and Marge.

**McQUARRIE, HAVEN**  
NBC. Haven MacQuarrie Presents.

**MACK, NILA**  
CBS. Let's Pretend.

**MACKENZIE, DOROTHY**  
KPO, San Francisco, Calif.

**MADDEN, VERONICA**  
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin School of the Air.

**MAJOR, JACK**  
CBS. Col. Jack Major.

**MALLOY, HELEN**  
KIRO, Seattle, Wash. Feminine Forum.

**MALLOY, LES**  
KSN, San Francisco, Calif. Radio Telephone Quiz.

**MALONE, PICK**  
CBS. Pick and Pat.

**MANN, YVONNE**  
CBS. Big Sister.

**MANNERS, ZEKE**  
WMCA. Community Optician, Sachs, General Mills, Madison Personal Loan.

**MARCOUX, YVETTE**  
CHRC, Quebec, Que. French Canadian Old-Time Soirees.

**MARKS, GARNETT**  
Gang Busters, CBS. Dr Christian, CBS. You the Unseen Jury, NBC.

**MARSHALL, HERBERT**  
CBS. Hollywood Hotel.

**MARTIN, JANE**  
MBS. Let's Play Games.

**MARTIN, PAUL**  
WIP, Philadelphia, Pa. Youth in the News.

**MARVIN, BETSY**  
WGY, Schenectady, N. Y.

**MASON, MARY**  
WRC, Washington, D. C. WRC Home Forum.

**MASTERS, DOUGLAS**  
KMCL, Toronto, Ont. Playhouse Players.

**MATHIEU, MRS. RENE**  
CHRC, Quebec, Que. French Canadian Old-Time Soirees.

**MEAD, DOROTHY**  
CBS. Romance of Helen Trent.

**MEADE, MARTHA**  
KPO, San Francisco, Calif. Martha Meade's Household Headlines.

**MEIGHAM, JAMES**  
CBS. Second Husband.

**MENJOU, ADOLPHE**  
CBS. Texaco Star Theatre.

**MENKEN, HELEN**  
CBS. Second Husband.

**MERCIER, GERMAINE**  
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin School of the Air.

**MEREDITH, JAY**  
CBS. Mighty Show.

**MERKEL, UNA**  
CBS. Texaco Star Theatre.

**MERRIMAN, MARY**  
WSYR, Syracuse, N. Y. Home Idea Shop. Swappers Club.

**MEYERS, JOANNE**  
CBS. Myrt and Marge.

**MICHAUD, MRS.**  
CHRC, Quebec, Que. The Old Country Store.

**MULLER, BILL**  
KVOO, Tulsa, Okla. Every Man's Boy.

**MILLER, CHESTER**  
NBC. You, the Unseen Jury.

**MILLER, VIRGINIA**  
WICC, Bridgeport, Conn. Virginia Miller's Shopping Parade.

**MILET, ART**  
CBS. The Goldbergs.

**MILLS, MARJORIE**  
MBS. The Girl from Maine.

**MITCHELL, ALBERT**  
WOR. The Answer Man.

**MOEGLE, FRED**  
WTMV, East St. Louis, Ill. Opportunity Knocks Program.

**MOORE, VICTOR**  
MBS. Mutual Birthday Show.

**MOOREHEAD, AGNES**  
CBS. Phil Baker Program. Al Pearce Gang. Ben Bernie Program, Mighty Show, Columbia Workshop.

**MORGAN, FRANK**  
NBC. Good News of 1938.

**MORGAN, GENE**  
WBOW, Terre Haute, Ind. Si and Ezra.

**MORNING, SHARI**  
WHO, Des Moines, Ia. Coffee Pot Inn.

**MORPHY, ELYDA**  
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin School of the Air.

**MORRISON, DON**  
CBS. Hilltop House. Second Husband.

**MORTENSON, LUELLE**  
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin College of the Air.

**MOYE, CLAUD**  
WHAM, Rochester, N. Y. Pete and Joe.

**MUNRO, GORDON**  
KMBC, Kansas City, Mo. Across the Breakfast Table.

**MUNRO, MARGARET**  
KMBC, Kansas City, Mo. Across the Breakfast Table.

**MURDOCK, MRS. JOHN R.**  
KOY, Phoenix, Ariz. The Old Clipping Chest.

**MURPHY, DONALD J.**  
KXRO, Aberdeen, Wash. That Was the Time.

**MURPHY, PAT**  
WMAQ-WENR, Chicago, Ill.

**MURRAY, FEB**  
NBC. Bakers Broadcast.

— N —

**NAGEL, CONRAD**  
CBS. Silver Theatre.

**NASSAU, JAMES A.**  
WIBG, Glenside, Pa. Uncle Jim Program, Uncle Jim's Revue.

**NAUGH, REX**  
WKAR, East Lansing, Mich.

**NESBITT, JOHN**  
CBS. The Passing Parade.

**NELSON, MARIE**  
CBS. The Romance of Helen Trent.

**NILES, REV. HAROLD**  
WICC, Bridgeport, Conn. Current Comment.

**NOBLETTE, IRENE**  
NBC. Tim and Irene, Royal Crown Revue.

— O —

**O'DARE, TONY**  
KGO, San Francisco, Calif. Cartoonist of the Air.

**O'DAY, JULIE**  
KPO, San Francisco, Calif. KPO Woman's Forum.

**O'DAY, JUNIOR**  
CBS. Second Husband. Cavalcade of America, Big Sister.

**O'MALLEY, NEILL**  
CBS. Howie Wing.

**ORTEGA, SANTOS**  
CBS. Gang Busters, Myrt and Marge.

**OWENS, JACK**  
KEHE, Los Angeles, Calif. Listen Ladies.

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— P —

**PALMER, EFFIE**  
CBS. Cavalcade of America, Road of Life, Carol Kennedy's Romance.

**PALMER, RUSS**  
Green Boat WMCA, Little Shaver WMCA.

**PARKER, ANN**  
WQDM, St. Albans, Vt.

**PARKER, LESTER WARD**  
WEA, Madison, Wisc.-WLBL. Stevens Point, Wisc. Wisconsin School of the Air, Wisconsin College of the Air.

**PARKER, MARY**  
CBS, Howie Wing.

**PARKS, BERT**  
CBS, Second Husband, Men Behind the Stars.

**PATTERSON, WALTER**  
MBS, Musical Steeplechase.

**PEARCE, AL**  
CBS, Grape Nuts Series.

**PEARL, JACK**  
CBS, This Is New York.

**PEARY, HAROLD**  
WMAQ-WENR, Chicago, Ill.

**PENNER, JOE**  
CBS, Huskies Program.

**PEREZ, RALPH**  
WEDC, Chicago, Ill. Old Mexico.

**PERKINS, RAY**  
MBS, Hi There Audience, Show of the Week.

**PERRON, MAURICE**  
CHRC, Quebec, Que. The Misadventures of Fernandeau.

**PERRY, BILL**  
MBS, Hour of Romance.

**PETERSON, ARTHUR H.**  
WMAQ-WENR, Chicago, Ill.

**PHELPS, ELEANOR**  
MBS, Two on a Shoestring.

**PICKARD, JOHN**  
CBS, Myrt and Marge.

**PIERCE, MADELINE**  
CBS, The Goldbergs, Our Gal Sunday.

**PIOUS, MINERVA**  
Four Corners Theatre CBS, Myrt and Marge CBS, The Goldbergs CBS, Town Hall Tonight NBC.

**PODMORE, WILLIAM**  
CBS, Second Husband.

**POLI, JEANNE**  
WICC, Bridgeport, Conn. Commuter's Club, First Offender, Street Scene.

**POLK, OSCAR**  
CBS, Big Sister.

**PONS, BEATRICE**  
CBS, Gang Busters.

**POOLER, WALDO**  
WTAM, Cleveland, Ohio.

**POOR, MURRELL**  
WMMN, Fairmont, W. Va. Morning Serenade to a Housewife.

**PORTER, SUE**  
WWNC, Asheville, N. C. House and Home Hour, Woman's Matinee.

**POST, ROY**  
NBC, You, the Unseen Jury.

**POWELL, WILLIAM**  
CBS, Hollywood Hotel.

**POYNTON, LORETTA**  
WMAQ-WENR, Chicago, Ill.

**PRESCOTT, ALLEN**  
MBS, Say It with Words.

**PROFESSOR QUIZ**  
CBS, Prof. Quiz Program.

**PROVO, FRANK**  
CBS, Big Sister.

**PUGH, JESS**  
CBS, Scattergood Baines.

— R —

**RADCLIFF, CLAUDE**  
WTCN, St. Paul-Minneapolis, Minn. Funnypaper Show.

**RADIO PLAYERS CLUB**  
WHLB, Virginia, Minn. Radio Workshop.

**RAFFETTO, MICHAEL**  
NBC, One Man's Family.

**RAFT, DOROTHY**  
WRJN, Racine, Wisc. Little Theatre of the Air.

**RANDOLPH, ISABEL**  
WMAQ-WENR, Chicago, Ill.

**RATE, FRED**  
CHRC, Quebec, Que.

**RATE, HENRIETTE**  
CHRC, Quebec, Que.

**RAWLS, CAROLINA**  
KARK, Little Rock, Ark. At Home with Carolina Rawls.

**RAY, MARTHA**  
CBS, Al Jolson Program.

**READE, DONNA**  
WMAQ-WENR, Chicago, Ill.

**REECE, RUTHIE**  
KOY, Phoenix, Ariz. Side By Side.

**REED, VERNON E.**  
KFH, Wichita, Kans. Facts of Life.

**REEVES, ALLAN**  
KGKO, Fort Worth, Texas. Twilight Soliloquy.

**REID, CARL BENTON**  
CBS, Big Sister.

**REID, TED**  
CBS, Mighty Show.

**REILLY, SHERMAN**  
WICC, Bridgeport, Conn. First Offender, Curiosity Shop.



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**REINHART, ALICE**

CBS. Nancy James, Life Can Be Beautiful.

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**REPP, GUY**

CBS. Cavalcade of America. Columbia Workshop. Gang Busters.

**REVELL, NELLIE**

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**RICAU, LIONEL**

WWL, New Orleans. La. Captain McBride.

**RICHARDSON, ETHEL PARK**

NBC. Dreams of Long Ago.

**RIDER, MAURY**

KIRO, Seattle, Wash. Question Box, Seattle Forum.

**RIES, JOSEPH**

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**RIPLEY, ROBERT L.**

NBC. Believe it or Not.

**ROBERTSON, ARNOLD**

CBS. Scattergood Baines.

**ROBINSON, BARTLETT**

CBS. Pretty Kitty Kelly.

**ROBINSON, EDWARD G.**

CBS. Big Town.

**ROBITAILLE, J. G.**

CHRC, Quebec, Que. The Old Country Store.

**RODENWOLD, ZELTA F.**

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**ROLF, ERIK**

CBS. Gang Busters. Kate Smith Show. Joyce Jordan.

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WMPS, Memphis, Tenn.

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**ROY, JEAN**

CBS. Kate Smith Show, Ken Murray Program.

**RUGGLES, CHARLES**

CBS. Texaco Star Theatre.

**RUSKIN, JOE**

WMEX, Boston, Mass. Joe Ruskini's Discoveries.

**RUSS, FARMER**

WCOP, Boston, Mass. Rise 'n Shine.

**RUSSELL, ROSALIND**

CBS. Silver Theatre.

**RYAN, TIM**

NBC. Tim and Irene. Royal Crown Revue.

**— S —****SACCO, EDITH**

WATR, Waterbury, Conn. Kiddie Revue.

**SAGE, MICHAEL**

Little Shaver WMCA. John's Other Wife NBC, Junior G-Men NBC.

**SANDS, JIM**

WCLE, Cleveland, O. Sunny Jim.

**SCHNABEL, STEFFAN**

CBS. Big Sister. Columbia Workshop. Gang Busters.

**SCHUYLER, HELEN B.**

KOMA, Oklahoma City, Okla. Turning the Leaves.

**SCHWALBACH, JAMES**

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**SCRIBNER, JIMMY**

MBS. Johnson Family.

**SEABROOKE, GAY**

CBS. Joe Pennar Program.

**SEAMAN, LADDIE**

CBS. Hilltop House.

**SEMRO, MAE**

KXRO, Aberdeen, Wash. That Was the Tune.

**SERVICE, JANE**

WHLS, Port Huron, Mich. Home Economics.

**SETZER, GENE**

KPH, Wichita, Kans. An Orchid to You.

**SEVERN, STEVE**

MBS. The Pet Club.

**SHAW, STAN**

WNEW, New York, N. Y. Milkman's Matinee.

**SHEDLOVE, POLLY**

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**SHERIDAN, DAN**

WTMV, East St. Louis, Ill. At Random with Dan Sheridan.

**SIERMAN, RANSOM**

NBC. Club Matinee.

**SHIELDS, BESSIE**

WWL, New Orleans, La.

**SHIELDS, MARCELLA**

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WCC. Bridgeport, Conn. First Offender.

**SLOAN, EVERETT**  
CBS. The Goldbergs.

**SLON, SIDNEY**  
CBS. Myrt and Marge. Hill-top House.

**SLOVER, GUY**  
WBOW, Terre Haute, Ind.

**SMALL, JIM**  
WHEB, Portsmouth, N. H. Jim Small & Co.

**SMITH, BETTY RUTH**  
KFH, Wichita, Kans. Silhouette of the Stars, Hollywood Scoops.

**SMITH, HOWARD**  
CBS. Pretty Kitty Kelly.

**SMITH, KATE**  
CBS. Kate Smith Show, Kate Smith Comments.

**SMITH, MACKSENE**  
KDYL, Salt Lake City, Utah. Hello Ladies.  
CBS. Big Sister.

**SMYTHE, J. ANTHONY**  
NBC. One Man's Family.

**SNELL, HELEN**  
KXRO, Aberdeen, Wash. That Was the Time.

**SOCKMAN, DR. RALPH W.**  
NBC.

**SONDERGARD, HESTER**  
CBS. Philip Morris Program, Columbia Workshop, American School of the Air.

**SOUBIER, CLIFF**  
WMAQ-WENR, Chicago, Ill.

**SOUTHERN, CHESTER**  
CBS. Big Sister.

**SPEER, JOHN R.**  
KFH, Wichita, Kans. The Old Trader.

**SPOTTSWOOD, JAMES**  
CBS. Second Husband.

**SPUYRES, BILL**  
KITE, Kansas City, Mo. Wheat Belt Whimsies.

**STAFFORD, HANLEY**  
NBC. Good News of 1938. Hollywood Playhouse.

**STANISTREET, J. W.**  
WDAS, Philadelphia, Pa. Your Neighbor.

**STANLEY, CHARLES**  
WMBC, Detroit, Mich. Happy Hour Club.

**STANTON, ANDREW**  
CBS. Pretty Kitty Kelly.

**STARK, CHARLIE**  
CBS. Oddities in the News, Morning Almanac.

**STECK, JACK**  
WFIL, Philadelphia, Pa. Jack's Jamboree.

**STERLI, EDGAR**  
CBS. The Goldbergs.

**STEINKE, BILL ("JOLLY")**  
NBC. Rise and Shine.

**STERLING, LEN**  
CBS. Pretty Kitty Kelly, Our Gal Sunday.

**STERNI, GIUSEPPE**  
WOV, New York, N. Y. La Rosa Macaroni Program.

**STEVE, FANNIE**  
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.

**STEVENS, NAOMI**  
Eddie Cantor Camel Caravan, CBS. Chase & Sanborn Hour, NBC. Your Witness, KNX. White Fires, KNX. True Story Program, KFVB. Jane Eyre, KFVB. And Sudden Death, KNX. Little Match Girl, KNX. Calling All Cars, KHJ. Mobiloil Magazine, KHJ. Parents on Trial, KECA. Elmer Goes Hollywood, KNX.

**STEWART, JAMES**  
CBS. Silver Theater.

**STEWART, PAUL**  
NBC. Easy Aces, Tommy Dorsey and His Orchestra.

**STODDART, HAILA**  
CBS. Big Sister.

**STONE, BOB**  
KVOO, Tulsa, Okla. Every Man's Boy.

**STONE, ELEANOR**  
WCOU, Lewiston, Me. The Talk of the Town.

**STONE, EZRA**  
CBS. Kate Smith Show.

**STRATTON, CHESTER**  
CBS. Nancy James, Big Sister.

**STRAUSS, ROBERT**  
CBS. Our Gal Sunday.

**STROUD, CLARENCE**  
NBC. Chase and Sanborn.

**STROUD, CLAUD**  
NBC. Chase and Sanborn.

**STROZZI, KAY**  
CBS. Nancy James.

**STUDEBAKER, HUGH**  
MBS. Bachelor's Children, Curtain Time.

**SUBER, RAY**  
WOW, Omaha, Nebr. The Man of Many Voices.

**SULLIVAN, FRED**  
WMAQ-WENR, Chicago, Ill.

**SUR, WILLIAM R.**  
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air, Wisconsin College of the Air.

**SUYDAM, LAURA**  
WAPI, Birmingham, Ala. Romance of Merchandise.

**SWENSON, KARL**  
CBS. Cavalcade of America, Ghost of Benjamin Sweet, Our Gal Sunday, Columbia Workshop.

**SWENSON, NORA**  
CBS. Anny Jenny's Real Life Stories.

**SWOR, BERT**  
NBC. NBC Minstrels of 1938.

— T —

**TALMADGE, CONNIE**  
MBS. Thirty Minutes in Hollywood.

**TALMADGE, NORMA**  
MBS. Thirty Minutes in Hollywood.

**TARPLIN, MAURICE**  
Gang Busters, CBS. Ripley's Believe It or Not Program, CBS. The Shadow, MBS. Bert Lytel Program, NBC. Easy Aces, NBC. Big Sister, CBS. Valiant Lady, NBC. Alias Jimmy Valentine, NBC. Hill-top House, CBS.

**TARSHISH, JACOB**  
MBS. The Lamplighter.

**TAYLOR, FREDERICK CHASE**  
NBC. Stoopnagle and Budd.

**TAYLOR, M. SAYLE**  
MBS. The Voice of Experience.

**TAYLOR, ROBERT**  
NBC. Good News of 1938.

**TEENAN, ANN**  
CBS. The Goldbergs.

**TERRISS, TOM**  
NBC. Adventure Stories.

**THOM, JANE**  
WHLS, Port Huron, Mich. Children's Program.

**THOMAS, CALVIN**  
CBS. Second Husband.

**THOMPSON, WILLIAM**  
WMAQ-WENR, Chicago, Ill.

**THREES, FRANCES**  
Little Shaver, WMCA; Bambi, NBC.

**TIMMONS, CATHERINE M.**  
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.

**TIPLADY, GEORGE**  
CBS. American School of the Air, Columbia Workshop.

**TOBIAS, GEORGE**  
CBS. The Goldbergs.

**TOWNSEND, VIVIENNE**  
KFH, Wichita, Kans. Hello Neighbor.

**TRAVERSE, CLAUDE**  
WKY, Oklahoma City, Okla. Radio Derby.

**TREMAINE, BARBARA**  
CKWX, Vancouver, B. C. Plain Jane and Jim, Major King of Scotland Yard, Pageant of Life, Dramatic Medley.

**TREMAYNE, LES**  
CBS. First Nighter.

**TRENNER, HARRY**  
WNBF, Binghamton, N. Y. Quiz Ball.

**TREVOR, CLAIRE**  
CBS. Big Town.

**TREVOR, GEORGE**  
MBS. We Want a Touch-down.

**TROUT, FRANCES**  
CBS. Scattergood Baines.

**TROYAN, JOE**  
WHAM, Rochester, N. Y. Pete and Joe.

**TUCKER, DAWN**  
KELD, El Dorado, Ark. What's Your Idea.

**TUCKER, MADGE**  
NBC. Coast to Coast on a Bus.

**TURNER, JENNIE M.**  
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin College of the Air.

— U —

**UTTAL, FRED**  
NBC. For Men Only.

— V —

**VAIL, MYRTLE**  
CBS. Myrt and Marge.

**VALENTINE, GRACE**  
CBS. Second Husband.

**VALENTINE, RANCE**  
WTAM, Cleveland, Ohio. The Valentines.

**VANCE, WILLIAM**  
WTAD, Quincy, Ill. Yellow Fang.

**VAN DYK, JAMES**  
CBS. Gang Busters, Aunt Jenny's Real Life Stories.

**VAN HARVEY, ARTHUR**  
WMAQ-WENR, Chicago, Ill.

**VAN ROOTEN, LUIS**  
Gang Busters, CBS. Philip Morris Programs, CBS & NBC. Kate Smith Show, CBS. Ripley's Believe It or Not, NBC. Pretty Kitty Kelly, CBS. Alias Jimmy Valentine, NBC. John's Other Wife, NBC. Co-

Imbina Workshop, CBS, Great Plays - NBC  
**VARDEN, EVELYN**  
 CBS, Big Sister.  
**VENUTA, BENNY**  
 MBS, Benny Venuta Revue  
**VERMILION, HAROLD**  
 CBS, Second Husband.  
**VINCENT, ELMORE**  
 NBC

— W —

**WALKER, BENNIE**  
 KPO, San Francisco, Call Woman's Magazine of the Air.  
**WALTMAN, LAVELL**  
 KFAM, St. Cloud, Minn. The Snopcap.  
**WALTMAN, HUGH**  
 WCAU, Philadelphia, Pa. What's News in the Stores.  
**WALTON, JAMES**  
 WRFC, Gainesville, Fla., Evening Revue, The Serenade.  
**WARREN, CARLETON**  
 MBS, Let's Play Games.  
**WATERS, JAMES R.**  
 CBS, The Goldbergs.  
**WEBB, JANE**  
 WMAQ-WENR, Chicago, Ill.  
**WEBBER, CARL**  
 WMAQ-WENR, Chicago, Ill.  
**WEBSTER, CHARLES**  
 CBS, Big Sister.  
 NBC, Aunt Jenny's True Life Stories, March of Time.  
**WEEKS, BARBARA**  
 CBS, Philip Morris Program Nancy James

**WEIDNER, HENRY**  
 WEDC, Chicago, Ill. Many Moons Ago.  
**WEST, DWIGHT**  
 Paul Mall, Program, NBC Around New York, NBC, Grand Central Station, CBS, Cavalade of America, CBS, March of Time, NBC, The Shadow, MBS, Aunt Jenny's Real Life Stories, CBS, Co-Imbina Workshop, CBS, Americans at Work, CBS, American School of the Art, CBS, Words Without Music, CBS

**WELCH, NILES**  
 CBS, American School of the Air, Deep River Boys.

**WELLES, ORSON**  
 CBS, Mercury Theater of the Air, Silver Theater, Hollywood Hotel.

**WEVER, NED**  
 CBS, Biz, Sister, Nancy James.

**WHEELER, MARSHA**  
 WKRC, Cincinnati, Ohio, Personality on Parade.

**WHITE, HERSCHEL**  
 KFTE, Kansas, City, Mo. Who's Got Whimsies.

**WICKER, IRENE**  
 NBC, The Sissy Lady.

**WIDMER, HARRIETTE**  
 NBC, A Touch of Today, Aunt Jennies Cabin at the Crossroads.

**WILSON, DON**  
 NBC, Jello, Program.

**WING, PAUL**  
 NBC, NBC Spelling, Beg.

**WINKLER, BETTY**  
 WMAQ-WENR, Chicago, Ill.  
**WINSTON, IRENE**  
 CBS, Gang Busters, Aunt Jenny's Real Life Stories, MBS, Two on a Shoestring.

**WINTER, WILLIAM**  
 WFT, Charlotte, N. C. Headlines in the News, Know Your Constitution, What Would You Like to Know.

**WINTERS, JOAN**  
 WMAQ-WENR, Chicago, Ill.  
**WOLFE, JOHN**

KGO, RPO, San Francisco, Calif., Whos in Town Tonight, Jangletown Gazette.

**WOLFE, WINIFRED**  
 NBC, Our Man's Family.  
**WOLFSON, MARTIN**  
 CBS, The Goldbergs.

— Y —

**YARBOROUGH, BARTON**  
 NBC, Our Man's Family.  
**YOUNG, CARLETON**

CBS, Our Gal Sunday Hill Top House, Myrt and Marge, Second Husband.

**YOUNGMAN, BENNY**  
 CBS, Monday Night Show.

— Z —

**ZINKE, PEGGA**  
 MBS, Two on a Shoestring.  
**ZERBE, LAWSON**

CBS, Road of Life, The Goldbergs, Kate Smith Show We the People.  
 NBC, Dick Tracy, Jane Aron True Story Hour.



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**ADAMS SISTERS**  
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**AGUE, JIMMY**  
WHK, Cleveland, Ohio. Song-land, Music for Madam.

**ALBANI, OLGA**  
WMAQ-WENR, Chicago, Ill.

**ALDRIDGE, LUTHER**  
KGKO, Fort Worth, Texas.  
Cowboy Lute.

**ALLEE, ADDIE LOGAN**  
WFAA, Dallas, Texas.

**ALLEN, BOB**  
CBS. Time to Shine.

**ALLEY, BEN**  
WCAU, Philadelphia, Pa. Melody Lane.

**ALISON, ADAH SMITH**  
WICC, Bridgeport, Conn. Connecticut Federation of Music Clubs Program.

**ALLISON, FRAN**  
NBC. Breakfast Club, Club Matinee, Sunday Dinner at Aunt Fanny's. WMAQ-WENR, Chicago, Ill.

**ALLMAND, JOYCE**  
WTIC, Hartford, Conn.

**ALM, JEANNE**  
WDAY, Fargo, N. D. Tune Time.

**AMECHE, DON**  
NBC. Chase and Sanborn.

**AMISON, WILLARD**  
WOR, Newark, N. J. Moonbeams.

**ANDERSON, HERBERT**  
WICC, Bridgeport, Conn. Chapel Echoes.

**ANDERSON, OLE**  
WDAY, Fargo, N. D. The News Commutator.

**ANDERSON TRIO**  
WPIC, Sharon, Pa.

**ANDREWS SISTERS**  
CBS. Wrigley Series, Honolulu Bound, Swing Club.

**ANGER, MARGUERITE**  
WBAL, Baltimore, Md. Around the Dinner Table Program.

**ANN, SHIRLEY**  
KVOX, Moorhead, Minn. Scratched to the Stars.

**ANTHONY, RITA**  
WDAS, Philadelphia, Pa.

**APPLE, RUSSEL**  
WLBC, Muncie, Ind. Old Ranger.

**ARNOLD, BUDDY**  
WMCA. General Mills. Bandstand, Sachs Series.

**ARNOLD, PAUL**  
KLZ, Denver, Colo. Hospitality House.

**ARNOLD, RHODA**  
WOR, Newark, N. J. Moonbeams.

**ARTHUR, JACK**  
MBS. Sunday Special, News-Testers.

**AUTRY, GENE**  
MBS. Mutual Birthday Show.

**AYARS, LOWELL**  
WSNJ, Bridgeton, N. J. Words and Music.

**AYRES, MARLENE**  
KOY, Phoenix, Ariz. Melody Express, His Majesty the Baby, Gay Old 90's.

## — B —

**BABBITT, GENE**  
KWK, St. Louis, Mo. Sketches in Melody.

**BAGGIORE, ATTILIO**  
MBS. Pageant of Melody, Concert Revue.

**BAILLARGEON, HELENE**  
CHRC, Quebec, Que.

**BAKER, JACK**  
WMAQ-WENR, Chicago, Ill.

**BAKER, JERRY**  
WMCA, New York, N. Y.

**BAKER, KENNY**  
NBC. Jello Program.

**BALL, CURTIS**  
WKAT, Miami Beach, Fla.

**BALLARD, ROBERT**  
WSYR, Syracuse, N. Y. At the Crossroads.

**BALLOU, CHARLES**  
WSVA, Harrisonburg, Va. Sentimental Time.

**BARBER, MARTHA**  
WKOK, Sunbury, Pa.

**BARBER, MARY**  
WKOK, Sunbury, Pa.

**BARCLAY, LAVERNE**  
CJRM, Regina, Sask. Organ Melodies.

**BARNARD, BARNEY**  
CIBC, Winnipeg, Man. Hopelo Hawaiians.

**BARNETT, LORRAINE**  
WHN, New York, N. Y.

**BARRETT, BETTY**  
KWK, St. Louis, Mo. Sketches in Melody, Betty and Her Boyfriend.

**BARRIE, CLYDE**  
CBS. Sustainings.

**BARRIS, FAYE**  
WQAM, Miami, Fla.

**BARTLETT, JANE**  
WBT, Charlotte, N. C. Quaker Time. Duke Power Time.

**BARTLETT, JOAN**  
WJSV, Washington, D. C. Arthur Godfrey Program.

**BATYE, HUBERT**  
WGPC, Albany, Ga.

**BAUGHMAN, ELMER**  
WCKY, Cincinnati, Ohio. Hymn for Everyone.

**BAXTER, JEANNE**  
WCAE, Pittsburgh, Pa. Sophisticated Ladies, Nite at

the Inn, Modern Melodies, The Airliners.

**BEASON, M. M.**  
WBOW, Terre Haute, Ind. Central Federal Hour.

**BEAUPRE, MAURICE**  
CHRC, Quebec, Que.

**BELL, CARMENA**  
WKAT, Miami Beach, Fla.

**BELLAMY, RALPH**  
WTOL, Toledo, Ohio.

**BENDON, FLORENCE**  
WFIL, Philadelphia, Pa. Harvest Time, Jack's Jamboree, Rhythm Parade.

**BENJAMIN, MARC**  
KFH, Wichita, Kans. Tea Time Jamboree.

**BENNETT, KEN**  
KPDN, Pampa, Texas. Romantic Songs.

**BENNETT, LOIS**  
NBC.

**BERCH, JACK**  
CBS. Jack Berch and Orchestra.

**BILL, EMIL**  
WMBD, Peoria, Ill. Wayside Chapel.

**BINKLEY, VERA**  
WTAD, Quincy, Ill.

**BLANE, RALPH**  
NBC. Consolidated Edison Program.

**BOEHM, HAROLD**  
WWL, New Orleans, La. Songs You Love to Hear.

**BOGGMAN, FRANK**  
KTAT, Fort Worth, Texas. Music for Today.

**BOLTON, JEAN**  
WQAM, Miami, Fla.

**BONANZA QUARTET**  
WMFO, Decatur, Ala.

**BOND, CYRUS**  
WKY, Oklahoma City, Okla. The Bell Boys.

**BOVAY, DON**  
WCAU, Philadelphia, Pa. Philly Bandwagon.

**BOWE, MORTON**  
NBC. Sustainings.  
CBS. Heinz Program.

**BOYETTE, ANDY**  
WQAM, Miami, Fla.

**BRADSTREET, JESSIE**  
CKCK, Regina, Saskatchewan, Canada.

**BRANZ, CELIA**  
NBC.

**BREEN, MAY SINGHI**  
NBC. Sweethearts of the Air.

**BREEN, BOBBIE**  
CBS. Camel Caravan.

**BRINEY, MARTHA**  
KDKA, Pittsburgh, Pa. Festival of Music.

**BRITTON, HOMER**  
WMFO, Decatur, Ala. Evening Meditations.

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— C B S —



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WMEX, Boston, Mass. Request Serenade.

**BROOKS, JOHNNIE**  
WCOP, Boston, Mass.

**BROOKS, RUTH**  
WDRS, Hartford, Conn. It's a Date.

**BROOKS, TED**  
WAPI, Birmingham, Ala. Day Dreams.

**BROWN, BOB**  
WKRC, Cincinnati, Ohio. For Your Pleasure.

**BROWN, LORRAINE**  
WICC, Bridgeport, Conn. Brown Sisters Program.

**BROWN, PHIL**  
WAVE, Louisville, Ky. New Orleans Swingsters.

**BROWN, RUSSELL**  
KNX, Los Angeles, Calif.

**BRUMLEY, WALT**  
KFNF, Shenandoah, Ia.

**BRUTON, GENE**  
KRRV, Sherman, Texas.

**BUMP, EDNA JUNE**  
WOAI, San Antonio, Texas. Musical Missionaries of Goodwill.

**BUNCH, GOYITA**  
KWK, St. Louis, Mo. Mid-Afternoon Madness, Today at Two, Sketches in Melody.

**BURNET, CHESTER**  
WMAZ, Macon, Ga. The Friendly Voice.

**BURNS, EARLINE**  
WMSD, Sheffield, Ala. Singing Lady.

**BURNS, REBECCA**  
WMSD, Sheffield, Ala. Little Miss Melody.

**BUSSINELLI, GUIDO**  
WOV, New York, N. Y. Tango Cabaret, La Perla.

**BUTTERFIELD, PRUDENCE**  
WMBC, Detroit, Mich. Prudy's Party.

— C —

**CARDWELL, JULIA**  
KGKB, Tyler, Texas.

**CARL, CLIFF**  
WHO, Des Moines, Ia. Coffey Pot Inn.

**CARLAY, RACHEL**  
NBC, Manhattan Merry Go Round.

**CARLO, DON**  
WBLL, New York, N. Y. The Songs of Don Carlo.

**CARPENTER, FRANCIS**  
WLBC, Muncie, Ind. Four Stars.

**CARR, BETTY**  
WTOL, Toledo, Ohio.

**CARROLL, FRANCIS**  
KYW, Philadelphia, Pa.

**CARROLL, JAMES**  
WPEN, Philadelphia, Pa. Goldenberg's Peanut Chew Variety, Nevins Theater Program.

**CARROLL, JEANNE**  
KLZ, Denver, Colo. Carols by Carroll.

**CARSWELL, ESTHER**  
WAYX, Waycross, Ga.

**CARTER, BOB**  
WCAE, Pittsburgh, Pa. Ro-

mance Back Stage, Muted Music.

**CASINO, DEL**  
MBS, Hour of Romance.

**CHAPMAN, JAMES**  
KSAC, Manhattan. Music in the Air Program, Reverie in Tune Program.

**CHARIOTEERS, THE**  
MBS, The Charioteers Program.

**CHARLES, AUDREY**  
WWL, New Orleans, La. Twilight Hour.

**CHASE, VICKI**  
WLW, Cincinnati, Ohio. Summertime Concert, Smoke Dreams.

**CHEKRY, RUTH**  
WGPC, Albany, Ga. Little Sweetheart.

**CHIESA, VIVIAN DELLA**  
NBC, NBC Promenade Concert, Romance Melodies.

**CHISHOLM, LENA**  
WICC, Bridgeport, Conn. We Two.

**CLARK, BUDDY**  
Design for the Living, MBS; Your Hit Parade, CBS, NBC.

**CLARK, CONNIE**  
WAVE, Louisville, Ky.

**CLARK, LILLIAN**  
WMAQ-WENR, Chicago, Ill.

**CLAVET, MADO**  
CHRC, Quebec, Que. The Misadventures of Fernandean.

**COBB, INEZ**  
WEED, Rocky Mount, N. C.

**COCHRANE, "TEX"**  
CFCY, Charlottetown, P. E. I. The Prairie Yodeler.

**COLAMARIA, VICKI**  
WGY, Schenectady, N. Y. Sing and Swing.

**COLE, ARABELLE**  
KGIW, Alamosa, Colo.

**COLEMAN, ROGER**  
Eight Thirty Show, WMCA; Lee Grant & Orchestra Program, WMCA.

**COLLIER, SHELBY**  
KPLT, Paris, Texas.

**COLLINS, JAY**  
WRJN, Racine, Wisc.

**COLORADO PETE**  
KMBC, Kansas City, Mo. KMBC Early Birds, Brush Creek Follies.

**COMO, PERRY**  
MBS, Sunday Matinee.

**CONN, EDITH**  
WHO, Des Moines, Ia. Jerry and Lou.

**COOK, MARY LOU**  
KNX, Los Angeles, Calif. Mary Lou Sings.

**COOL, HARRY**  
KMOX, St. Louis, Mo. All Hands on Deck, Harmony Grove.

**COOPER, HARRY**  
WOMI, Owensboro, Ky. The Troubadour.

**COOPER, JERRY**  
NBC, Tums Program.

**CORBEIL, P. E.**  
CJBB, Rimouski, Que.

**CORLETT, ALICE**  
KJR-KOMO, Seattle, Wash. Highlight Hour.

**COULTHURST, ALBERT**  
WEBB, Buffalo, N. Y. Songs You'll Like.

**COY, DOT**  
WEEL, Boston, Mass. Rhythm Review.

**COZZI, MARIO**  
NBC, Sustaining.

**CRAWFORD, BOB**  
KMBC, Kansas City, Mo. Texas Rangers' Night Time on the Trail, Brush Creek Follies.

**CRITTENDEN, JERRY**  
WMAQ-WENR, Chicago, Ill.

**CRONENBOLD, EDWARD "TOOKIE"**  
KMBC, Kansas City, Mo. Texas Rangers' Night Time on the Trail, Brush Creek Follies.

**CROOKS, RICHARD**  
NBC, Voice of Firestone.

**CROSBY, BING**  
NBC, Kraft Music Hall.

**CROSWELL, DAVE**  
WOR, Newark, N. J. Moonbeams.

**CROW, DOROTHY ANNE**  
MBC, Musical Steeplechase.

**CULMSEE, VIRGINIA**  
KTRI, Sioux City, Ia. Vocals by Virginia.

— D —

**DALE, CARLOTTA**  
KYW, Philadelphia, Pa.

**DANIELS, BILLY**  
WHN, New York, N. Y.

**DANIELS, HELENE**  
MBS, Jazz Nocturne, Sunday in Manhattan.

**DAUVILLIERS, NANA**  
CHRC, Quebec, Que.

**DAVIES, DAVE**  
MBS, Bands Across the Sea, Music by Davies, Edward. NBC, NBC Minstrels of 1938, Words and Music Spot Programs. WMAQ-WENR, Chicago, Ill.

**DAVIS, BILLIE LOU**  
KNOW, Austin, Texas. Sweetheart by Remote Control.

**DAVIS, MARTHA**  
KGVO, Missoula, Mont. Musicale Impromptu.

**DAVIS, REX**  
WKCY, Cincinnati, Ohio. Hymn for Everyone.

**DAWES, CLARA**  
WTAQ, Green Bay, Wisc.

**DAWSON, MARK**  
WCAU, Philadelphia, Pa. Trisco Program.

**DAY, GROVER**  
KTRI, Sioux City, Ia. Blind Balladier.

**DEANE, JUDY**  
KPO, San Francisco, Calif. Gentlemen Preferred.

**DE ARMANDE, DICK**  
WSPD, Toledo, Ohio.

**DEL GANZA, VINCENTE**  
WJSV, Washington, D. C. Aladdin's Kitchen.

**DEL GROSSO, ANN**  
WATR, Waterbury, Conn. Songs Old and New.

**DELLA CHIESA, VIVIAN**  
WMAQ-WENR, Chicago, Ill.

**DENNIS, CLARK**  
NBC, Fibber McGee and Molly, Chicago Sunday Dinner at Aunt Fanny's. WMAQ-WENR, Chicago, Ill.

**DESIGNE, SAM**  
WTAQ - WHBY, Green Bay, Wisc.

**DEVINE, VINCE**  
CHAB, Moose Jaw, Sask. Moose Jaw Greetings the Country, The Singing Cowboy.

**DEWHIRST, DON**  
WCLE, Cleveland, Ohio. The World Traveler.

**DICKENS, DEAN**  
WMCA, New York, N. Y.

"THE SWEETHEARTS OF THE AIR"

◆  
**MAY SINGHI BREEN**

THE UKULELE LADY

**PETER DE ROSE**

COMPOSER-PIANIST

◆  
"CALLING ALL SWEETHEARTS"

◆  
FROM COAST TO COAST

◆  
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RADIO CITY N. Y.



*Jex Fletcher*

Heard on MBS Network

•  
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GRAND NATIONAL PICTURES

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for Personal Appearance

**DIERKEN, KATHERINE**  
WBAL, Baltimore, Md. It Happened So Quick Program.

**DIETRICH, YVONNE**  
WMAS, Springfield, Mass. Song Styles by Yvonne.

**DILLER, HELEN**  
WLW, Cincinnati, Ohio. Musical Chick Wagon.

**DION, ROLLANDE**  
CHRC, Quebec, Que.

**DOLMAN, CYRIL**  
CJRM, Regina, Sask. Slim Wilson Program.

**DOMER, ESTHER**  
KLZ, Denver, Colo. The Peperettes.

**DOMER, MARGARET**  
KLZ, Denver, Colo. The Peperettes.

**DOMER, NAOMI**  
KLZ, Denver, Colo. The Peperettes.

**DONOVAN, GRACE**  
WICC, Bridgeport, Conn.

**DORR, RUSSELL**  
WGAN, Portland, Me.

**DOUTHIT, PERRY**  
KFNF, Shenandoah, Ia.

**DOWNNEY, MORTON**  
MBS, Mutual Birthday Show.

**DRAGONETTE, JESSICA**  
NBC, Guest Appearances.

**DRESLIN, DOROTHY**  
NBC, Sustaining.

**DUANE, MARY FRANCES**  
WAVE, Louisville, Ky. Melody Time.

**DUCLON, EARL**  
KARM, Fresno, Calif. Early Riser Club.

**DU MOND, JOE**  
WMAQ-WENR, Chicago, Ill.

**DUNN, MARY ANN**  
WJW, Akron, Ohio. Swinging the Blues.

**DU VALL, WARD**  
WJSV, Washington, D. C. The Gypsy Minstrels, Aladdin's Kitchen.

— E —

**EASTMAN, MARY**  
CBS, Saturday Night Serenade.

**EDDY, NELSON**  
NBC, Chase & Sanborn Hour.

**EDEN, EVE**  
KGER, Long Beach, Calif.

**EDWARDS, JOAN**  
CBS, Paul Whiteman Program.

**ELLIOT, BILL**  
WEEL, Boston, Mass. Rumbling Melody Man.

**ELLIOTT, BILL**  
WHEB, Portsmouth, N. H. Singing Cop.

**ELSMORE, RALPH**  
WCAU, Philadelphia, Pa. Household Favorites.

**ETON BOYS**  
CBS, Pick and Pat Program.

**ETTERS, CLARENCE**  
WBT, Charlotte, N. C. Briarhopper Boys, Novelteers, NBC Jamboree.

— F —

**FARNAND, MARGARET**  
KFPW, Fort Smith, Ark.

**FAUCETTE, CLEO**  
WUNC, Durham, N. C. Hymn Singing Time.

**FAY, PATSY**  
WTMC, East St. Louis, Ill. Smiles.

**FECTEAU, PAUL**  
CHRC, Quebec, Que.

**FERRY, RUTH**  
WICC, Bridgeport, Conn.

**FIELD, ZOANNA**  
KFNF, Shenandoah, Ia.

**FIELDS, PAULINE**  
WICC, Bridgeport, Conn. We Two.

**FISSET, ALEXANDRE**  
CHRC, Quebec, Que.

**FISHER, VIRGIL**  
WTOL, Toledo, Ohio.

**FLETCHER, TEX**  
MBS, Sustaining.

**FOSTER, RALPH**  
CKCK, Saskatchewan, Canada. The Crown Prince of the Cowboys.

**FOX, MARJORIE**  
WPIC, Sharon, Pa.

**FRANCE, MARY JANE**  
WOW, Omaha, Nebr. Three Maids and Their Mike.

**FRANK, OSCAR**  
KHUB, Watsonville, Calif. Vocal Rhapsodies.

**FRANZ, W. W.**  
WBBR, Brooklyn, N. Y.

**FREY, HARRY**  
WBOW, Terre Haute, Ind. Wabash Valley Jamboree.

**FRITZ, DOROTHY**  
KPH, Wichita, Kans. Romance in Rhythm.

**FULTON, JACK**  
CBS, The Laugh Liner.

— G —

**GAINES, NORRINA**  
WMSD, Sheffield, Ala.

**GAINES, RUBEN**  
KVI, Tacoma, Wash. Rhyming Ruben.

**GAMACHE, RITA**  
WCOU, Lewiston, Me.

**GANGE, CONNIE**  
WHEC, Rochester, N. Y. Streamliners, Down Town Cowboys.

**GARDNER, FRANK**  
KNOW, Austin, Texas. Gardner Sings.

**GARLAND, JUDY**  
NBC, Good News of 1938.

**GARR, AL**  
CBS, The Passing Parade.

**GARRETT, GERALDINE**  
KVQX, Moorhead, Minn. Sweet Songs.

**GARY, SID**  
WMCA, New York, N. Y.

**GEARE, JIMMIE**  
KTAR, Phoenix, Ariz.

**GEDIVANT, NINA**  
WBMC, Detroit, Mich. Contented Hour.

**GENOSO, ANGELO**  
WHK, Cleveland, Ohio.

**GENTLEMEN OF SONG**  
Trlo, KARK, Little Rock, Ark. Vocalities.

**GERMAN, LESTER**  
WBAL, Baltimore, Md. Around the Dinner Table Program.

**GIBSON, BOBBY**  
CBS, Ben Bernie—American Tobacco Company Program.

**GILBERT, MRS. EUGENE**  
KFPW, Fort Smith, Ark. Songs All For You.

**GLICK, HARRY**  
WHN, New York, N. Y.

**GLIECO, JOSEPHINE**  
WBBR, Buffalo, N. Y. Songs You'll Like.

**GOAD, AUDIE**  
KTAT, Fort Worth, Texas. Sweetheart Serenade.

**GODFREY, ARTHUR**  
WJSV, Washington, D. C. Sun Dial.

**GOLDMAN, MAURICE**  
KEHR, Los Angeles, Calif. Songs by Mauriee.

**GOODMANSON, GORDON**  
KDYL, Salt Lake City, Utah. Varieties, Hello Ladies.

**GORDON, DEWEY**  
KLZ, Denver, Colo. Mornin' Neighbor.

**GORIN, IGOR**  
CBS, Hollywood Hotel.

**GOURLEY, CLARK**  
WRUF, Gainesville, Fla.

**GRAHAM, ROSS**  
NBC, Cities Service Concert. Dick Leibert's Dinner Concert.

**GRANT, JANE**  
KFPW, Fort Smith, Ark.

**GRAY, LEON**  
KGAR, Tucson, Ariz.

**GRENNELL, EILEEN**  
KSO, Des Moines, Ia. Girl About Town.

**GREY, LANNY**  
NBC, Pianist, Judy and Lanny, Rhythm School of the Air.

**GRIFFEN, GEORGE**  
NBC, Sustaining.

**GRIFFITH, REX**  
WMAQ-WENE, Chicago, Ill.

**GRIMM, LORRAINE**  
KMOX, St. Louis, Missouri. All Hands on Deck, Phillips Poly Follic.

**GRISANTI, DORIS**  
WAVE, Louisville, Ky. Jewel Box Program.

**GROVES, DICK**  
WCHS, Charleston, W. Va. Dick Groves—Songs.

**GURNEY, JOHN**  
NBC, Sustaining.

— H —

**HAIN, WILLIAM**  
MBS, Bach Cantata Series.

**HALE, JOAN**  
WMEX, Boston, Mass.

**HALLAHAN, JACK**  
WDAS, Philadelphia, Pa.

**HARDING, HARVEY**  
KNX, Los Angeles, Calif. Sunrise Salute, Hormel Program, Hollywood Singing Organist, Farmers' Market, Monitor Children's Program.

**HARDING, LESTER**  
KOA, Denver, Colo. Golden Melodies, Colorado's Hour.

**HARDKE, RUTH**  
WSYR, Syracuse, N. Y. At the Crossroads.

**HARDY, EMILY**  
KECA-KFI, Los Angeles, Calif. Broadway.

**HARE, ERNIE**  
WMCA, New York, N. Y.

**HARMONETTES**  
KMOX, St. Louis, Missouri. Evening Serenade.

**HARREL, FOY**  
WKY, Oklahoma City, Okla. The Bell Boys.

**HARRIS, TOMMY**  
KECA-KFI, Los Angeles, Calif. Broadway Memories, Musical Headline.

**HART, JOHN**  
WXYZ, Detroit, Mich.

**HARTLEY SISTERS**  
WMMN, Fairmount, W. Va. Singing Strings.

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**HAYES, CLARENCE**  
KPO, San Francisco, Calif.  
Jingletown Gazette.

**HEADLAND, LOUISE MURRAY**  
WDAY, Fargo, N. D. At Your  
Service, Noonday Variety.

**HEALEY, WILLIAM**  
WMA5, Springfield, Mass.  
Reminiscing.

**HELLER, JACKIE**  
WMAQ-WENR, Chicago, Ill.

**HELMS, THEODORE**  
KWEW, Hobbs, N. M. The  
Smiling Cowboy.

**HERMAN, BILLIE**  
KUMA, Yuma, Ariz.

**HERMAN, JIMMIE**  
KUMA, Yuma, Ariz.

**HIGSBY, HIRAM**  
KMBC, Kansas City, Mo.  
KMBC Early Bir. Brush Creek  
Follies.

**HILDING, MARION**  
KFNF, Shenandoah, Ia.

**HILL, ARLINE**  
KOVC, Valley City, N. D.

**HILLIARD, HARRIET**  
NBC, Bakers Broadcast.

**HODGES, MILDRED**  
WWNC, Asheville, N. C. Sun-  
day Hymn Sing.

**HOELZLE, ELMER**  
WMBG, Richmond, Va. Your  
Singer of Songs.

**HOFFMAN, JACK**  
KTUL, Tulsa, Okla. Musical  
Interlude, Evening Stars.

**HOGAN, GUENN LEORY**  
WOW, Omaha, Nebr. Sophis-  
ticated Rangers.

**HOPKINS, SIS**  
KFNF, Shenandoah, Ia.

**HOPPLE, MARY**  
MBS Bach Cantata Series.

**HOSIER, MARY**  
WOW, Omaha, Nebr. Three  
Maids and Their Milko.

**HOUSE, BROMLEY**  
WTAM, Cleveland, Ohio.  
Shanghai Nights.

**HOWARD, BOB**  
NBC, Gliding Swing.

**HOWARD, HERB**  
WHLB, Virginia, Minn.

**HOWARD, SHIRLEY**  
MBS, Studies In Contrast.  
Mutual Birthday Show.

**HOWELL, LLOYD**  
CJRM, Regina, Sask. Medita-  
tion Program, Harmoniers.

**HUARD, LARRY**  
WTIC, Hartford, Conn.

**HUARD, ROLLAND**  
CHRC, Quebec, Que.

**HUDON, LEO**  
CHRC, Quebec, Que.

**HUNTER, PINKY**  
WCLE, Cleveland, Ohio.

**HUTCHINSON, LOLA**  
WMAQ-WENR, Chicago, Ill.

**HYDE, DICK**  
KSO, Des Moines, Ia.

— I —

**INGALLS, JAMES**  
WDRG, Hartford, Conn.  
Yodlin' Jim Ingalls.

**INGRAHAM, GERALD**  
WHEC, Rochester, N. Y.  
WHEC Presents Voice of the  
Amalgamated.

— J —

**JACOBS, AMOS**  
WMBC, Detroit, Mich.

**JAMES, JACK**  
WPIC, Sharon, Pa.

**JANNETE**  
WLW, Cincinnati, Ohio. Four  
Stars Tonight.

**JESKE, FRED**  
WSYR, Syracuse, N. Y. Time-  
keeper.

**JOBIN, FRANCOISE**  
CHRC, Quebec, Que.

**JOHNSON, DICK**  
KGAR, Tucson, Ariz. There  
Are Smiles.

**JOHNSON, SYBIL**  
KPH, Wichita, Kans. Silhou-  
ette in Song.

**JOHNSON, VIOLA**  
KWOC, Poplar Bluff, Mo.  
Ozark Kid Sings for Philco.

**JOLSON, EDITH**  
WELL, New Haven, Conn.  
Poli Parade.

**JONES, BILLY**  
WMCA, New York, N. Y.

**JONES, JANET**  
WCAU, Philadelphia, Pa.  
Household Favorites.

**JORDON, MARION**  
WFBC, Greenville, S. C.

— K —

**KALLEN, KITTY**  
WCAU, Philadelphia, Pa.  
Philly Bandwagon.

**KARGAU, OLGA**  
WMAQ-WENR, Chicago, Ill.

**KARNES, JOE**  
KMOX, St. Louis, Missouri.

**KAUERZ, ELSA**  
KOA, Denver, Colo. Musical  
Varieties, Colorado's Hour.

**KAY, KENNETH**  
WHB, Kansas City, Mo.

**KAY, PAT**  
KEHE, Los Angeles, Calif.  
Listen Ladies.

**KAYE, LILLIAN**  
WEBR, Buffalo, N. Y.

**KDYL SINGERS**  
KDYL, Salt Lake City, Utah.  
Varieties.

**KELLY, DAN**  
WCAU, Philadelphia, Pa.  
Household Favorites.

**KELSO, MARIO**  
KGDH, Stockton, Calif. Or-  
gan Fancies.

**KENNY, JOHN**  
WMBG, Richmond, Va.

**KIMBLE, MARTHA**  
KGVO, Missoula, Mont.  
Musical Impromptu.

**KINDER SISTERS**  
KDKA, Pittsburgh, Pa. Mu-  
sic Please.

**KING, ANNETTE**  
NBC, Breakfast Club, Club  
Matinee, Roy Shield Revue,  
Sunday Dinner at Aunt  
Fanny's.  
WMAQ-WENR, Chicago, Ill.

**KING, ERLING**  
WJSV, Washington, D. C.  
The Gypsy Minstrels, Alad-  
din's Kitchen.

**KING, LOUISE**  
MBS, Music by Faith.

**KIRBERRY, RALPH**  
NBC, The Dream Singer.

**KIRCHER, IRENE**  
WMBD, Peoria, Ill. Happy  
Train.

**KISSELL, EVAN**  
WHBY, Green Bay, Wis.

**KITCHELL, ALMA**  
NBC, Cities Service Chorus.

**KITTENDORE, KAY**  
KGVO, Missoula, Mont. Mu-  
sicale Impromptu.

**KLEM, OLYA**  
WNBF, Binghamton, N. Y.  
Old World Melodics.

**KNIGHT, BEE**  
WJW, Akron, Ohio.

**KNIGHT, FELIX**  
WEAF, Schaeffer Program.

**KOTTKAMP, MAUDE**  
KFSL, Chico, Calif.

**KRCHER, JAMES**  
WEDC, Chicago, Ill. The  
Buick Troubadour.

**KURENKO, MARIA**  
WMAQ-WENR, Chicago, Ill.

— L —

**LACEY, JUNE**  
WLAP, Lexington, Ky.

**LADEROUTE, JOSEPH VICTOR**  
WLW, Cincinnati, Ohio. Au-  
tumntime Concert.

**LAMONTAGNE, ANTONIO**  
CHRC, Quebec, Que.

**LAMOUR, DOROTHY**  
NBC, Chase and Sanborn.

**LANE, SHIRLEY**  
KFH, Wichita, Kans. Your  
Parlor Playhouse.

**LA RAE, VIRGINIA**  
KFLA, Centralis, Chehalis,  
Wash.

**LARSEN, MURIEL**  
WRJN, Racine, Wisc. Sunday  
at 12:30.

**LARSON, ALICE**  
KWNO, Winona, Minn. Sing  
and Swing.

**LASHER, WYNNE**  
CFAC, Calgary, Alta. Sun-  
day Serenade.

**LASNER, EDDY**  
CHRC, Quebec, Que.

**LATELL, MARIE**  
WIP, Philadelphia, Pa. Cock-  
tails for Two.

**LAURA, LEE**  
KMBC, Kansas City, Mo.  
Laura Lee and the Prairie  
Pioneers, Brush Creek Follies,  
KMBC Early Birds.

**LAWLER, JOAN**  
WIP, Philadelphia, Pa  
Rhythm and Romance.

**LEWIS, ANN**  
WHO, Des Moines, Ia. Lem  
and Martha.

**LEWIS, TOM**  
WHO, Des Moines, Ia. Lem  
and Martha.

**LEWIS, WELCOME**  
WHN, New York, N. Y.

**LINDQUIST, LANSING**  
WSYR, Syracuse, N. Y. In  
the Music Room.

**LINWOOD, LUCILLE**  
NBC, Lucille and Lanny, Town  
Hall Tonight.  
CBS, Hammerstein Music Hall.

**LLOYD, JANET**  
WOW, Omaha, Nebr. Three  
Maids and Their Mike.

**LOHMAN, OTHA DALE**  
WOW, Omaha, Nebr. Sophis-  
ticated Rangers.

**LONG, ED**  
WAVE, Louisville, Ky. New  
Orleans Swingers.

**LONG, LUCILLE**  
WKAT, Miami Beach, Fla.

**LORENZ, RITA**  
WPEN, Philadelphia, Pa.

**LOWERY, COIS**  
WMFO, Decatur, Ala. Song  
Serenade.

**LYMAN, LUCILLE**  
WOW, Omaha, Nebr.

**LYNNE, CAROL**  
WELI, New Haven, Conn.  
Noonday Serenade.



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**LYONS, ELINOR**

KTAR, Phoenix, Ariz.

**LYON, RUTH**

WMAQ-WENR, Chicago, Ill.

**— M —****McALLISTER, ELOISE**

WQAM, Miami, Fla. Old Piano Bench.

**McALLISTER, JOHN**

WBT, Charlotte, N. C. Briar-hopper Boys.

**McCONNELL, ED**

NBC, Sunday Afternoon with Smiling Ed McConnell.

**McCORMICK, JAMES**

MBS, Song Shop.

**McCRAE, MARGARET**

CBS, Post Toasties Program.

**McCULLOUGH, ANNETTE**

WGY, Schenectady, N. Y. Studio Spotlight.

**McCURDY, EDWARD**

WKY, Oklahoma City, Okla. Your Singer of the Gospel.

**McELROY, JACK**

KANS, Wichita, Kans. Vocal Varieties.

**McELROY, HARLAN**

KFPW, Fort Smith, Ark.

**McKAY, HARRY**

WIP, Philadelphia, Pa. Melody Matinee.

**McKEAN, EDDIE**

KFH, Wichita, Kans. Uncle Andy and Zeke.

**McKINLEY, BARRY**

NBC, Sustaining.

**McKINNON, HUGH**

WABI, Bangor, Me. Thursday Varieties.

**MacHUGH, EDWARD**

NBC, The Gospel Singer.

**MACK, JIMMY**

WMA5, Springfield, Mass. The Hi-Volts.

**MACKROSS, HENRY**

KMOX, St. Louis, Missouri Evening Serenade.

**MADDEN, MINNA**

KARK, Little Rock, Ark. Vocalities.

**MAHONEY, FRAN**

KMBC, Kansas City, Mo. Texas Rangers' Night Time on the Trail, Brush Creek Follies.

**MANGUSO, EDDIE**

WEBR, Buffalo, N. Y. Song Sonvenirs.

**MANNA, PEPPINO**

WBIL, New York, N. Y.

**MANNERS, LUCILLE**

NBC, Cities Service Concert.

**MANSEAU, LUCIENNE**

CHRC, Quebec, Que.

**MARAS, GEORGE**

KMBC, Kansas City, Mo. Laura Lee and the Pioneers, Brush Creek Follies, KMBC Early Birds.

**MARTIN, EDWARD**

WGBF, Evansville, Indiana. Baker Boy.

**MARTIN, ELIZABETH**

KPLT, Paris, Texas.

**MARTIN, JAMES**

WDRG, Hartford, Conn. Tea Time Revue, It's A Date.

**MARTIN, JOE**

WHN, New York, N. Y.

**MARTIN, NANCY**

WMAQ-WENR, Chicago, Ill.

**MARTIN, TONY**

NBC, Burns and Allen.

**MARTINI, NINO**

CBS, Ford Sunday Evening Hour.

**MARY LOU**

WDAY, Fargo, N. D. Songs of Yesteryears.

**MATEY, REA**

WHK, Cleveland, Ohio. Songland Pianissimo.

**MAXINE**

NBC, The Hour of Charm.

**MAXWELL, RICHARD**

CBS, Songs of Cheer and Comfort.

MBS, Garden of Memories.

**MATHEU, RENE**

CHRC, Quebec, Que.

**MAY, ROD**

KMBC, Kansas City, Mo. Texas Rangers' Night Time on the Trail, Brush Creek Follies.

**MAYBERRY, GEORGE**

WHAI, Greenfield, Mass. WHAI Barn Dance.

**MAYER, MARGERIE**

MBS, Pageant of Melody, Streamlined Opera.

**MENGES, ESTHER**

KGVO, Missoula, Mont. Musicals Impromptu.

**MERKER, MARY**

WOR, Newark, N. J. Moonbeams.

**MERRILL, STEVE**

WLW, Cincinnati, Ohio. Four Stars Tonight.

**METCALF, JOHN**

MBS, Choir Loft.

**MILLER, CURLEY**

WMMN, Fairmont, W. Va.

**MILLER, MARY LOU**

WBNS, Columbus, Ohio. Mary Lou Sings.

**MILNER, CURLEY**

KGAR, Tucson, Ariz. The Yodeling Wrangler.

**MINOTT, IVAN Jr.**

WHAI, Greenfield, Mass. Siberian Fur Shop Troubadour.

**MONROE, BILL**

KARK, Little Rock, Ark. The Kentuckians.

**MONTGRAIN, MAURICE**

CHRC, Quebec, Que.

**MOODY, ROGER**

KFPW, Fort Smith, Ark.

**MOORE, CARRIE MAE**

WQAM, Miami, Fla.

**MORGAN, JIMMY**

KVOX, Moorhead, Minn. The Kentucky Singer.

**MORNING, SHARI**

WHO, Des Moines, Ia. Coffee Pot Inn.

**MORRIS, WILLIE**

MBS, Invitation To Waltz, Impressions.

**MURRAY, HILDA**

CKTB, St. Catharines, Ont.

**MURRAY, JACK**

WAYX, Waycross, Ga.

**— N —****NASH, JOEY**

WHN, New York, N. Y.

**NAVE SISTERS**

WSUN, St. Petersburg, Fla.

**NEAL, KAY**

WHO, Des Moines, Ia. Coffee Pot Inn.

**NEILSON, COZETTE**

KDYL, Salt Lake City, Utah. Varieties, What's New.

**NELLES, FLORIAN**

WXYZ, Detroit, Mich.

**NESTOR, HENRY**

WKAT, Miami Beach, Fla.

**NEVILLE, JULIEN**

KWNQ, Winona, Minn. Even-song.

**NICOLL, MARIAN**

KFH, Wichita, Kans.

**NGEY, RUTH**

WMCA, New York, N. Y.

**NORMAN, DALTON**

WMAZ, Macon, Ga. Singing Cowboy.

**NORTON, LEE**

WKY, Oklahoma City, Okla. Pancho and his Ridge Runners.

**NYLAND, RALPH**

WLW, Cincinnati, Ohio. Vocal Varieties.

**— O —****O'DELL, EDNA**

MBS, Sunday Afternoon, Melodies from Sky.

**O'HEARN, KEITH LAMB**

WFAA, Dallas, Texas.

**O'HEREN, DICK**

WEK, Cleveland, Ohio. Reveries.

**OLIVER, DEAN (MRS.)**

KPLT, Paris, Texas.

**OLSEN, RAY**

WMBD, Peoria, Ill. Melody Magic.

**OSBORN, CARL**

WELL, Battle Creek, Mich.

**OWENS, JACK**

KEHE, Los Angeles, Calif. Listen Ladies.

**OWENS, TEX**

KMBC, Kansas City, Mo. Brush Creek Follies.

**— P —****PAGE, GALE**

WMAQ-WENR, Chicago, Ill.

**PALMASON, ED**

KJR-KOMO, Seattle, Wash. Highlights Hour.

**PARKER, BOB**

WMCA, New York.

**PARKER, FAY**

KDKA, Pittsburgh, Pa. Tap Time, Romance and Rhythm.

**PARKER, FRANK**

CBS, Burns and Allen.

**PAYETTE, J.**

CHRC, Quebec, Que.

**PERKINS, CY**

KFNF, Shenandoah, Ia.

**PERRON, MAURICE**

CHRC, Quebec, Que.

**PERRY, BILL**

CBS, Saturday Night Serenade, Story of Song, Sweet-heart Series.

**PHILLIPS, ARTHUR**

KYW, Philadelphia, Pa.

**POPE, JIMMY**

KTUL, Tulsa, Okla. Jimmy Pope Sings.

**POULIOT, GABRIELLE**

CHRC, Quebec, Que.

**POWELL, EVA**

CHAB, Moose Jaw, Sask. Moose Jaw Greets the Country, Kitty Johnson Sings.

**PRATT, ROBERT**

KTAT, Fort Worth, Texas. The Hymn Singer.

**PRICE, HOWARD**

MBS, Gloomchasers, Benay Venuta Revue.

**PRICE, MARTHA**

KGVO, Missoula, Mont. Musicals Impromptu.

**— Q —****QUINE, JOHN**

WOR, Newark, N. J. Moonbeams.



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**QUINTONES**

CBS. Camel Show, Ben  
Bernie Show.  
NBC. Edison Program.

**— R —****RAWLEY, AL**

WMEX, Boston, Mass. Al  
Rawley and his Wild Azalias.

**RAY, JEAN**

WLBC, Muncie, Ind. Four  
Stars.

**RAYE, MARTHA**

CBS. Al Jolson Show.

**RECECONI, LOUISE**

KVI, Tacoma, Wash. Songs  
by Louise.

**REECE, RUTHIE**

KOY, Phoenix, Ariz. Side by  
Side.

**REED, MAURICE**

WWL, New Orleans, La. Songs  
You Love To Hear.

**REEDER, CLARENCE**

KGIW, Alamosa, Colo. The  
Gospel Singer.

**REESE, BOB**

KDYL, Salt Lake City, Utah.  
Varieties, Singtime.

**REEVES, DOROTHY**

KWSC, Pullman, Wash. Re-  
member.

**RELATED FOUR**

KRMC, Jamestown, N. D.

**REMSEN, ALICE**

NBC. Sustaining.

**RENAN, EMILE**

MBS. Impressions, Bach Can-  
tata Series.

**RENTOUL, KENNETH**

CKNX, Wingham, Ont. CKNX  
Barn Dance.

**REYNOLDS, FRANCES**

WJDX, Jackson, Miss.

**RHODES, DORIS**

CBS. Sustaining.

**RICHARDSON, JESSE**

WRR, Dallas, Texas. Melody  
Shop, Snapshots.

**RIGGS, TOMMY**

NBC. Royal Desserts Program.

**RIOME, DON**

CHAB, Moose Jaw, Sask. The  
Gospel Singer.

**RISTIE, DOROTHY JUNE**

WMBD, Peoria, Ill. Juvenile  
Theatre.

**ROBISON, CARSON**

CBS. Carson Robison & His  
Buckaroos.

**RODGERS, MARION**

KSO, Des Moines, Ia.

**RODINE, DIANE**

WPEN, Philadelphia, Pa. Mu-  
sical Vignettes.

**ROSE MARIE**

NBC. Sustainings.

**ROGERS, JOHNNY**

WDAY, Fargo, N. D. Songs of  
Yesteryears.

**ROSENBERG, DOROTHY**

WCAE, Pittsburgh, Pa. So-  
phisticated Ladies, Nite At the  
Inn, Modern Melodies.

**ROSENBERG, HENRIETTA**

WCAE, Pittsburgh, Pa. So-  
phisticated Ladies, Nite At the  
Inn, Modern Melodies.

**ROSITA**

WOAI, San Antonio, Texas.

**ROSS, CLARK**

KNX, Los Angeles, Calif.

**ROSS, DON**

MBS. Rhythming Minstrel.

**ROSS, GILBERT**

KXA, Seattle, Wash. Yodeling  
Melodies.

**ROSS, LANNY**

CBS. Your Hit Parade.

**ROSSE, RAY**

WBNS, Columbus, Ohio. Ro-  
mance in Rhythm.

**ROSSELLI, EMELITA**

WOV, New York, N. Y. Tango  
Cabaret.

**ROSSI, PAT**

WHN, New York, N. Y.  
WOV, Venida, Community  
Opticians, May's Program.

WMCA. Sustaining.

**ROULEAU, GERARD**

CJBR, Rimouski, Que.

**RUBINO, DON**

WEBR, Buffalo, N. Y. Don  
Rubino Serenades.

**RUDELL, MARIE GENDRON**

WJMS, Ironwood, Mich. Song  
Time.

**RUDY AND RAY**

KLPM, Minot, N. D.

**RUSH, FORD Jr.**

MBS. Dad and Junior.

**RUSSELL, EVELYN**

KYW, Philadelphia, Pa.

**RYAN, ALMA**

WHK, Cleveland, Ohio. Song-  
land Pianissimo.

**— S —****ST. GERMAINE, KAY**

KEHE, Los Angeles, Calif.  
Listen Ladies.

**SALERNO, LAWRENCE**

MBS. On A Sunday After-  
noon.

**SAMPSON, DICK**

WTAQ, Green Bay, Wis.

**SANANDRAS, AMELIA**

WOV, New York, N. Y. Per-  
soneni Program.

**SCHREIBMAN VOCAL**

CHORUS, JOSEPH

WDAS, Philadelphia, Pa.

**SCHULER, SELM**

WTAM, Cleveland, Ohio. Do  
You Remember.

**SCOTT, MARGIE**

WCOP, Boston, Mass. Margie  
Scott and her Music.

**SEARS, CHARLES**

WMAQ-WENR, Chicago, Ill.

**SEITER, CHRIS**

WDAS, Philadelphia, Pa.

**SHADLE, MAXINE**

KARM, Fresno, Calif. Moods  
by Maxine.

**SHAW, JEAN**

WCAU, Philadelphia, Pa.  
Household Favorites.

**SHAW, MONETTE**

WOAI, San Antonio, Texas.  
Tapestry of Songs.

**SHAYNE, AL**

Sally's Studio Party, WMCA  
& WHN.

**SHEEHAN, JOHN**

WGY, Schenectady, N. Y.

**SHEPARD, ETHEL**

WHN, New York, N. Y.

**SHERIDAN, LARRY**

KGKO, Fort Worth, Texas.  
KGKO'S Irish Tenor.

**SHERMAN, BILLY**

KDKA, Pittsburgh, Pa. Tap  
Time, Romance and Rhythm.

**SHERMAN, FLOYD**

NBC & CBS. Philip Morris  
Programs.

**SHERRY, ELINOR**

MBS. Sunday Special, Gloom-  
chasers.

**SHIELDS, JIMMY**

MBS. Studies In Contrast.

**SHOPE, HENRY**

WOR, Newark, N. J. Moon-  
beams.

**SHUMATE BROTHERS**

KMOX, St. Louis, Missouri.  
Country Journal, Magic Kit-  
chen and All Hands on Deck.

**SIMMONS, ROBERT**

NBC. Cities Service Concert.  
The Revelers.

**SIMPSON SISTERS**

Trio.

WOAI, San Antonio, Texas.

**SLATTERY, ROBERT**

WELI, New Haven, Conn.  
Morning Musicale.

**SLICER, HERNDON**

WDBJ, Roanoke, Va.

**SLOAN, HELEN**

WTOL, Toledo, Ohio.

**SMALL, MARY**

CBS. Ben Bernie — American  
Tobacco Company Program.

**SMITH, EDMIE**

WIS, Columbia, S. C.

**SMITH, ESTIS**

WIS, Columbia, S. C.

**SMITH, FERNE**

KFPW, Fort Smith, Ark.  
KFPW Personality Girl.

**SMITH, JERRY**

WHO, Des Moines, Ia. Jerry  
and Lou.

**SMITH, KATE**

CBS. Kate Smith Show.

**SMITH, LORENE**

WEOA, Evansville, Indiana.  
Hoosier Sweetheart.

**SMITH, RACHEL**

WGPC, Albany, Ga.

**SMITH, SIDNEY**

KYW, Philadelphia, Pa.

**SMITH, VIOLET**

KWOC, Poplar Bluff, Mo.  
Standard Oil's Sweetheart.

**SNODGRASS, RAY**

KFH, Wichita, Kans. To Tell  
The Truth.

**SOKOLOFSKY, VERNA**

KJR-KONO, Seattle, Wash.  
Greater Washington Hour.

**SOUTHER, JOHNNY**

WMBC, Detroit, Mich. March  
of Hits.

**SOUDEN, VERNON**

KOVC, Valley City, N. D.  
Songs of Memory.

**SPEAKS, MARGARET**

NBC. Voice of Firestone.

**SPIEGEL, DORIS**

WSUN, St. Petersburg, Flor-  
ida.

**STANLEY, LARRY**

KFH, Wichita, Kans. Ten  
Pretty Girls.

**STANLEY, NADINE**

WDRG, Hartford, Conn. Tea  
Time Revue.

**STANTON, HARRY**

WICA, Ashtabula, Ohio. Uni-  
versal Troubadour.

**STAR, YVONNE**

WPEN, Philadelphia, Pa.  
Songs of Today.

**STARKEY, ELEANOR**

WPEN, Philadelphia, Pa. Mel-  
odies That Never Grow Old.

**STARR, JOSEPHINE**

MBS. Thirty Minutes In Hol-  
lywood.

**STARR, KAY**

WMPS, Memphis, Tenn.

**STECK, JACK**

WFIL, Philadelphia, Pa.  
Jack's Jamboree.

**STEELE SISTERS**

MBS. Musical Steeplechase.

**STOKER, BILL**  
 KBYL, Salt Lake City, Utah  
 Varieties, Hello Ladies.

**STOLLER, ELDA**  
 KOVC, Valley City N. D.  
 Songs of Memory

**STROLL, ESTHER**  
 WJW, Akron, Ohio

**STUART, BONNIE**  
 KYW, Philadelphia Pa

**SUITS, GORDON**  
 WFAA, Dallas, Texas.

**SWEETHEARTS QUARTET**  
 KRMC, Jamestown, N. D

**SYLVESTER QUARTETTE**  
 WWNC, Asheville, N. C. Mu-  
 sic of America.

— T —

**TALLEA, MARION**  
 NBC, Ry-Krisp Presents

**TANNER, ELMO**  
 MBS, Sunday Matinee.

**TAYLOR, DOLORES**  
 KANS, Wichita, Kans. Studio  
 Party

**TAYLOR, LARRY**  
 WCAT, Philadelphia Pa  
 Household Favorites.

**TILTON, MARTHA**  
 CBS, Canal Caravan

**TOLLIN, MARY DOLORES**  
 WOP, Philadelphia, Song Ser-  
 enade

**TRIMBO, COLISTA**  
 WSYA, Harrisonburg, Va  
 Song Recapes.

**TSOULES, HELEN**  
 WABI, Bangor, Me. Vocals by  
 Marie.

**TURLEY, CHARLES**  
 WTOL, Toledo, Ohio

**TWAROSH, FRED**  
 WBBR, Brooklyn N. Y

— V —

**VALLEE, RUDY**  
 NBC, The Royal Desserts Pro-  
 gram.

**VENUTA, BENNY**  
 MBS, Benny Venuta Revue

**VERRILL, VIRGINIA**  
 CBS, Jack Haley's Wonder  
 Show, Jack Haley's Log Cabin  
 Program

**VINCENT, LARRY**  
 NBC, Log Cabin Revue

**WCAT, Philadelphia, Pa.**  
 Manhattan Soap Program.

— W —

**WAHLSTEAT, JOHN**  
 WHB, Kansas City, Mo, Silver  
 Suits.

**WAKELV, JAMES**  
 WKY, Oklahoma City Okla  
 The Bell Boys

**WALKER, KENNEY**  
 KDKA, Pittsburgh Pa. Music  
 Please.

**WARE, MARGARET**  
 KFPW, Fort Smith Ark

**WARNER, MAURICE**  
 WMBD, Peoria, Ill WMBD  
 Music Hall.

**WARREN, LEONARD**  
 MBS, Music For Today

**WARREN, PATRICIA**  
 WMAS, Springfield, Mass

**WARRICK, LEON**  
 WTOL, Toledo, Ohio

**WAYNE, IVAN**  
 WFAA, Dallas, Texas.

**WEEDE, ROBERT**  
 NBC, Radio City Music Hall  
 On The Air

**WEYMAN, CAROL**  
 NBC, Sustaining

**WIGGINS, VERONICA**  
 WOR, Newark, N. J. Moon-  
 beams.

**WITWER, KATHRYN**  
 MBS, Pageant of Melody, Con-  
 cert Revue

**WOLFE, JOHN**  
 KGO - KPO, San Francisco  
 Calif. Jingletown Gazette.

**WOOD, BARRY**  
 CBS, Sustaining.

**WOODWARD, A. L.**  
 WBAP, Fort Worth, Texas  
 Red Hawks.

**WRIGHT, EDYTHE**  
 NBC, Tommy Dorsey and His  
 Orchestra

— Y —

**YORK, LEE**  
 WEOA, Evansville, Indiana.  
 Singing Cowboy.

— Z —

**ZAVIDOW, GILLIAN**  
 WPEN, Philadelphia, Pa.  
 Songs at Twilight.

**ZIMMERMAN, BOB**  
 KWSC, Pullman, Wash. A K.L.  
 Glee Club

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## — A —

**AGNEW, CHARLIE**  
NBC. Dance Periods.  
**ALBERT, DON**  
WHN, New York, N. Y. Cock-  
tail Lounge, To the Ladies,  
Fraternity Row, Everybody  
Dance.  
**ALDIN, JIMMY**  
NBC. Sustaining.  
**ARMBRUSTER, ROBERT**  
NBC. Chase and Sanhorn  
Program.  
**ARMSTRONG, LOUIS**  
NBC. Dance Periods.

## — B —

**BAKER, CHARLES A.**  
NBC. Highlights of the Bible,  
National Vespers.  
**BARBIROLI, JOHN**  
CBS. Philharmonie-Symphony  
Orchestra Program.  
**BARLOW, HOWARD**  
NBC. The March of Time.  
**BARRON, BLUE**  
NBC. Dance Periods.  
**BATTLE, REX**  
NBC. Rex Battle Ensemble.  
**BAUM, CHARLES**  
CBS. Sustaining Series.  
**BECKER, "BUBBLES"**  
NBC. Sustaining.  
**BENTER, LIEUT. CHARLES**  
NBC. U. S. Navy Band.  
**BERNIE, BEN**  
CBS. Ben Bernie—American  
Tobacco Co. Program.  
**BESTOR, DON**  
NBC. Dance Periods.  
**BILTMORE BOYS, THE**  
NBC. Sustaining.  
**BLACK, DR. FRANK**  
NBC. Cities Service Concert,  
Magic Key of RCA.  
**BLAINE, JERRY**  
NBC. Dance Periods.  
**BLAUFUSS, WALTER**  
NBC. National Farm and  
Home Hour, Viennese Sextet.  
**BLOCK, BERT**  
NBC. Dance Periods.  
**BLOCK, RAY**  
MBS. What's My Name, NBC.  
The Swing Fourteen.  
**BOURDON, ROSARIO**  
NBC. Cities Service Concerts.  
**BRADLEY, OSCAR**  
CBS. Passing Parade.  
**BRANDYWYNNE, NAT**  
MBS. Show of the Week.  
**BRANSON, CAPT. TAYLOR**  
NBC. U. S. Army Band.  
**BREESE, LOU**  
NBC. Dance Periods.  
**BREWER, GAGE**  
KFXJ, Grand Junction, Colo.  
**BROWN, LES**  
NBC. Sustaining.

**BRUSILOFF, NAT**  
WMCA. Sustaining.  
**BRYANT, WILLIE**  
NBC. Dance Periods.  
**BUDD, WALTER**  
CJRM, Regina, Sask. Walter  
Budd and his Blossoms Pro-  
gram.  
**BUNDY, RUDY**  
NBC. Sustaining.  
**BUSSE, HENRY**  
NBC. Dance Periods.

## — C —

**CAMDEN, EDDIE**  
NBC. Sustaining.  
**CHAVEZ, CARLOS**  
NBC. NBC Symphony Orch-  
estra.  
**CHERNIAVSKY, JOSEF**  
MBS. Musical Steeplechase.  
NBC. Musical Camera.  
**CHILDS, REGGIE**  
NBC. Sustaining.  
**CLINTON, LARRY**  
MBS. Show of the Week,  
NBC. Quaker Oats Program  
**CLOUTIER, NORMAN C.**  
NBC. Norman Cloutier Pre-  
sents.  
**CORRAL, TONY**  
KTAR, Phoenix, Ariz.  
**CRAIG, FRANCIS**  
NBC. Francis Craig Presents.  
**CROSBY, BOB**  
MBS. Radio Candid Camera  
Program.

## — D —

**DAMROSCH, DR. WALTER**  
NBC. Symphony Programs.  
**DARBY, LOU**  
CFAC, Calgary, Alta. Good  
Morning Neighbor.  
**D'ARCY, CAPT. THOMAS F.**  
MBS-NBC. United States Army  
Band.  
**D'ARTEGA**  
NBC. Jello Summer Series.  
MBS. Admiracion Series.  
CBS. Energetic Series.  
**DELAMATER, ERIC**  
MBS. WOR Symphony Pro-  
gram.  
**DICKEY, TOM**  
WOAI, San Antonio, Texas.  
**DONAHUE, AL**  
NBC. Sustaining.  
**DONNIE, DON**  
NBC. Manhattan Merry Go  
Round.  
**DORSEY, JIMMY**  
MBS. Show of the Week.  
**DORSEY, TOMMY**  
NBC. Raleigh-Kool Program.  
**DUCHIN, EDDY**  
MBS. Show of the Week,  
Hour of Romance, NBC. Pall  
Mau

## — E —

**ERWIN, VIC**  
MBS. Musical Cartoons.

## — F —

**FAITH, PERCY**  
MBS. Bands Across the Sea,  
Music By.  
**FIELDS, SHEP**  
MBS. Sustaining.  
NBC. Sustaining.  
**FIORITO, ERNIE**  
MBS. Studies in Contrast.  
**FREDERIC, MARVIN**  
NBC. Sustaining.  
**FREUDBERG, LEO**  
MBS. Gloomchasers, Football  
Review.

## — G —

**GALLICCHIO, JOSEPH**  
WMAQ-WENR, Chicago, Ill.  
**GARBER, JAN**  
NBC. Burns and Allen Pro-  
gram.  
**GARCIA, ENRICI**  
WOAI, San Antonio, Texas.  
Rhumba Kings.  
**GART, JOHN**  
NBC. Lanny Gray's Rhythm  
School.  
**GILL, ERNEST**  
NBC. Songs We Remember.  
**GILLETTE, JACK**  
NBC. Sustaining.  
**GINSBERG, HARRY TRUST-  
MAN**  
NBC. Golden Melodies.  
**GODWIN, FREDDIE**  
CKTB, St. Catharines, Ont.  
**GOODMAN, AL**  
MBS. Show of the Week,  
CBS. Hit Parade.  
**GOODMAN, BENNY**  
CBS. Camel Caravan, Benny  
Goodman Swing School CBS.  
**GORDON, GRAY**  
NBC. Sustaining.  
**GOULD, MORTON**  
MBS. Music for Today.  
**GOULD, WILLIAM**  
KFXJ, Grand Junction, Colo.  
**GRANT, LEE**  
WMCA. General Mills Pro-  
gram.  
**GRASSO, FRANK**  
WFLA, Tampa, Fla. Magic  
Flutes.  
**GRAY, GLENN**  
NBC. Sustaining.  
**GRAYSON, BOB**  
NBC. Sustaining.  
**GREEN, HAROLD**  
CJRC, Winnipeg, Man. Fan-  
tasia, Modern Strings.  
**GROFE, FERDE**  
MBS. What's My Name.



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CBS. Saturday Night Swing Session.

**GROSSMAN, WALTER**  
WIOD, Miami, Fla. WIOD Symphony Orchestra.

— H —

**HAENSCHEN, GUSTAVE**  
NBC. American Album of Familiar Music.

**HAINSWORTH, ROBERT**  
KIRO, Seattle, Wash. Moonlight Music.

**HAMP, JOHNNY**  
NBC. Sustaining.

**HANLEY, MYRON**  
NBC. Sustaining.

**HANSEN, V. REES**  
CHRC, Quebec, Que. The Misadventures of Fernandean.

**HANSON, BUSSIE**  
KOVC, Valley City, N. D.

**HANSON, DR. HOWARD**  
WHAM, Rochester, N. Y. Eastman School Symphony.

**HARRIS, FRED**  
WTMV, East St. Louis, Ill. Rhythm Roundup.

**HARRIS, PHIL**  
NBC. Jello Program.

**HARRISON, GUY FRASER**  
WHAM, Rochester, N. Y. Rochester Civic Orchestra.

**HEIDT, HORACE**  
NBC. Horace Heidt and His Alemite Brigadiers.

**HEIMLICH, RAY**  
WDAS, Philadelphia, Pa.

**HENDLEY, FISHER**  
WIS, Columbia, S. C. Balentine's Aristocratic Pigs.

**HICKS, BILLY**  
NBC. Sustaining.

**HIMBER, RICHARD**  
CBS. Monday Night Show.

**HOFF, CARL**  
CBS. Al Pearce and His Gang.

**HODEK, FRANK**  
NBC, California.

**HOHENGARTEN, CARL**  
CBS. The Laugh Liner.

**HONTI, JOSEF**  
NBC. Continental Varieties, Let's Talk It Over, Melody Moments.

**HOWARD, OLLIE**  
KGTW, Alamosa, Colo.

**HUGHES, GLENN**  
WKRC, Cincinnati, Ohio. Glenn Hughes' Barn Dance.

**HUTCHINSON, CHARLES R.**  
WGBF, Evansville, Ind. Little German Band.

— I —

**ISLES, J. HARRISON**  
NBC. Cherio.

**ITURBI, JOSE**  
CBS. Ford Sunday Evening Hour, WHAM. Rochester Philharmonic Orchestra.

— J —

**JAHMS, AL**  
NBC. Sustaining.

— K —

**KAYE, SAMMY**  
MBS. Show of the Week.

**KELSEY, WALTER**  
NBC. Design for Music.

**KEMP, HAL**  
CBS. Time to Shine.

**KING, WAYNE**  
NBC. Lady Esther Serenade.

**KIRILLOFF, ALEXANDER**  
NBC. Music Internationale Russian Melodies.

**KOESTNER, JOSEF**  
NBC. Ry-Krisp Presents Marion Talley.

**KOGEN, HARRY**  
NBC. Kaltenmeyer's Kindergarten, NBC Jamboree, NBC Minstrels of 1938.

**KYSER, KAY**  
NBC. Kay Kyser's Musical Klass.

— L —

**LaPRADE, ERNEST**  
NBC. NBC Home Symphony.

**LEASH, PAUL**  
NBC. Swingology.

**LEONARD, HAL**  
KWNQ, Winona, Minn. Treasure House.

**LOMBARDO, GUY**  
CBS. Lady Esther Serenade, Bond Bread Program.

**LOPEZ, VINCENT**  
MBS. Show of the Week.

**LUNCEFORD, JIMMIE**  
NBC. Sustaining.

**LYMAN, ABE**  
NBC. Waltz Time.

— M —

**McCUNE, BILL**  
NBC. Sustaining.

**MARCIELLI**  
CBS. House by the Side of the Road.

**MCCGEE, MOLLY**  
NBC. Fibber McGee & Molly

**MARTIN, PAUL**  
NBC. Paul Martin and His Music.

**MAUPIN, REX**  
WMAQ-WENR, Chicago, Ill.

**MAURICE, TIM**  
CKCL, Toronto, Ont. Morning Varieties.

**MEAKIN, JACK**  
NBC. Sustaining.

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CKAC, Montreal, Que. Rue  
Principale, Radio Theatre.

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WICC, Bridgeport, Conn. Con-  
necticut Colonials

**MILLER, JACK**  
CBS. Kate Smith Program.

**MILLS, BILLY**  
NBC. Fibber McGee and  
Molly.

**MILLS, FELIX**  
NBC. Mickey Mouse Theater  
of the Air.

**MONTEUX, PIERRE**  
NBC. NBC Symphony Orch-  
estra.

**MOORE, CARL "DEACON"**  
NBC Sustaining.

**MORGAN, RUSS**  
NBC. Johnny Presents.

**MURRAY, LYN**  
CBS. Sustaining

— N —

**NAGEL, HAROLD**  
NBC Sustaining

**NAYLOR, OLIVER**  
WAPI, Birmingham, Ala.

**NEEL, PAUL**  
WBNS, Columbus, Ohio.

**NEELY, UBERTO**  
MBS Nation's School of the  
Air.

**NELSON, OZZIE**  
NBC Bakers' Broadcast.

**NEWTON, JOHNNY**  
WHAJ, Greenfield, Mass. Re-  
laxed Rhythm

**NOBLE, RAY**  
CBS. Burns and Allen Pro-  
gram.

**NORMAN, JOAN**  
WAGA, Atlanta, Ga. Strug-  
time.

**NOVAK, FRANK**  
MBS. Design for the Living.

— O —

**OUSEN, GEORGE**  
NBC. The Royal Crown  
Revue.

**OSBORNE, WILL**  
MBS. Show of the Week.

— P —

**PAIGE, RAYMOND**  
CBS. Hollywood Hotel

**PARANOV, MOSHE**  
NBC Music for Everyone.

**PENDARVIS, PAUL**  
NBC Sustaining.

**PHELPS, NORMAN**  
WGH. Newport News, Va.

**PIRRO, VINCENT**  
MBS. Sustaining.

**PITT, MERLE**  
WNEW, New York.

**POLLACK, BEN**  
CBS. Joe Penner Program.

**PRESBY, O. K.**  
CFPY, Charlottesville, P. E. I.  
O. K. With the Steinyway.

— Q —

**QUIRKE, CONAL**  
WMBG, Richmond, Va. Conal  
Quirke Presents.

— R —

**RAKOV**  
NBC. The Four of Us, Little  
Variety Show, Rakov's Or-  
chestra. Swingtime Trio,  
Waltz Serenade.

**RANDALL, GORDIE**  
NBC. Half-Past Eleven.

**RAPEE, ERNO**  
NBC Radio City Music Hall  
on the Air

**RAPP, BARNEY**  
NBC Sustaining.

**RAVAZZA, CARL**  
NBC. Sustaining.

**REISMAN, LEO**  
Show of the Week MBS. The  
Schaefer Revue, NBC.

**RICH, LOUIS**  
MBS. Louis Rich Presents.

**RICHARDS, JIMMY AND  
BILLY**  
NBC. Sustaining.

**RILEY, MIKE**  
NBC. Sustaining.

**RINES, JOE**  
WBC Magic Key, Sustaining.

**RODZINSKI, ARTUR**  
NBC NBC Symphony Or-  
chestra

**ROLFE, B. A.**  
NBC. Believe It or Not.

**ROTH, AL**  
NBC. Al Roth and His Or-  
chestra.

**ROUNDTREE, LUTHER "RED"**  
WMPS, Memphis, Tenn.

**RUVINSKY, ABRAM**  
WHKC, Columbus, Ohio. Ru-  
vinsky Ensemble, Silhouettes  
in Music.

— S —

**SABIN, PAUL**  
NBC. Sustaining.

**SACKS, CARL**  
WNBF, Binghamton, N. Y.  
WNBF Studio Ensemble.

**SAGERQUIST, ERIC**  
NBC. The First Nighter.


**SALTER, HARRY**  
Hobby Lobby, NBC, Jello  
Summer Series NBC.

**SANFORD, HAROLD**  
NBC Light Opera Selections.



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**SAVITT, JAN**

Campus Capers NBC, Music for Moderns NBC, Top Hatters NBC, Thru the Years NBC, Let's Visit the Zoo KYW.

**SEARS, JERRY**

NBC. Popular Waltzes, Rise and Shine, Sunshine Express.

**SENYK, STEVE**

CJCA, Edmonton, Alta Good Morning Neighbor.

**SHACKLEY, GEORGE**

WOR, Newark, N. J. Moonbeams.

**SHAW, ARTIE**

CBS Melody in Madness

**SHIELD, ROY**

NBC. NBC Promenade Concert Romance Melodies, Roy Shield Revue, Sunday Dinner at Aunt Fanny's.

**SILBERBERG, BEN**

NBC. Do You Remember?

**SINATRA, RAY**

MBS Moonlight Rhythms

**SISSON, KEN**

CBC. Hello America, Imperial Cigarette Show.

**SMITH, "STUFF"**

NBC. Sustaining.

**SOSNICK, HARRY**

NBC. Hollywood Playhouse.

**SPITALNY, H. LEOPOLD**

NBC. Popular Classics. Tales of Great Rivers.

**SPITALNY, MAURICE**

NBC. KDKA Presents.

**SPITALNY, PHIL**

NBC. The Hour of Charm.

**STANLEY, BOB**

MBS. We Want a Touchdown. Jazz Nocturne

**STEINBERG, SIGMUND.**

CHCL, Toronto, Ont. Viennese Trio.

**STEVENS, LEITH**

CBS. This is New York. Swing Session.

**STEVENS, SKIPPY**

KVOC, Valley City, N. D.

**STOCK, FREDERICK**

MBS Chicago Symphony Program.

**STOESS, WILLIAM**

MBS. Natton's Playhouse.

**STOKES, HAROLD**

MBS. Sunday Afternoon, Lifetime Revue.

**STUDEBAKER, HUGH**

MBS. Bachelor's Children, Curtain Time.

**— T —****THOMPSON, LANG**

NBC. Sustaining.

**TOSCANINI, ARTURO**

NBC. NBC Symphony Orchestra.

**TROTTER, JOHN SCOTT**

NBC. Kraft Music Hall.

**TUCKER, TOMMY**

MBS. Thirty Minutes in Hollywood.

**— V —****VALLEE, RUDY**

NBC. The Royal Desserts Program.

**VAN STEEDEN, PETER**

NBC. For Men Only, Town Hall Tonight.

**VARZOS, EDDIE**

NBC. Sustaining.

**VELAZCO, EMIL**

NBC. Sustaining.

**— W —****WALLENSTEIN, ALFRED**

Firestone Fireside Recital NBC, Symphonic Strings MBS, Sinfonietta MBS, Bach Cantata MBS, Voice of Firestone NBC.

**WARING, FRED**

Show of the Week MBS, Fred Waring and His Pennsylvanians NBC

**WARKOW, MARK**

New York on Parade NBC, We the People CBS, Hit Parade CBS, Sophie Tucker Show CBS.

**WEBB, CHUCK**

NBC. Sustaining

**WEBER, HENRY**

MBS. Concert Revue. Pageant of Melody.

**WEBER, MAREK**

CBS. Contented Program.

**WEEMS, TED**

MBS. Sunday Matinee.

**WHITEMAN, PAUL**

CBS Chesterfield Program.

**WILLIAMS, SAMMY**

NBC. Aunt Jemima's Cabin at the Crossroads.

**WILSON, MEREDITH**

NBC. Good News of 1938 and 1939.

**— Y —****YATES, BILLY**

NBC. Sustaining.

**— Z —****ZIMMERMAN, BOB**

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# Writers for Radio



AND THEIR WORK  
DURING 1938



## — A —

### ALEXANDER, ALTON

The Hour of Charm, NBC.  
General Motors Concert, NBC.  
Five Star Revue, CBS. Sweet-  
heart Time, MBS-CBS. Fun  
in Swingtime, MBS.

### ALEXANDER, A. L.

True Stories, NBC. Good Will  
Court, NBC. Rudy Vallee  
Hour, NBC. Joe Cook Show,  
NBC. Radio Guide Court of  
Honor, NBC.

### ALLMAYER, BEN

CKCN, Kansas City, Kans.

## — B —

### BAILEY, H. C.

NBC.

### BALLARD, PAT

WBC, CBS.

### BARKER, ALBERT

WMAQ-WENR, Chicago, Ill.

### BELONI, ED

NBC. Jack Benny.

### BERG, GERTRUDE

CBS, The Goldbergs, NBC.

### BIXBY, CARL

CBS. Big Sister, Life Can Be  
Beautiful, This Day Is Ours

### BLOCH, HAL

CBS. Phil Baker Series.

### BOYNTON, BESSIE

There Was a Woman, NBC.  
WMAQ-WENR, Chicago, Ill.

### BOGERT, VIN

The Zany Family, CBS. Free  
for All Revue, MBS. The  
Singing Druggist, MBS. Laugh  
with Zeke Manners, WMCA.

### BRODNEY, OSCAR

CBS. Jack Haley Wonder  
Show.

### BRYAN, ARTHUR Q.

KFWB, Los Angeles.

### BURDICK, HAL

NBC. Dr. Kate, Night Editor

## — C —

### CARRINGTON, ELAINE

STERNE

NBC, Pepper Young's Family.

### COOK, BURE

NBC, It May Have Happened.

### CRUSINBERRY, JANE

NBC, The Story of Mary Mar-  
lin.

## — E —

### EDGLEY, LESLIE

WMAQ-WENR, Chicago, Ill.

### ELLIS, CAROLINE

KMBC, Kansas City, Mo.

### ETHERINGTON, JAMES

CBS.

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PRODUCER—DIRECTOR

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*"Great Humanitarians"*

*"The Poisoners"*

*"Unsolved Mysteries"*

*"The Cycle of Time"*

*"Witches and Fairies"*

*"Soldiers of Fortune"*

*"Great Discoveries"*

*"The Immortals of Italy"*

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*"Marvels of the World"*

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**ESSER, WRIGHT**  
WMAQ-WENR, Chicago, Ill.

— **F** —

**FARRELL, HELEN**  
KHUB, Watsonville, Calif.

**FELDSTEIN, HENRIETTA**  
Little Shaver, WMCA, Rudy  
Vallee Hour, NBC.

**FERRO, MATHILDE**  
NBC, Lorenzo Jones.

**FERRO, THEODORE**  
NBC, Lorenzo Jones.

**FIMBERG, HAL**  
Jack Haley Log Cabin Jam-  
borec, NBC, Jack Haley Won-  
der Show, NBC.

**FRAMER, WALTER**  
WWSW.

**FRAZER, JOHN**  
WMAQ-WENR, Chicago, Ill.

**FRY, EVAN**  
KCKN, Kansas City, Kans.

**FUSON, JAMES**  
KOME, Tulsa, Okla.

— **G** —

**GILL, FRANK**  
CBS, Post Toasties Program.

**GOLDSMITH, C. H.**  
WCHV, Charlottesville, Va.  
Straight Jacket.

— **H** —

**HARRIS, HARRIETT**  
KFWB, Los Angeles, Calif.  
Grandmother's Fairytales.

**HECKLE, MARGARET**  
KMBC, Kansas City, Mo.

**HIKEN, NAT**  
CBS, The Grouch Club.

**HUMMERT, ANNE**  
NBC, Backstage Wife.

**HUMMERT, FRANK**  
NBC, Backstage Wife.

— **K** —

**KEARNEY, BEULAH**  
KMBC, Kansas City, Mo.

**KEEHM, NEAL**  
KMBC, Kansas City, Mo.

**KRUM, FAVETTE**  
WMAQ-WENR, Chicago, Ill.

**KURTZMAN, SAMUEL**  
Eddie Cantor Camel Caravan,  
CBS, Jack Oakie Program,  
CBS, Al Jolson Show, CBS,  
Bob Hope Program, NBC,  
Screen Actors' Guild Program,  
CBS.

— **L** —

**LANGDON, GRACE**  
WHA, Madison, Wisc.-WLBL,  
Stevens Point, Wisc. Wiscon-  
sin College of the Air.

**LAUFERTY, LILLIAN**  
NBC, Your Family and Mine.

**LAWRENCE, HARRY**  
Kaltenmeyer's Kindergarten,  
NBC, WMAQ-WENR, Chicago,  
Ill.

**LEAF, MARGARET**  
NBC, Adventures in Reading.

**LEONARD, LEONARD M.**  
WOR, Newark, N. J. Press  
Time, News Testers.

**LESFOULIE, JACK**  
KFWB, CBS, Grouchmaster.

**LOFFREDO, GIUSEPPE**  
CBS, NBC.

**LUDLAM, GEORGE**  
NBC, Spy at Large.

**LULOW, CHARLES**  
WMAQ-WENR, Chicago, Ill.

— **M** —

**MARKS, LAWRENCE**  
The Zany Family, CBS, Free  
for All Revue, MBS, Laugh  
with Zeke Manners, WMCA,  
Singin' in the Rain, WHN,  
The Old Counselor, WIP.

**McCLARY, JOHN D.**  
WHA, Madison, Wisc.-WLBL,  
Stevens Point, Wisc. Wiscon-  
sin College of the Air.

**McLEAN, DOUGLAS**  
CBS, Aunt Jennie's Real Life  
Stories.

**McLEAN, ELIZABETH**  
CBS, Aunt Jennie's Real Life  
Stories.

**MAHONEY, WILKIE**  
CBS, California.

**MAURO, A.**  
WOV, P. & G. Series.

**MADDEN, VERONICA**  
WHA, Madison, Wisc.-WLBL,  
Stevens Point, Wisc. Wiscon-  
sin School of the Air.

**MEISNER, FRANCIS**  
KCKN, Kansas City, Kans.

**MILLER, ALBERT G.**  
Eno Crime Club, CBS & NBC  
Buck Rogers, CBS, Camel  
Hour, NBC, Royal Canadian  
Mounted Dramas, NBC, Gruen  
Watch Program, MBS, Pou-



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You the Unseen Jury  
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The Adventures of Jungle  
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OVER  
1600 TIMES  
ON THE AIR AT THE END OF 1938



Use Varsity Show, NBC.  
American Banks Program,  
CBS. Phyl Coe Mysteries,  
WLW. Town Hall Tonight,  
NBC. Ben Bernie Program,  
CBS.

**MORROW, BILL**  
NBC. Jack Benny.  
**MORSE, CARLTON E.**  
NBC. One Man's Family.

**MULLINAX, EDWIN**  
WHMA, Anniston, Ala.

**MURDOCK, MRS. JOHN R.**  
KOY, Phoenix, Ariz. The Old  
Clipping Chest.

**MURPHY, WILLIAM J.**  
WMAQ-WENR, Chicago, Ill.

— O —

**OBOLER, ARCH**  
Lights Out, NBC. WMAQ-  
WENR, Chicago, Ill.

— P —

**PEREZ, RALPH**  
WEDC, Chicago, Ill. Old Mex-  
ico.

**PERRIN, SAM**  
The Jello Program Starring  
Jack Benny, NBC. Screen Act-  
ors Guild Show, CBS.

**PERSONS, KATHERINE B.**  
WMAQ-WENR, Chicago, Ill.

**PHILLIPS, ARTHUR**  
Phil Baker Program, CBS.  
Jack Haley Wonder Show,  
CBS.

**PHILLIPS, IRNA**  
NBC. Guiding Light, The

Woman in White, Road of  
Life.

**POST, ROY**  
MBS. You, the Unseen Jury.  
NBC. Fred Allen.

— Q —

**QUINN, DON**  
NBC. Fibber McGee and Molly.

— R —

**RHYMER, PAUL**  
Vic and Sade, NBC. WMAQ-  
WENR, Chicago, Ill.

**RICHARDSON, ETHEL PARK**  
NBC. Dreams of Long Ago.

**RIDGWAY, AGNES**  
NBC. Those We Love.

**ROBINSON, KEN**  
Dan Harding's Wife, NBC.  
WMAQ-WENR, Chicago, Ill.

— S —

**ST. CLAIR, GORDON**  
NBC. A Tale of Today.

**SEATON, WRETHA**  
KCKN, Kansas City, Kans.

**SILVER, SAM**  
Rudy Vallee Program, NBC.  
Tommy Riggs Program, NBC.

**SMITH, LEROY**  
KMBC, Kansas City, Mo.

**SPEER, JOHN R.**  
FH, Wichita, Kans.

**STAFFORD, GENE**  
Quite By Accident, NBC. We  
Want a Touchdown, MBS.  
You the Unseen Jury, NBC. Se-  
cret Agent K-7, MBS. Sym-  
phony of Power, MBS. Tran-  
scriptions: Wings Over the

Work, Front Page Drama,  
Jungle Jim, The Sports Maga-  
zine of the Air, Voices of  
Yesterday.

— T —

**TAYLOR, J. LENARD**  
WKST, New Castle, Pa.

**TODD, ELIZABETH**  
NBC. Mother-in-Law.

**TOEFFER, SUE**  
WHA, Madison, Wis.-WLBL,  
Stevens Point, Wis. Wiscon-  
sin College of the Air.

— V —

**VANDEL, GEORGE**  
Grand Hotel, NBC. First  
Nighter, NBC. Prelude to  
Peace, WHN. The Ghost  
Walks, WHN. Broadway Mel-  
ody, WHN. American Scenes,  
KFWB.

— W —

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## — A —

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- AGNEW, JOHN KENWARD**  
WHKC, Columbus, Ohio. Organist. Evening Elegy, Songs That Sweethearts Sing.
- ALLEN, ALMEDA**  
WCOU, Lewiston, Me. Pianist.
- ALLEN, WALLY**  
WLAP, Lexington, Ky. Pianist. The Movie Man.
- ALPERT, PAULINE**  
MBS, Console and Keyboard. Pianist.
- ALVES, JOSEPHINE**  
WKY, Oklahoma City, Okla. Pianist. Two Keyboards and a Console.
- ANDERSON, AL**  
WCOL, Columbus, Ohio. Pianist - Violinist - Xylophonist. Morning Serenaders.
- ANDERSON, ANDY**  
WHB, Kansas City, Mo. Violinist. Romancers.
- ANDERSON, BEVERLY**  
KOVC, Valley City, N. D. Pianist. Piano Impressions.
- ANDERSON, LENNARD**  
KVI, Tacoma, Wash. Pianist. Say It with Music.
- APPLE, RUSSEL**  
WLBC, Muncie, Ind. Guitarist. Old Ranger.
- ARDEN, VICTOR**  
NBC, Pianist. American Album of Familiar Music.
- ARMSTRONG, BERNIE**  
KDKA, Pittsburgh, Pa. Organist.
- AYARS, LOWELL**  
WSNJ, Bridgeton, N. J. Organist- pianist. Stanley Theatre Program Words and Music.

## — B —

- BAKER, EDWARD J.**  
WHOM, Jersey City, N. J. Organist.
- BANTA, FRANK**  
NBC, Pianist. Herman and Banta, R and R Entertainers.
- BARCLAY, RIDGELY**  
WGH, Newport News, Va. Pianist. Moments of Melody.
- BARNARD, BARNEY**  
CJRC, Winnipeg, Man. Guitarist. Hopele Hawaiians.
- BARON, DENNY**  
CJCA, Edmonton, Alta. Bass Violinist. Good Morning Neighbor.
- BARTLETT, JANE**  
WBT, Charlotte, N. C. Pianist-Organist-Violinist. Quaker Time, Duke Power Time.
- BAUER, GEORGE**  
WISN, Milwaukee, Wis. Instrumentalist.
- BECKER, ALFRED**  
KOY, Phoenix, Ariz. Organist. Road to Paradise, Doubling in Ivory, The Old Clipping Chest.
- BELLEVILLE, DON**  
WCAZ, Carthage, Ill. Pianist. Sophisticated Swing Program.
- BENNETT, KEN**  
KPDN, Pampa, Texas. Pianist-Organist. The Poet's Corner, Console Request Varieties, Romantic Songs.
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KEX-KGW, Portland, Ore. Violinist. Pleasant Interlude, Melody Memoirs, Viennese Melodies, Melody in Three Quarter Time, Melodic Strings, Little Concert.
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WTAM, Cleveland, Ohio. Organist. Musical Bulletin.
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KFPPY, Spokane, Wash. Instrumentalist. Artists in the Spotlight.
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- BEST, LILLIAN**  
KGDM, Stockton, Fla. Organist. Organ Fancies.
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WHB, Kansas City, Mo. Organist. Twilight Hour.
- BIVIANO, JOE**  
NBC, Accordionist, Kitchen Cavalcade.
- BOLSTER, MARY**  
KGY, Olympia, Wash. Pianist-Organist. Morning Sundial Program.
- BORELLO, JOHN**  
KARM, Fresno, Calif. Accordionist. The Borellometer.
- BOSLEGO, MICHAEL**  
WKOK, Sunbury, Pa. Accordionist.
- BOULTON, JACK**  
CJCA, Edmonton, Alta. Pianist. Good Morning Neighbor.

- BOVAY, DON**  
WCAU, Philadelphia, Pa. Guitarist. Philly Bandwagon.
- BRADFORD, DOROTHY**  
WHEB, Portsmouth, N. H. Pianist.
- BRADLEY, BILL**  
CKTB, St. Catharines, Ont. Pianist.
- BRAGDON, ROBERTA**  
KOY, Phoenix, Ariz. Pianist. Side by Side, Stories in Song, Do You Remember.
- BRANDER, GEORGE**  
WISN, Milwaukee, Wis. Instrumentalist.
- BREWSTER, MRS. C. M.**  
KWSC, Pullman, Wash. Organist.
- BRITE, JOE**  
KGIW, Alamosa, Colo. Pianist. Piano Melodies.
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WCOB, Boston, Mass. Pianist.
- BROOKS, TED**  
WAPI, Birmingham, Ala. Guitarist. Day Dreams.
- BROWN, CLEO**  
WMAQ-WENR, Chicago, Ill. Pianist.
- BROWN, EDDY**  
WQXR, New York, N. Y. Violinist. String Classics, Salon Strings.
- BRUMLEY, WALT**  
KFNF, Shenandoah, Ia. Instrumentalist.
- BRUTON, GENE**  
KRRV, Sherman, Texas. Pianist.
- BURGARD, WILLIAM**  
WKZO, Kalamazoo, Mich. Instrumentalist. Morning Moods.
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WMAZ, Macon, Ga. Pianist. The Friendly Voice.
- BURNHAM, ELIZABETH**  
WRUF, Gainesville, Fla. Pianist-Organist.
- BUSSE, HENRY**  
NBC, Trumpeter.
- BUTTERFIELD, PRUDENCE**  
WMBG, Detroit, Mich. Pianist. Prudy's Party.
- BYER, SY**  
WELI, New Haven, Conn. Violinist. Continental Trio.

## — C —

- CALLOWAY, HOWIE**  
CJCA, Edmonton, Alta. Xylophonist. Good Morning Neighbor.

**CLARKE, MARGUERITE FISHER**  
KGOO Missoula, Mont. Pian-  
ist. Muscled Impromptu

**CARLTON, A WAYNE**  
KYW Philadelphia, Pa. Pian-  
ist

**CHASINS, ABRAM**  
NBC Pianist. Chasins Memo-  
Series

**CHRISTMAN, EARL**  
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Echoes and Encores

**COLEMAN, AL**  
KERY Greeley, Colo. Accord-  
ionist. Accordion Minstrel

**COLEMAN, WILLIE**  
WSVA, Harrisonburg, Va. Pi-  
anist. Piano Moods

**COLLINS, JERRY**  
WNOX, Knoxville, Tenn. Staff  
Orchestra. Midday Merry-go-  
Round, Varietees

**COLLINS, MARGARET**  
WIBG, Glenside, Pa. Pianist,  
Piano Symphonic

**COLTON, CLARENCE**  
CETE, St. Catharines, Ont. Pi-  
anist. Morning Melodies

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WJBC, Muncie, Ind. Organist.  
Four Stars

**COOL, GOMER**  
KMBI, Kansas City, Mo., Vi-  
olinist. "Texas Rangers" Night  
Time on the Trail, Brush  
Creek Polkas

**COURBOIN, CHARLES M.**  
MBS, Montreal, Qué. Organist

**CRANDALL, DOROTHY**  
WTAM, Cleveland, Ohio. Pi-  
anist. Evening Prelude

**CULLEN, THOMAS**  
KHB-B, Watsonville, Calif. Pi-  
anist. Piano Ramblings

**CUMMINS, BAYNE**  
WJMS, Ironwood, Mich. Or-  
ganist. Organ Reveries

**CUNNINGHAM, MARGORIE**  
WTOL, Toledo, Ohio. Pianist

— D —

**DALE, MARY**  
CBS. Pianist

**DAITON, DOUGLAS**  
WNOX, Knoxville, Tenn. Staff  
Orchestra

**D'AMORE, ROSE**  
WOL, Washington, D. C. Pi-  
anist

**DANIEL, KARLIN**  
KOMA, Oklahoma City, Okla.  
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Number Please

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**DARROCH, MARGARET**  
CFAC, Calgary, Alta. Pianist.  
Sunday Serenade

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Violinist. Big Jamboree, Nov-  
elties

**DAVIS, BULLIE LOU**  
KNOW, Austin, Texas. Pian-  
ist. Sweetheart By Remote  
Control

**DAVIS, CHARLES**  
WBT, Charlotte, N. C. Trum-  
peter. Big Jamboree. Novel-  
ties

**DAVIS, JUDGE**  
WBT, Charlotte, N. C. Bass.  
Violinist. Clarinetist. Bratlehop-  
per Boys

**DAVIS, MARTHA**  
KGOO Missoula, Mont. In-  
strumentalist. Muscled Im-  
promptu

**DAWDY, MAUREEN**  
KFH, Wichita, Kans. Violin-  
ist. Words to Hit Times

**DE ROSE, PETER**  
NBC. Sweethearts of the Air

**DEL GANZA, VINCENTE**  
WASV, Washington, D. C.  
Guitarist. Aladdin's Kitchen

**DENNIS, BOB**  
KTUL, Tulsa, Okla. Instru-  
mentalist

**DENNY, HAL**  
KHSI, Ohio. Calif. Violinist

**DeROSE, PETER**  
NBC, Pianist. Sweethearts of  
the Air

**DILLER, DOROTHY**  
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**DOENSCH, CLARENCE**  
WHIO, Dayton, Ohio. Saxo-  
phonist. Clarinetist. Serenade  
Españole

**DOUJIT, PERRY**  
KFNE, Shenandoah, La. Gui-  
tarist

**DOWDEN, FRANCES**  
WOL, Washington, D. C. Pi-  
anist

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WNOX, Knoxville, Tenn. Staff  
Orchestra, Midday Merry-go-  
Round, Varietees

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WCHS, Charleston, W. Va.  
Pianist. Dogan the Piano

**DUBE, GILBERTE**  
CJBR, Rimouski, Qué. Guita-  
rist

**DUBE, SIMONE**  
CJBR, Rimouski, Qué. Guita-  
rist

**DUCLOS, EARL**  
KARM, Fresno, Calif. Pianist.  
Early River Club

**DUGAN, THEODORE**  
CHRC, Quebec, Qué. Guita-  
rist

**DUNKELBERGER, TOMMY**  
WHIO, Dayton, Ohio. Organ-  
ist. Pianist. Musical Amer-  
ican

**DURHAM, DAVE**  
WNOX, Knoxville, Tenn. Staff  
Orchestra. Midday Merry-go-  
Round. Varietees

— E —

**EHLE, FRANCIS**  
WJIS, Charleston, W. Va. Pi-  
anist. Piano Moods

**EISLER, ART**  
WISN, Milwaukee, Wis. Pi-  
anist. Organist. Piano Moods  
and Organ Melodies

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strumentalist. Morning Moods

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anist. Organist. P. Hans Flath  
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CKAC, Montreal, Qué. Pianist.  
Organist. Rhapsodies Printan-  
ieres. Chantons en Chœur,  
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roussel de la Gaude, La Parade  
du Marin. Abecedaire. Radio-  
phonique

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CKCK, Regina, Saskatchewan,  
Canada. Guitarist

**FOX, JESS**  
KFNE, Shenandoah, La. Vi-  
olinist

**FULLER, MRS. GLEN**  
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ganist

— G —

**GAGNON, JEANNE**  
CJBR, Rimouski, Qué. Pian-  
ist

**GALE, TONY**  
CBS. Arranger

**GANZ, WILLIAM**  
KMBI, Kansas City, Mo. Or-  
ganist. Pianist. Midland Melo-  
dies

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Pianist

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WCOB, Columbus, Ohio, Or-  
ganist. Morning Melodies

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WHIO, Hartford, Conn. Pian-  
ist

**GENOSO, ANGELO**  
WHK, Cleveland, Ohio, Violin  
ist

**GENTHON, DEL**  
CJRB, Winnipeg, Man. Violin-  
ist. The Grambellets

**GERSHMAN, PAUL**  
WTAM, Cleveland, Ohio, Vi-  
olinist. Wings of Song

**GIBSON, DOROTHY**  
RFDW, Fort Smith, Ark. Or-  
ganist. Organ Reveries, Pot  
You

**GIBSON, ELIZABETH**  
WANS, Waycross, Ga. Pian-  
ist. Piano Interlude

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WBOW, Terre Haute, Ind. Vi-  
olinist. Monday Night Party

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Pianist. Smiling Serenade

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WXYZ, Detroit, Mich. Pian-  
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**GLEN, IRMA**  
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Organist

**GODT, PAUL**  
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Organist. Rose Room Melo-  
dies

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**GORDON, TERRY**  
KTRI, Sioux City, Ia. Pianist.

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— H —

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**HERMAN, JIMMIE**  
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**HOWARD, BOB**  
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— I —

**IMSDAHL, DORIS**  
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WOMI, Owensboro, Ky. Pianist. Guess Again.

— J —

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**JOACHIM, DICK**  
WICA, Ashtabula, Ohio. Pianist. Modern Melodies.

**JOBIN, PHIL**  
CHRC, Quebec, Que. Accordionist.

**JOHNSON, DICK**  
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KVI, Tacoma, Wash. Violinist. Say It with Music.

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**JOHNSON, MARGARET**  
KWNO, Winona, Minn. Pianist-Organist.

**JONES, TONI**  
KFEX, Grand Junction, Colo. Pianist.

**JONES, VENIDA**  
KMOX, St. Louis, Missouri. Organist.

— K —

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CJAC, Calgary, Alta. Organist-Pianist. Piano and Poetry. Sunday Serenade, Pianograms, Shadowland, Pacific Pipes Ambitious Amateurs.

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NBC. Organist. Betty Moore.

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**KIMBLE, MARTHA**  
KGVO, Missoula, Mont. Instrumentalist. Musicals Im proudtu.

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WKZO, Kalamazoo, Mich. Instrumentalist. Morning Moods.

**KISSINGEL, HAROLD**  
WISN, Milwaukee, Wisc. Instrumentalist.

**KITTS, MRS.**  
WMSD, Sheffield, Ala. Pianist. Piano Moods.

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WATR, Waterbury, Conn. Pianist. Morning Bazaar.

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NBC. Steel Guitar. Royal Crown Revue.

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KMBC, Kansas City, Mo. Banjoist-Guitarist. Texas Rangers' Night Time on the Trail, Brush Creek Follies.

**KREBS, HARRY**  
WHIO, Dayton, Ohio. Cellist. Rise and Shine.

**KRENDRICKS, FRANK**  
KFKA, Greeley, Colo. Organist-Hottentots.

— L —

**LACEY, JUNE**  
WLAP, Lexington Ky. Pianist.

**LA CHAPPELLE, HAROLD**  
WBAA, Greenfield Mass. Organist.

**LACREY, INEZ**  
WRR, Dallas Texas. Pianist. Songs and Smiles. Keyboard Varieties. Mads of Harmony.

**LAFRANCE, GASTON**  
CBRC, Quebec, Que. Pianist.

**LANGE, HENRY**  
WHIO, Dayton, Ohio. Pianist. Accordionist-Harpist. Music Box Melodies.

**LANGLOIS, GABRIELLE**  
CBRC, Quebec, Que. Pianist.

**LARSEN, LARRY**  
NBC, Organist. Malcolm Clarke, Words and Music.

**LARUE, FRANK**  
WOOL, Columbus, Ohio. Pianist-Violinist-Xylophonist. Morning Screamers.

**LAUER, VIRGIL**  
KANS, Wichita, Kans. Violinist. Title Tides.

**LAUGHLIN, RAY**  
KMBC, Kansas City, Mo. Violinist. Midland Melodiers.

**LEIBERT, RICHMOND**  
NBC, Organist. Dick Leibert Morning Program. Dick Leibert Dinner Concert.

**LESTER, LEO**  
CKAC, Montreal, Que. Organist. Radio Marathon.

**LINDGREN, DAVID**  
KPPY, Spokane, Wash. Instrumentalist.

**LLOYD, RUBY**  
KEHE, Los Angeles, Calif. Organist. Musical Memories.

**LOHMAN, OTHA DALE**  
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**LOPEZ, ANTONIO**  
WKAT, Miami Beach, Fla. Pianist. With the Masters. Tony's Music Box.

**LOWE, JACK**  
WAYX, Waycross, Ga. Ac-conditionist.

**LOWE, WHITNEY**  
KWEM, Hobbs N. M. Organist. Music by Remote.

**LUNDQUIST, GEORGE**  
WJTN, Jamestown, N. Y. Organist.

**LYDELL, ARTHUR**  
KOVU, Valley City, N. D. Organist. Hymns and Music.

**LYON, JACK**  
WMBD, Peoria, Ill. Organist. Breakfast Club. Women of Today.

— M —

**McALPIN, CLO**  
WAPL, Birmingham Ala. Organist. Day Dreams.

**McGHEE, GENE**  
WNOX, Knoxville, Tenn. Staff Orchestra.

**McGLATH, KAY**  
KLPB, Miami, N. D. Pianist. Piano Moods.

**McINTYRE, HAL**  
KHUB, Watsonville, Calif. Pianist.

**McKINSTRY, DIXIE**  
KFNF, Shouandoah La. Instrumentalist.

**McAUBINS, KENNETH**  
KMBC, Kansas City, Mo. Violinist. Laura Lee and the Princess. Brush Creek Pollies. KMBC Early Birds.

**MacRAE, ROSS**  
CKCK, Regina, Saskatchewan, Canada. Violinist.

**MALOTTE, STAN**  
WAPL, Birmingham, Ala. Organist. The Organ Rhythmographer. Warehouse No. 21.

**MARCI, ALBERTA**  
WBAA, Greenfield Mass. Pianist. Morning Moods in Melody.

**MARLOWE & LYON**  
WMAQ-WENR, Chicago Ill. Piano Team.

**MARTZ, K. A.**  
KCKB, Tyler, Texas. Pianist.

**MASON, RUGEL**  
WOOL, Columbus, Ohio. Pianist-Violinist-Xylophonist. Morning Screamers.

**MEREDITH, LEE CARL**  
WOML, Owensboro, Ky. Pianist. Pianistic Moods.

**MILES, ELEANOR**  
WSPD, Toledo, Ohio. Pianist. Concert Grand. Keyboard Kabobs.

**MITCHELL, JOHNSA**  
WCAE, Pittsburgh, Pa. Organist. Romance Back Stage. Organ Melodies.

**MITLER, BESSE**  
WRJN, Racine, Wis. Pianist.

**MORGAN, JACK**  
WMPB, Memphis, Tenn. Pianist.

**MORIN, BEATRICE**  
WOAL, San Antonio Texas. Organist. Reverie Crazy Quilt.

**MOSLEY, LOUISE**  
WLAQ, Lakeland Fla. Pianist.

**MOSS, ROBERT A.**  
WQXR, New York, N. Y. Violinist. String Classics. Salon Stripes.

**MUMMA, HARRY**  
WJW, Cincinnati Ohio. Bass. Boone County Jamboree.

**MURPHREE, CLAUDE L.**  
WRUF, Gainesville, Fla. Pianist-Organist.

**MUZZY, FLORENCE**  
NBC, Pianist. Ward and Muzzy.

**MUTH, BILLY**  
KTAT, Fort Worth, Texas. Organist. The Organ Grunder.

— N —

**NELLI, CHARLES**  
WPEN, Philadelphia Pa. Violinist. Wednesday Matinee.

**NELSON, RUTH OLSEN**  
KMOX, St. Louis, Miss. Organist.

**NEUBAUER, OTTO**  
WIRC, Hartford, Conn. Pianist. Dizzy Fingers.

**NIDES, HARRY**  
WNOX, Knoxville, Tenn. Staff Orchestra. Maddy Merry-go Round. Variations.

**NININGER, EVE**  
WDBJ, Roanoke, Va. Pianist.

**NOBLE, CARL**  
WLMG, Minnie, Ind. Pianist. Noble Melodies. Four Stars.

**NORMAN, CARL**  
KFKA, Greeley, Colo. Violinist-Hottentots.

**NORMAN, DALTON**  
WMAZ, Mason, Ga. Guitarist-Singing Cowboy.

— O —

**OWEN, EM**  
WTAQ, Wbury Green Bay Wis.

**OWENS, JACK**  
KFBE, Los Angeles Calif. Pianist. Listen Ladies.

— P —

**PAIMET, JULES**  
CBRC, Quebec, Que. Violinist.

**PALACK, FRANK**  
WLAQ, Lakeland Fla. Pianist.

**PARCHMAN, EARLE**  
WHAM, Lansing, Mich. Pianist.

**PARKINSON, GEORGE**  
WBNS, Columbus Ohio. Organist.

**PARKS, RUTH**  
WGLE, Cleveland Ohio. Organist. The Magic Console. Organ Moods.

**PELLETIER, PAUL**  
WMAS, Springfield, Mass. Pianist. Sonatas.

**PERKINS, CA**  
KFNF, Shouandoah La. Instrumentalist.

**PESSI, YELLA**  
NBC, Harpschordist. The Madrid Suzzers.

**PHIPPS, JACK**  
WBT, Charlotte, N. C. Pianist-Organist. Young America on the Air. Quaker Time.

**POLLIO, RAYMOND**  
CBRC, Quebec, Que. Xylophonist.

**POWERS, JANE**  
XVI, Tacoma, Wash. Pianist-Organist. Piano Rarities. Top of the Morning.

**PRESBY, O. K.**  
CFBY, Charlottetown, P. E. I. Pianist. O. K. with the Steam Way.

**PRICE, MARTHA**  
KGVO, Missoula, Mont. Instrumentalist. Musicals. In prompt.

**PRICILLA, MARTHA**  
WGPC, Albany, Ga. Pianist. Keyboard Harmonies.

**PRIOR, CHARLES**  
KMBC, Kansas City, Mo. Xylophonist-Vibraphonist. Midland Melodiers.

**PRITCHARD, HELEN**  
WSPD, Toledo, Ohio. Harpist. Dream Fantasy.

**PYE, JIMMIE**  
KFNF, Shouandoah La. Violinist.

— R —

**RAPHAEL, DON**  
WELL, New Haven Conn. Organist. Rhapsodies by Raphael.

**RAVEL, ELIZABETH**  
WPC, Sharon, Pa. Pianist.

**REINHERZ, SID**  
WCOP, Boston, Mass. Pianist. Promakers with Sid Reinherz.

**RENTOUL, KENNETH**  
CKNX, Wingham, Ont. Bag-  
piper. CKNX Barn Dance.

**REX, TEX and BLACKY**  
KRCM, Jamestown, N. D. Strong Ensemble.

**REYNOLDS, MARION**  
WELL, New Haven, Conn. Pianist-Organist. Organ Melodies.

**RHYTHM THREE**  
KANS, Wiehita, Kans. Instrumentalists.

**RHYTHM THREESOME**  
KARK, Little Rock, Ark. Instrumental Trio.

**RIDER, EDDIE**  
WCLE, Cleveland, Ohio. Violinist. Moderaire.

**RIGGS, NELL**  
WCLE, Cleveland, Ohio. Pianist. Two Keyboards.

**RIPPEPI, AL**  
WHK, Cleveland, Ohio. Accordionist. Whispers.

**RIPPEPI, FRANK**  
WHK, Cleveland, Ohio. Bass Violinist. Whispers.

**ROBERTS, BILLY**  
WPIC, Sharon, Pa. Banjoist-Guitarist.

**RODGERS, MARIAN**  
KSO, Des Moines, Ia.

**ROPER, PAT**  
WGBF, Evansville, Ind. Pianist. Mysterious Pianist.

**RUDOLPH, JOE**  
WCBD, Chicago, Ill. Pianist. Pianoland Program.

— S —

**SALL, JOLIN**  
WJSV, Washington, D. C. Organist. Arthur Godfrey's Program.

**SANDS, JIM**  
WCLE, Cleveland, Ohio. Pianist. Sunny Jim.

**SARDONI, LAWRENCE**  
KFXJ, Grand Junction, Colo. Violinist. KFXJ Symphony Orchestra.

**SAVAGE, PHIL**  
CJBR, Rimousk, Que. Organist.

**SAYRE, HARRY**  
WSAZ, Huntington, W. Va. Pianist.

**SELLS, PAUL**  
KMBC, Kansas City, Mo. Accordionist. Texas Rangers Night Time on the Trail, Brush Creek Follies.

**SEWELL, LOUISE**  
KFPW, Fort Smith, Ark. Violinist.

**SEWELL, MARY FRANCES**  
KFPW, Fort Smith, Ark. Pianist.

**SHAFFER, ISABEL**  
WIOD, Miami, Fla. Organist.

**SHAW, CLIFFORD**  
WAVE, Louisville, Ky. Pianist. Creations in Ivory.

**SHEARER, JAMES H.**  
KPPC, Pasadena, Calif. Organist.

**SIELB, CECELIA**  
WKZO, Kalamazoo, Mich. Instrumentalist. Light Classic Trio.

**SHELLEY, GLENN**  
KEX-KGW, Portland, Ore. Organist-Pianist. Pleasant Interlude, Melody Memoirs, Viennese Melodies, Melody in Three Quarter Time, Melodic Strings, Little Concert.

**SHELLEY, RAYMOND**  
KANS, Wichita, Kans. Organist. Morning Serenade.

**SHERWOOD, FAN E.**  
WKZO, Kalamazoo, Mich. Instrumentalist. Light Classic Trio.

**SHREDNICK, MILTON**  
KOA, Denver, Colo. Pianist. Wells of Music, Colorado's Hour.

**SILVERBERG, BEN**  
WTAM, Cleveland, Ohio. Violinist. Violin in the Night.

**SINGLETARY, DAVE**  
WBAP, Fort Worth, Texas. Clarinetist. On Wings of Song.

**SLICER, HEERNDON**  
WDBJ, Roanoke, Va. Pianist.

**SLOCUM, GOODSSEL**  
KFXJ, Grand Junction, Colo. Pianist. KFXJ Symphony Orchestra.

**SMITH, A. R.**  
CKCK, Regina, Saskatchewan, Canada. Pianist, Pianologue.

**SMECK, ROY**  
WHN, New York, N. Y. Guitarist.

**SMITH, CHESTER**  
KMBC, Kansas City, Mo. Guitarist. Laura Lee and the Prairie Pioneers, Brush Creek Follies, KMBC, Early Birds.

**SMITH, EDMEE**  
WIS, Columbia, S. C. Pianist.

**SMITH, ESTIS**  
WIS, Columbia, S. C. Pianist.

**SMITH, HELENE**  
KGER, Long Beach, Calif. Organist.

**SMITH, ISADOR**  
WBT, Charlotte, N. C. Violinist. BC Jamboree, Novel-teers.

**SMITH, LLOYD**  
WHIO, Dayton, Ohio. Trumpeter.

**SMITH, ROBERTA**  
WMSD, Sheffield, Ala. Pianist. Piano Pal.

**SMITH, TOMMY**  
KARM, Fresno, Calif. Pianist. Piano Pranks.

**SMITHLINE, LILLIAN**  
KTUL, Tulsa, Okla. Pianist. Piano Minuet, Evening Stars.

**SONS OF THE WEST**  
KRCM, Jamestown, N. D. String Ensemble.

**SPAIN, JOE**  
WFLA, Tampa, Fla. Vibrac-harpist.

**SPECHT, FRANCIS**  
KELA, Centralis - Chehalis, Wash. Pianist-Organist. Mid-Morning Melodies, Audition Hour.

**SPEER, MARJORIE**  
KOMA, Oklahoma City, Okla. Pianist. Three Keyboards, Melodies by Marjorie.

**SPENCER, CLYDE**  
WWNC, Asheville, N. C. Instrumentalist. Musical America, Tidbits.

**SPENCER, JOSEPHINE**  
WWNC, Asheville, N. C. Pianist.

**SPOONER, MILL**  
WFIL, Philadelphia, Pa. Organist. Peaceful Valley, Rhyth-m Serenade.

**STANTON, HARRY**  
WICA, Ashtabula, Ohio. Guitarist. Universal Troubadour.

**STEEN, CHARLES J.**  
KFKJ, Grand Junction, Colo. Flutist, KFKJ Symphony Orchestra.

**STEINBERG, SIGMUND**  
CKCL, Toronto, Ont. Violinist, Viennese Trio.

**STENER, GEORGE**  
WQXR, New York, N. Y. Violinist. String Classics, Salon Strings.

**STEWART, DIXIE**  
CCA, Edmonton, Alta. Pianist. Suummer-time, Skyrider.

**STEWART, VIOLA**  
CKTB, St. Catharines, Ont. Pianist.

**STIER, CLIFF**  
WNOX, Knoxville, Tenn. Staff Orchestra. Midday Merry-go-Round, Varioteers.

**TINSON, RAY**  
KMBC, Kansas City, Mo. Saxophonist-Flutist - Clarinetist. Midland Melodiers.

**STONE, DOROTHY**  
WDRG, Hartford, Conn. Organist. Console Varieties.

**STRODOFF, GERTRUDE**  
LASALLE  
WJTN, Jamestown, N. Y. Organist. Melodic Panorama.

**SYPPER, MAX**  
KHSL, Chico, Calif. Pianist.

— T —

**TAGGART, MILDRED**  
WICA, Ashtabula, Ohio. Pianist. Music of the Moment.

**TAYLOR, BETTYE LEE**  
WKAT, Miami Beach, Fla. Organist. Musical Taylor Shop. Cathedral Echoes.

**TAYLOR, JACK**  
CJCA, Edmonton, Alta. Guitarist-Banjoist. Good Morning Neighbor.

**TAYLOR, POLLY**  
WKY, Oklahoma City, Okla. Pianists. Two Keyboards and a Console.

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WOW, Omaha, Nebr. Instrumentalist. Sophisticated Rangers.

**THODE, HIX**  
WIS, Columbia, S. C. Violinist-Saxophonist-Pianist. Vio-saxano.

**THOMPSON, TOMMY**  
KSO, Des Moines, Ia. Guitarist.

**THOR, MARIUS**  
WBAP, Fort Worth, Texas. Violinist. Melodic Moments.

**THUE, NORMAN**  
KFPY, Spokane, Wash. Instrumentalist. Good Morning Neighbors.

**TONHAZY, FRANCIS**  
WQXR, New York, N. Y. Cellist. String Classics, Salou Strings.

**TOURTELOTTE, WESLY**  
KECA-KFI, Los Angeles, Calif. Organist. Silhouettes in Se-gue. NBC, Organist. One Man's Family.

**TRUMAN, EDDIE**  
KRNT, Des Moines, Ia. Pianist. Eddie Truman Entertains.

— V —

**VAN DOREN, MILDRED**  
WELL, Battle Creek, Mich. Pianist.

**VIOLIN, MUSCHLA**  
NBC Music Hall Series  
**VINCENT, LARRY**  
WCAU Philadelphia Pa. Piano  
and Manhattan Soap Program

— W —

**WAGNER, VIOLET**  
KFAM St. Cloud, Minn. Organist, Organistess  
**WALKER, BILL**  
WHLE Virginia Minn. Pianist  
**WALL, PHIL**  
NBC, Pianist American Album of Familiar Music  
**WARD & SORENSON**  
KOA Denver, Colo. Pianists  
Talents of All Ages  
**WARREN, GARNETT**  
WBT Charlotte, N. C. Violinist, Bratthopper Boys  
**WATERS, GEORGE MARK**  
WIS Columbia, S. C. Pianist  
Organist, Keyboard, Entertainer  
**WATTS, GUY**  
WHBY Green Bay, Wis. Pianist  
**WEATHERBY, CARL**  
WGBC Albany, Ga. Pianist  
Part of the Piano  
**WEISEN, JOE**  
WFB Sharon, Pa. Violinist, Pianist  
**WERNER, MARGUERITE**  
WXYZ Detroit, Mich. Organist, Pianist  
**WEST, WAYNE**  
WHK Cleveland, Ohio. Pianist  
Morning, Meditations, Dr. Swain Kitchen Quiz

**WESTERFIELD, THORPE**  
WEP Charlotte, N. C. Guitarist, BC Jamboree Novelists  
**WHITE, DON**  
WBT Charlotte, N. C. Guitarist, Bratthopper Boys, BC Jamboree

**WHITE, GRADY**  
KGGK Tyler, Texas Organist, Organistess  
**WHITE, KENNETH**  
KMBC Kansas City, Mo. Saxophonist, Clarinetist, Melodist, Methodists

**WHITE, LEW**  
NBC Cook's Travelogue  
**WHITE, ROBERT CLARENCE**  
WOW Omaha, Neb. Instrumentalist, Sophisticated Routines

**WILKINS, FREDDIE**  
KTUL Tulsa, Okla. Instrumentalist  
**WILLIAMS, MARY TOM**  
WOMI Owensboro, Ky. Accompanist, Accordionist

**WILSON, BILL**  
GRO Winnipeg, Man. Pianist, Organist, Keyboard, Routines  
**WILSON, CLADE CARROLL**  
WOW Omaha, Neb. Instrumentalist, Sophisticated Routines

**WILSON, HARRY**  
KPKA Greeley, Colo. Pianist, Piano Bender  
**WORDEN, HELEN**  
CRV Edinburg, Ala. Pianist, Summertime Skyride

**WRIGHT, KEN**  
WKY Oklahoma City, Okla. Organist  
**WYANT, HELEN**  
WCLE Cleveland, Ohio, Electric Organist, Two Keyboards

— Y —

**YANDON, DAVID**  
KFPY Spokane, Washington  
Instrumentalist, Good Morning Neighbors  
**YANDON, DEL**  
KFPY Spokane, Wash. Instrumentalist, Good Morning Neighbors, Keyboard and Con solo

**YOUNG, GILBERT**  
WBT Charlotte, N. C. Guitarist, BC Jamboree, Novelists, Bratthopper Boys

— Z —

**ZAYDE, JASCHA**  
WQXR New York, N. Y. Pianist, String Classics, Salon Strings  
**ZELIFF, KENDALL**  
WAYN Waycross, Ga. Violinist  
**ZEPF, ARTHUR**  
KFPY Spokane, Wash. Instrumentalist, Portraits in Black and White, Melody Rendezvous

**ZILMER, HELEN**  
WKZO Kalamazoo, Mich. Instrumentalist, Light Classics Trio

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## — A —

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CKTB, St. Catharines, Ont.  
ALBERT, DON  
WHN, New York, N. Y.  
ALBERTI, OLIVER  
KMPC, Beverly Hills, Cal.  
ANDREWS, Abbie  
WDAY, Fargo, North Dakota.  
ARRIGA, ARNO  
WBNX, New York City.  
AURANDT, DICK  
KSFO, San Francisco, Cal.  
AYARS, LOWELL  
WSNJ, Bridgeton, N. J.

## — B —

BACON, GEORGE  
KGB, San Diego, Cal.  
BAUGH, GENE  
WBAP, Ft. Worth, Texas.  
BAUMEL, EDDIE  
KGNC, Amarillo, Tex.  
BAXTER, LEO  
WBOW, Terre Haute, Ind.  
BECKER, ALFRED  
KOY, Phoenix, Ariz.  
BELL, KENNETH  
W M F F, Plattsburg, N. C. w  
York.  
BENAVIE, SAMUEL  
WJR, Detroit, Michigan.  
BENNETT, JOHN  
KHUB, Watsonville, Cal.  
BENNETT, KEN  
KPDM, Pampa, Texas.  
BENNING, W. J.  
WTMJ, Milwaukee, Wis.  
BERCOVITZ, ABE  
KEX-KGW, Portland, Ore.  
BEHRMAN, BURT  
KCMO, Kansas City, Mo.  
BERRY, ED  
KLO, Ogden, Utah.  
BERRY, JACK  
WORL, Boston, Mass.  
BEST, LILLIAN  
KGDM, Stockton, Cal.  
BLINKLEY, VERA  
WTAD, Quincy, Ill.  
BLAIR, FRANK  
WOL, Washington, D. C.  
BLAKE, AFTON  
KFPW, Fort Smith, Ark.  
BOLIN, DOROTHY  
WMBO, Auburn, N. Y.  
BOOKER, MARTHA JEAN  
KBTM, Jonesboro, Ark.  
BORDESEN, N.  
KRKO, Everett, Wash.

BRADY, WILLIAM P.  
WEDC, Chicago, Ill.  
BRAKEBILL, JOHN A.  
WCPO, Cincinnati, O.  
BREECE, GEORGE  
KFBK, Sacramento, Cal.  
BRESCIA, PETER  
WSM, Nashville, Tenn.  
BREWINGTON, H. FULTON  
WSAL, Salisbury, Md.  
BROOKS, WILLIAM  
KVOO, Tulsa, Okla.  
BROWN, EDDY  
WQXR, New York City.  
BROWN, WALBERG  
WGAB, Cleveland, Ohio.  
BRUSILOFF, LEON  
WJSV, Washington, D. C.

## — C —

CALLISON, GEORGE T.  
WJTN, Jamestown, New York.  
CANDELORI, ANTHONY  
WFIL, Philadelphia, Pa.  
CARR, ALBERTA  
WGTM, Wilson, N. C.  
CATTON, STAN  
CJOR, Vancouver, B. C.  
CHANEY, HERMAN C.  
KOMA, Oklahoma City, Okla.  
CHARNINSKY, HYMAN  
KRLLD, Dallas, Texas.  
CHERNIAVSKY, JOSEF  
WLW-WSAL, Cincinnati, Ohio.  
CHURCHILL, BERT  
CFGP, Grande Prairie, Alta.  
CHUTE, WINNIE  
KFAM, St. Cloud, Minn.  
CICCOONE, SYLVIO  
WTFB, Altoona, Pa.  
CLARK, ALLAN  
WKY, Oklahoma City, Okla.  
CLARK, JAMES B.  
KPPY, Spokane, Wash.  
CLARK, I. G.  
CKFC, Vancouver, B. C.  
CONTI, ANTHONY  
WLEU, Erie, Pa.  
COOK, O. D.  
KEYO, Lubbock, Texas.  
CORBEIL, P. E.  
CJBR, Rimouski, Que.  
CORRIS, ALLYN  
WRDW, Augusta, Ga.  
COTE, BERNARD  
WCOU, Lewiston, Me.  
COUCH, STERLING V.  
WDRG, Hartford, Conn.  
COX, TED  
WDZ, Tuscola, Ill.

## — D —

DELFINO, ROMEO  
WATR, Waterbury, Conn.  
DE LUCA, GIUSEPPE  
WHOM, Jersey City, N. J.  
DIAMOND, MAURICE  
WORC, Worcester, Mass.  
DICKINSON, BOB  
KOMO-IJRR, Seattle, Wash.  
DIEHL, ROBERT  
WHP, Harrisburg, Penn.  
DOAN, DOROTHY  
ROME, Tulsa, Okla.  
DORR, ROY  
KUJ, Walla Walla, Washing-  
ton.  
DOUGLAS, WILSLA (Miss)  
WJW, Akron, Ohio

## — E —

EBENER, FREDDIE  
WOW, Omaha, Nebr.

## — F —

FAIRBANKS, LUCILLE A.  
KFIZ, Fond-Du Lac, Wis.  
FAULKNER, DICK  
WAPI, Birmingham, Ala.  
FELD, BEN  
KMOX, St. Louis, Mo.  
FLATH, P. HANS  
KMBC, Kansas City, Kans.  
FRANZOZA, JOSEPH  
WPEN, Philadelphia, Pa.  
FUHRMAN, CLARENCE  
WIP, Philadelphia, Pa.  
FULLER, FREDERICK  
WHA, Madison, Wis.

## — G —

GARDNER, CLYDE  
WMBR, Jacksonville, Fla.  
GARERI, IRMA  
WGES, Chicago, Ill.  
GIGHTON, JOHN  
WJRD, Tuscaloosa, Ala.  
GLUCKSMAN, ERWIN  
WEBR, Buffalo, New York.  
GODT, PAUL  
WTMV, East St. Louis, Ill.  
GOFF, WILLBY  
WGH, Newport News, Va.  
GOHRING, RUSSELL  
WSPD, Toledo, Ohio.  
GOLDEN, ROBERT  
WCAU, Philadelphia, Pa.  
GOODRICH, W. G.  
WAAW, Omaha, Nebr.

**GRANT, DOUGLAS B.**  
WMT, Cedar Rapids - Water-  
loo, Ia.

**GRANT, LEE**  
WMCA, New York City.

**GRASSO, FRANK**  
WFLA, Tampa, Fla.

**GREENWOOD, WARREN M.**  
WHAJ, Greenfield, Mass.

**GRIMES, HARRY L.**  
WGAU, Athens, Ga.

**GRUIS, RAY**  
WRJN, Racine, Wis.

— H —

**HAINSWORTH, ROBERT**  
KIRO, Seattle, Wash.

**HALL, HARRIET**  
WQDM, St. Albans, Vt.

**HANSON, EARLE BARR**  
WIOD, Miami, Fla.

**HARTZELL, WILLIE**  
KFBL, Denver, Colo.

**HATCH, WILBUR**  
KNX, Los Angeles, Cal.

**HECTOR, CHARLES**  
WEEI, Boston, Mass.

**HENSON, MARY**  
WDBL, Roanoke, Va.

**HILLIER, SAM**  
CJCM, Regina, Sask.

**HINZMAN, BESS**  
WQBD, Chicago, Ill.

**HOEKER, GENE**  
WCRV, Cincinnati, Ohio.

**HOBENGARTEN, CARL**  
WBBM, Chicago, Ill.

**HOLLOWELL, STELL**  
KDB, Santa Barbara, Cal.

**HOOD, MARGUERITE**  
KGYO, Missoula, Mont.

**HOUSTON, EDDIE**  
CJRC, Winnipeg, Manitoba.

**HOVEY, DON**  
WHO, Des Moines, Iowa.

**HUBBCK, TARAS**  
WMBC, Detroit, Michigan.

**HULL, DICK**  
WSAV, Rochester, N. Y.

**HUNT, HARRY**  
KFKY, Greeley, Colo.

**HUTSELL, ROBERT**  
WHAS, Louisville, Ky.

— I —

**INGRAM, JAN**  
WBNY, Buffalo, N. Y.

**INGSTAD, BOB**  
KOVC, Valley City, N. D.

**IELA, ROBERT**  
WBAE, Baltimore, Md.

— J —

**JOACHIM, RICHARD**  
WICA, Ashabula, Ohio.

**JOHNSON, MARGARET**  
KWNQ, Wmونا, Minn.

**JONES, LILLIAN**  
WMLN, St. Paul, Minneapolis,  
Minn.

— K —

**KALAR, PHIL**  
WJ.S, Chicago, Ill.

**KANE, BILL**  
KFBB, Great Falls, Mont.

**KANTER, BEN**  
WJJD, Chicago, Ill.

**KAPPEY, CECIL**  
CPAC, Calgary, Alberta.

**KASPAR, GORDAN**  
WPTF, Raleigh, N. C.

**KATZMAN, LOUIS**  
WINS, New York City.

**KAUFFMAN, CHARLOTTE**  
WTHH, Hartford, Conn.

**KEATON, CHARLES**  
WATR, Winston-Salem, N. C.

**KEESE, KEN**  
WATL, Atlanta, Ga.

**KELLY, FLORENCE B.**  
WEMP, Milwaukee, Wis.

**KELLY, JACK**  
WTFB, Chicago, Ill.

**KELSEY, WALTER**  
RGO - KPO, San Francisco,  
Calif.

**KENDALL, ARTHUR F.**  
WFSH, Portland, Maine.

**KENEASTER, MARY YANCE**  
RUST, Big Spring, Texas.

**KILEY, JOHN**  
WMEX, Boston, Mass.

**KIMBLEY, HELEN**  
WROK, Rockford, Ill.

**KNUTTL, FRANK**  
WMMN, Farmout, W. Va.

**KREBS, ELMER**  
WISN, Milwaukee, Wis.

**KYTE, BENNY**  
WXYZ, Detroit, Michigan.

— L —

**LA BLONDE, ETHEL**  
WSAU, Wausau, Wis.

**LALLY, ED**  
RGRQ, Fort Worth, Texas.

**LAMB, ELIZABETH**  
WNBF, Binghamton, N. Y.

**LAMBERT, MURRAY**  
WRR, Dallas, Texas.

**LAMBERTZ, KARI**  
WFAA, Dallas, Texas.

**LANGE, HENRY**  
WHIO, Dayton, Ohio.

**LEE, VIRGINIA**  
WOMI, Owensboro, Ky.

**LEDERER, JACK**  
WCAO, Baltimore, Md.

**LEIGH, LEONARD**  
KSTP, St. Paul-Minneapolis,  
Minn.

**LEPONDAL, HENRI**  
CKAC, Montreal, Quebec.

**LINDQUIST**  
KSAC, Manhattan, Kansas.

**LINDSAY, ART**  
KXRO, Aberdeen, Wash.

**LINBERGER, EBER**  
WFBZ, Greenville, S. C.

**LOGAN, WALTER**  
WTAM, Cleveland, Ohio.

**LICKENS, STELLO**  
WMBH, Joplin, Mo.

**LYON, JACK**  
WMBD, Peoria, Ill.

**LYONS, RUTH**  
WKRC, Cincinnati, Ohio.

— M —

**MARTONE, JOHNNY**  
WADC, Akron, Ohio.

**MAYNARD, PAT**  
WOC, Davenport, Iowa.

**MEADEN, TOM**  
KGTW, Alamosa, Colo.

**McALLISTER, JOHN**  
WTE, Charlotte, N. C.

**McEWEA, LEONARD**  
WMC, Memphis, Tenn.

**McGRATH, KAY**  
KLPM, Miami, N. D.

**McKEON, RAY**  
WLLH, Lowell, Mass.

**McNEIL, IDA A.**  
KGFY, Pierre, S. D.

**MEDOFF, SAMUEL**  
WARD, Brooklyn, N. Y.

**MEEK, SANDY**  
WOODWASH, Grand Rapids,  
Mich.

**MERKELEY, C. N.**  
CKNX, Wingham, Ont.

**MEYER, T. SPENCER**  
WMBG, Richmond, Va.

**MEYERS, GUS, JR.**  
WIC, Bridgeport, Conn.

**MILLER, HARRISON**  
KIT, Yakima, Wash.

**MILLER, VICTOR**  
WSYR, Syracuse, N. Y.

**MORGAN, JACK**  
WMPN, Memphis, Tenn.

**MOSER, CLYDE**  
WRHO, Harrisburg, Pa.

**MUTH, BILLY**  
KTAT, Ft. Worth, Texas.

**MAHRE, KERMIT**  
KDLR, Devils Lake, N. D.

— N —

**NAFF, E. D.**  
WRVA, Richmond, Va.

**NELSON, BUD**  
KGGM, Albuquerque, New  
Mex.

**NEUMAN, HERMAN**  
WNYC, New York City.

**NEWBERRY, YELLA JOHN**  
KUBG, Okmulgee, Okla.

**NEWMAN, ROY**  
WRR, Dallas, Texas, Asst.  
and Musical Director.

**NICHOLS, JOSEPH**  
WSTN, St. Petersburg, Fla.

**NICHOLSON, FAYE**  
WAVI, Jersey City, N. J.

**NIDES, HARRY**  
WNOX, Knoxville, Tenn.

**NILES, A. O.**  
WRVZ, Troy, N. Y.

**NOBLE, CARL**  
WLBZ, Muncie, Ind.

**NORRIS, BOE**  
WNOZ, Charlotte, N. C.

**NUSENT, MARY**  
WLAP, Lexington, Ky.

— O —

**OCCIBOL, JULIO**  
WQV-WJHL, New York City.

**OLSON, WALLY**  
WCCO, Minneapolis-St. Paul,  
Minn.

OWEN, EM.  
WTAQ - WHBY, Green Bay,  
Wis.  
OWEN, HARRIS  
KARK, Little Rock, Ark.

— P —

PAGLIARA, N.  
WCHS, Charleston, W. Va.  
PARANOV, MOSHE  
WTIC, Hartford, Conn.  
PARSON, VINCENT  
KPPC, Pasadena, Calif.  
PASTOR, GILBERTO  
WPRP, Ponce, Puerto Rico.  
PEAK, GENE  
WPAD, Paducah, Ky.  
PECK, DORRIS  
WNBC, New Britain, Conn.  
PERRY, IRMA  
KFAB, Lincoln, Nebr.  
PITT, MERLE  
WNEW, New York, N. Y.  
PREIS, REX L.  
K TSA, San Antonio, Texas.  
PRESBY, O. K.  
CFCY, Charlotetown, P. E. I.  
PRICILLA, MARTHA  
WGPC, Albany, Ga.  
PRIOR, LOUIS  
WALR, Zanesville, Ohio.  
PUDNEY, EARL  
WAGA, Atlanta, Ga.

— R —

RANDALL, GORDIE  
WGY, Schenectady, N. Y.  
RANHARD, CONRAD  
WRTD, Richmond, Va.  
RAPKIN, MAURICE  
CKCL, Toronto, Ont.  
REED, PHIL  
KWWE, Hobbs, N. M.  
REESE, BERTHA  
KSCJ, Sioux City, Iowa.  
REMICK, DEAN  
WSBC, Chicago, Ill.  
REULEAUX, WALTER H.  
WFBM, Indianapolis, Ind.  
REYNOLDS, MARION  
WELL, New Haven, Conn.  
REINHERZ, SID  
WCOP, Boston, Mass.  
RICE, KEN  
WDWS, Champaign, Ill.  
RICH, LOUIS  
WCLE-WHK, Cleveland, Ohio.  
RICHARDS, JACK  
KEVB, Price, Utah.  
RICHSMITH, MR.  
KMO, Tacoma, Wash.  
RILEY, LOWELL  
WBNS, Columbus, Ohio.  
ROGERS, BOB  
KARM, Fresno, Calif.  
ROGERS, FEY  
WOPJ, Bristol, Tenn.  
RODGERS, FLOYD D., JR.  
WIS, Columbia, S. C.  
ROGERS, RAY  
WCOA, Penscola, Florida.  
ROPER, PAT  
WGBF-WEOA, Evansville, Ind.  
ROYAL, RUTH  
KCKN, Kansas City, Kans.  
RUDOLPH, WALTER  
KYA, San Francisco, Calif.  
RUSHING, WILL  
WBRC, Birmingham, Ala.  
RUVINSKY, ABRAM  
WEKC, Columbus, Ohio.

— S —

SANTAELLA, SALVATORE  
KMTR, Hollywood, Calif.  
SARLI, AL  
KWK, St. Louis, Mo.  
SARLI, JEAN  
WOAI, San Antonio, Texas.  
SAVITT, JAN  
KYW, Philadelphia, Pa.  
SCHREIBMAN, JOSEPH  
WDAS, Philadelphia, Pa.  
SCOTT, G. HOWARD  
WCAP, Asbury Park, N. J.  
SEVERI, GINO  
KFAC, Los Angeles, Calif.  
SHAW, CLIFFORD  
WAVE, Louisville, Ky.  
SHELLEY, RAYMOND  
KANS, Wichita, Kansas.  
SHIELD, ROY  
WMAQ-WENR, Chicago, Ill.  
SHOOP, DAVID  
WHP, Harrisburg, Pa.  
SHREDNIK, MILTON  
KOA, Denver, Colo.  
SILER, WENDELL  
WSVA, Harrisonburg, Va.  
SIVERTSON, CHARLES  
WHAM, Rochester, N. Y.  
SMITH, A. R.  
CKCK, Regina, Sask.  
SMITH, CHESTER  
KFRC, San Francisco, Calif.  
SMITH, HELENE  
KGER, Long Beach, Calif.  
SMITH, MAX  
KSAI, Salina, Kans.  
SMITH, R.  
KELD, Eldorado, Ark.  
SMITHLINE, LILLIAN  
KTUL, Tulsa, Okla.  
SNIDER, MERLE  
KOH, Reno, Nevada.  
SNYDER, GEORGE Y.  
WCBA-WSAN, Allentown, Pa.  
SNYDER, GUY  
KFH, Wichita, Kans.  
SPARNON, KEN  
WHEC, Rochester, N. Y.  
SPECHT, FRANCIS  
KELA, Centralia and Chc-  
hulis, Wash.  
SPEERSTRA, GERALD E.  
KWJJ, Portland, Ore.  
SPENCER, CLYDE  
WWNC, Asheville, N. C.  
SPITALNY, MAURICE  
KDKA, Pittsburgh, Pa.  
SPRINGER, HARRY  
WESG, Elmira, N. Y.  
STANLEY, JACK  
KEHE, Los Angeles, Calif.  
STEIN, RALPH  
WEW, St. Louis, Mo.  
STEINER, LEO  
WHIS, Bluefield, W. Va.  
STEWART, E. CALDWELL  
WSPA, Montgomery, Ala.  
STEWART, H. WELLINGTON  
WCAD, Canton, N. Y.  
STONEMAN, LLOYD  
WSPR, Springfield, Mass.  
STRUTZ, ELAINE  
KRMCC, Jamestown, N. D.  
STRYKER, ELLSWORTH  
KTAR, Phoenix, Ariz.

SUMMERS, EARL, SR.  
WWVA, Wheeling, W. Va.  
SWEETEN, CLAUDE  
KECA-KFI, Los Angeles, Cal.

— T —

TALBOT, J. R.  
CBV, Quebec, Que.  
TARRAS, DAVE  
WBBC, Brooklyn, N. Y.  
TATZ, CARL  
WEAN, Providence, R. I.  
TAYLOR, BETTYE LEE  
WKAT, Miami Beach, Fla.  
THORNTON, BOB  
KGFJ, Brownsville, Texas.  
TRETHERWEY, CHARLES  
CJCS, Stratford, Ont.  
TRUXELL, EARL  
WCAE, Pittsburgh, Pa.  
TUTTLE, ELSIE  
WSJS, Winston-Salem, N. C.

— V —

VAN WYCK, R.  
WKBZ, Muskegon, Mich.  
VIDACOVICH, PINKY  
WWL, New Orleans, La.  
VOLKOW, D.  
WHFC, Cicero, Ill.  
VOYER, GASTON  
CHRC, Quebec, Que.

— W —

WALLACE, BERNICE H.  
WOLS, Florence, S. C.  
WALLACE, LOLA  
WGST, Atlanta, Ga.  
WALLENSTEIN, ALFRED  
WOR, Newark, N. J.  
WALTERS, JEAN  
KGY, Olympia, Wash.  
WAYNE, ROGER  
WCNW, Brooklyn, N. Y.  
WEELANS, LES  
KLZ, Denver, Colo.  
WELCH, JOSEPHINE Y.  
WSAR, Fall River, Mass.  
WHITEHEAD, HENRY  
COWLES  
WTAR, Norfolk, Va.  
WILLIS, GORDON  
KSNAN, San Francisco, Calif.  
WILLS, HARRY  
WJMS, Ironwood, Mich.  
WILSON, ELVAN B.  
WLAK, Lakeland, Fla.  
WOODBURY, T. B.  
KDYD, Salt Lake City, Utah.  
WRIGHT, JOHN H.  
WBZ - WBZA, Boston and  
Springfield, Mass.  
WRIGHTZ, R. HAMILTON  
CFRN, Edmonton, Alberta.  
WRIGHT, WILL  
KTPI, Twin Falls, Idaho.  
WYLIE, ALISTER  
WIL, St. Louis, Mo.

— Z —

ZDARSKY, FRANK  
WTCN, St. Paul-Minneapolis,  
Minn.



# DEL SHARBUTT

MASTER OF CEREMONIES



"The Hour of Charm" NBC

"The Old Gold Program" with  
Bob Benchley- CBS

"Ask It Basket"- CBS



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*Since 1926*

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The Bronx, N. Y.  
FOrdham 5-4617

# Announcers

## AND THEIR WORK

### DURING 1938



#### — A —

**ABBOTT, EDMUND**  
WCCO, Minneapolis-St. Paul, Minn.

**ABERNATHY, WILLIAM**  
NBC.

**ACKLEY, WAYNE**  
KSO, Des Moines, Ia.

**ADAMS, BILL**  
KGW, Portland, Ore.  
KEX.

**ADAMS, CLARANCE**  
KBTM, Jonesboro, Ark.

**ADAMS, LEON**  
KCMC, Texarkana, Texas.

**ADAMS, WARD**  
WRVA, Richmond, Va.

**ADAMSON, W. G.**  
CKTB, St. Catharines, Ont.

**ADEMY, JOHN**  
WCAO, Baltimore, Md.

**ALAN, PAT**  
WBW, Terre Haute, Ind.

**ALBERTY, BOB**  
WHBQ, Memphis, Tenn.

**ALDERMAN, JAMES**  
WFAA, Dallas, Texas.

**ALEXANDER, A. L.**  
NBC, True Stories.

**ALEXANDER, JACK**  
KFPW, Fort Smith, Ark.

**ALEXANDER, JOHN**  
KFBB, Great Falls, Mont.

**ALFONSO, A.**  
WPRP, Ponce, Puerto Rico.

**ALFONSO, MRS. A.**  
WPRP, Ponce, Puerto Rico

**ALGER, PAUL**  
WSNJ, Bridgeton, N. J.

**ALLEN, BOB**  
KSTP, St. Paul-Minneapolis, Minn.

**ALLEN, CLIFF**  
WWVA, Wheeling, W. Va.

**ALLEN, HERB**  
KECA, Los Angeles, Calif.  
KFI.

**ALLEN, PHIL**  
KTRI, Sioux City, Iowa.

**ALLEN, REGINALD**  
WBT, Charlotte, N. C.

**ALLISON, PAUL**  
WNOX, Knoxville, Tenn.

**ALT, JIM**  
KMOX, St. Louis, Mo.

**ALTER, BENNE**  
WMT, Cedar Rapids-Waterloo, Iowa.

**ALTMAN, DICK**  
KBTM, Jonesboro, Ark.

**ALVARES, ARTHUR**  
WNBZ, Saranac Lake, N. Y.

**ALVAREZ, JOSE**  
WHOM, Jersey City, N. J.

**AMAULI, ADA**  
WHOM, Jersey City, N. J.

**AMAULI, GUILIO**  
WHOM, Jersey City, N. J.

**ANDERS, WAYNE**  
KWNQ, Winona, Minn.

**ANDERSON, ARTHUR**  
KTPK, Phoenix, Ariz.

**ANDERSON, EDWARD**  
WQDM, St. Albans, Vt.

**ANDERSON, FRANK**  
KEHE, Los Angeles, Calif.

**ANDERSON, ORVAL**  
WKUF, Gainesville, Fla.

**ANDERSON, REX**  
WROK, Rockford, Ill.

**ANDERSON, ROBERT**  
KFPY, Spokane, Wash.

**ANDERSON, R. L.**  
WNOX, Knoxville, Tenn.

**ANDRE, PIERRE**  
WMAQ-WENR, Chicago, Ill.  
Sunday Matinee MBS.

**ANDRIA, SABRI**  
WBBC, Brooklyn, N. Y.

**ANDRUS, EDWARD**  
WTAR, Norfolk, Va.

**ANGELO, EDWIN**  
WNAD, Norman, Okla.

**ANGELE, MEL**  
KEHE, Los Angeles, Calif.

**ANDRE, PIERRE**  
NBC, Little Orphan Annie.

**ANDREWS, BILL**  
NBC.

**ANSBRO, GEORGE**  
NBC, Mrs. Wiggs of the Cabage Patch.

**ANTHONY, ALLA C.**  
KWK, St. Louis, Mo.

**ANZJON, ARNE**  
KGGU, Mandan, N. D.

**APPLEGATE, GEORGE**  
KECA, Los Angeles, Calif.  
KFI.

**APTLER, EDWARD**  
KTHS, Hot Springs, Ark.

**ARLINGTON, CHARLES**  
WBT, Charlotte, N. C.

**ARNOLD, ALVIN**  
KDLR, Devils Lake, N. D.

**ARNOLD, GENE**  
NBC, Minstrels of 1938.

**ARNOLD, GEORGE**  
KGLQ, Mason City, Ia.

**ARTHUR, DOUGLAS**  
WNEW, New York, N. Y.

**ATWOOD, JACK**  
WRDO, Augusta, Me.

**AUSTIN, HERB**  
WCAU, Philadelphia, Pa.

**AUSTIN, MEL**  
WATL, Atlanta, Ga.

**AVERY, ALLAN**  
WJJD, Chicago, Ill.

**AVERY, GAYLORD**  
WOW, Omaha, Nebr.

**AVERY, IRA**  
WRVA, Richmond, Va.

#### — B —

**BACON, ROGER**  
WTMV, East St. Louis, Ill.

**BAILEY, BILL**  
KWTO-KGBX, Springfield, Mo.

**BAILEY, WILLIAM J.**  
NBC, Just Plain Bill.

**BAIRD, DORWIN**  
CJOR, Vancouver, B. C.

**BAKER, CARL**  
WIRE, Indianapolis, Ind.

**BAKER, JEFF**  
WTAR, Norfolk, Va.

**BAKER, KAY**  
KELA, Betw. Centralia, and Chehalis, Wash.

**BAKER, RAY**  
WCNW, Brooklyn, N. Y.

**BALANOFF, MORRIS**  
WCNW, Brooklyn, N. Y.

**BALDWIN, BILL**  
KRNT, Des Moines, Ia.

**BALDWIN, GARLAND**  
WHIO, Dayton, Ohio.

**BALDWIN, ROBERT**  
WMBO, Auburn, N. Y.

**BALFE, KAY**  
WMMN, Fairmont, W. Va.

**BALLAGH, MERNIE**  
KTRI, Sioux City, Iowa.

**BALLOU, CHARLES**  
WSVA, Harrisonburg, Pa.

**BALLS, FLETCHER**  
KELD, El Dorado, Ark.

**BANKS, DAVID**  
KARK, Little Rock, Ark.

**BANNON, JAMES**  
KFI, Los Angeles, Calif.

**BARBARA, LESTER**  
KTRI, Sioux City, Iowa.

**BARNES, WADE**  
WHBC, Canton, Ohio.

**BARNETTE, MELVIN**  
WHIS, Bluefield, W. Va.

**BARRETT, ELLIS**  
WABY, Albany, N. Y.

**BARRETT, LAWRENCE**  
WAYX, Waycross, Ga.

**BARRETT, LOUIE**  
KTPAR Phoenix Ariz

**BARRETT, RAY**  
WDRG Hartford Conn

**BARRY, NORMAN**  
WMAQ WENR Chicago Ill

**BARTH, BERNIE**  
KOBH Rapid City S. D.

**KARLICH, ANDRE**  
Kate Smith Show, Young Hit Parade CBS, Waltz Time NBC

**BESS, FRED C.**  
CKWX Vancouver B. C.

**BATES, BILL**  
KWOC, Poplar Bluff Mo.

**BATES, KARL**  
WJW Akron Ohio

**BATES, RICHARD E.**  
WGAN, Portland Me.

**BATEY, HUBERT**  
WGPR, Albany Ga.

**BAYSON, CHARLES**  
WFBC Greenville S. C.

**BAUER, TED**  
WBBG, Glenside Pa.

**BAUGHMAN, ELMER**  
WCKY Cincinnati Ohio

**BAULG, ROGER**  
CKAC Montreal, Quebec, Can.

**BAUMEL, EDDIE**  
KGNK, Amarillo Texas

**BAXTER, LIONEL**  
WAPI, Birmingham, Ala.

**BAXTER, AERISCE**  
WPAD, Paducah Ky.

**BAYEK, GIL**  
WDRG Hartford Conn.

**BAYLOR, DAVE**  
WGAR, Cleveland Ohio

**BEAUCHAMP, R. RODRIGUEZ**  
WNEI, San Juan Puerto Rico.

**BEBOUT, GEORGE**  
WHKC, Columbus Ohio

**BECK, JAMES**  
KFRO, Longview, Texas

**BECKER, PHILIP**  
WTRC, Hartford Conn.

**BECKET, CHESTER A.**  
WHAT, Philadelphia Pa.

**BEEBE, WALLACE**  
KIT, Yakima, Wash.

**BEEDLES, BOB**  
WRVA, Richmond Va.

**BEENSON, STERLING**  
WTOL, Toledo, Ohio

**BELANGER, LOUIS**  
CKY, Quebec, Que.

**BELLANGER, M. A.**  
CJBR, Rimouski, Que.

**BELFI, CHARLES L.**  
KTTA, San Antonio Texas.

**BELL, CLAYTON**  
CFAC, Calgary Alberta, Can.

**BELL, DON**  
WFLA Tampa, Fla.

**BELL, KENNETH**  
WMFF, Plattsburg, N. Y.

**BELL, VICTOR**  
KUTA, Salt Lake City Utah.

**BENCE, BOB**  
KFRC, San Francisco Calif.

**BENNETT, BURTON**  
KGO, San Francisco, Calif.

**BENNETT, DAVID**  
WKBO, Harrisburg Pa.

**BENNETT, HAL**  
WHIO, Dayton, Ohio

**BENNETT, JOHN**  
KHUB, Watsonville, Calif.

**BENNETT, KEN**  
KPDN, Pampa Texas.

**BENNETT, THURSTON**  
WRDW, Augusta Ga.

**BENWARE, REX KEITH**  
WQXR, New York N. Y.

**BERESFORD, EARL**  
CKWX, Vancouver B. C., Can.

**BERGEXIN, F.**  
CHLP, Montreal, Quebec, Can.

**BERGSTROM, ARTHUR**  
WSPR, Springfield, Mass.

**BERNDT, JR., IRVING**  
WRAC, Williamsport, Pa.

**BERRY, CHARLES**  
WBLL, New York N. Y. Continental Nights, Mays 34th Street Program, "Music in Many Moods," Consumers' Information Service Program.

**BERRY, CHARLES**  
WOF, New York N. Y. Continental Nights, Mays 34th Street Program, "Music in Many Moods," Consumers' Information Service Program.

**BERRY, JACK**  
WORL, Boston, Mass.

**BERTHA, ALBERT**  
KGDE, Fergus Falls, Minn.

**BETTS, FRANKLIN L.**  
WCHV, Charlottesville, Va.

# DAVID ROSS



Griffin's "Time to Shine"—CBS  
Grove's Bromo Quinine — NBC  
Poet's Gold — CBS

Management  
Columbia Artists, Inc.

# FRANK GALLOP



GANG BUSTERS  
HILLTOP HOUSE  
NANCY JAMES  
KALTENBORN COMMENTS  
N. Y. PHILHARMONIC SYMPHONY



Management  
COLUMBIA ARTISTS, Inc.

**BEVERIDGE, ALBERT J., JR.**  
 WIRE, Indianapolis, Ind.

**BEYNON, JACK**  
 WDWS, Champaign, Ill.

**BICE, MAX**  
 KMO, Tacoma, Wash.

**BIEBER, FRED**  
 WTHH, Hartford, Conn.

**BIER, JOSEPH**  
 WOR, Newark, N. J.

**BILL, EMIL**  
 WMBD, Peoria, Ill.

**BINGHAM, BOB**  
 WWNC, Asheville, N. C.

**BINKIN, SYL**  
 WEW, St. Louis, Mo.

**BISHER, BENNETT**  
 KOMO, Seattle, Wash.

**BISPUIG, HUBERT**  
 WCAZ, Carthage, Ill.

**BIVENS, WILLIAM**  
 WBT, Charlotte, N. C.

**BJORK, MERLE**  
 KDLR, Devils Lake, N. D.

**BLACK, RICHARD**  
 KGDM, Stockton, Cal.

**BLACKWELL, BURT**  
 WAVE, Louisville, Ky.

**BLAIR, FRANK**  
 WOL, Washington, D. C.

**BAKELY, CLINT**  
 WAPI, Birmingham, Ala.

**BLANCHARD, LOWELL**  
 KNOX, Knoxville, Tenn.

**BLENDER, MORTON**  
 WCOP, Boston, Mass.

**BLOCK, MARTIN**  
 WNEW, New York, N. Y.

**BLOOM, LARRY**  
 KFEL, Denver, Colo.

**BOGARTE, HOWARD**  
 KRLL, Dallas, Texas.

**BOGGESS, JOHN**  
 WMFO, Decatur, Ala.

**BOLAND, TOM**  
 KOH, Reno, Nev.

**BOLEY, JOSEPH**  
 WBIL, New York, N. Y. Musical Comedy Favorites Program, Strings of Melody.

**BOND, BILL**  
 WAVE, Louisville, Ky.

**BOND, FORD**  
 NBC, Believe It or Not, Cities Service Concert, Easy Aces, David Harum, Just Plain Bill, Manhattan Merry-go-Round, Your Family and Mine.

**BOOTHBY, JOHN**  
 WSAY, Rochester, N. Y.

**BOOTON, FRAN**  
 WZD, Tuscola, Ill.

**BORELLI, R.**  
 WPEN, Philadelphia, Pa.

**BOREN, JOHN**  
 KWLK, Longview, Wash.

**BOSLEY, LYLE**  
 WMFF, Plattsburg, N. Y.

**BOSWELL, LAURA**  
 WHMA, Anniston, Ala.

**BOTZER, ALLAN**  
 KIRO, Seattle, Wash.

**BOUDREAU, DELPHIS**  
 CHRC, Quebec, Que.

**BOULTINGHOUSE, KENNETH L.**  
 WEOA, Evansville, Ind.

**BOULTINGHOUSE, KENNETH L.**  
 WGEF, Evansville, Ind.

**BOURQUE, CHARLES J.**  
 WLAW, Lawrence, Mass.

**BOWE, GEORGE**  
 WTIC, Hartford, Conn.

**BOWEN, BETTY**  
 WCAM, Camden, N. J.

**BOWEN, MARTIN**  
 KWK, St. Louis, Mo.

**BOWER, G. ROGER**  
 WOR, Newark, N. J.

**BOWERS, FRANK**  
 WKBO, Harrisburg, Pa.

**BOWNE, NORMAN**  
 WBRC, Birmingham, Ala.

**BOYD, CHARLES**  
 KFRO, Longview, Texas.

**BOYER, JOHN**  
 K TSA, San Antonio, Texas.

**BOYLING, J. S.**  
 CHAB, Moose Jaw, Saskatchewan, Canada.

**BRADLEY, BOB**  
 WTMV, East St. Louis, Ill.

**BRADLEY, PETE**  
 WGES, Chicago, Ill.

**BRAGG, MARION**  
 WMAZ, Macon, Ga.

**BRALLES, LUTHER**  
 KSAL, Salina, Kans.

**BRAMSTEDT, AL**  
 KXRO, Aberdeen, Wash.

**BRANDL, MILTON**  
 WISN, Milwaukee, Wis.

**BRANDT, LYNN**  
 NBC.

**BRANDT, LYNN**  
 WMAQ-WENR, Chicago, Ill.

**BRANNEN, LYNNE**  
 WGAU, Athens, Ga.

**BRANNON, JERRY**  
 W MCA, New York, N. Y.

**BRANT, ROY**  
 WCCO, Minneapolis-St. Paul, Minn.

**BRAS, CHARLES**  
 KJR, Seattle, Wash.

**BRAS, CHARLES**  
 KOMO, Seattle, Wash.

**BRAXTON, JACK**  
 WEED, Rocky Mount, N. C.

**BRECKNER, GARY**  
 KNX, Los Angeles, Calif.

**BREINING, P. M.**  
 WRAK, Williamsport, Pa.

**BRENEMAN, MARK**  
 KPAC, Los Angeles, Calif.

**BRENGEL, GEORGE**  
 WSOC, Charlotte, N. C.

**BRENNAN, WILLIAM**  
 WORC, Worcester, Mass.

**BRENNER, PAUL**  
 WNEW, New York, N. Y.

**BRENNER, ROBERT**  
 WMEX, Boston, Mass.

**BRENT, EDWARD**  
 WLEU, Erie, Pa.

**BRENTSON, PAUL**  
 KMBC, Kansas City, Mo.

**BREWER, DUKE**  
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NBC, The Four of Us, Little Variety Show, Swing Serenade.

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WSYR, Syracuse, N. Y.

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KALB, Alexandria, La.

**EVERETT, LEE**  
WMAL, Washington, D. C. PDS Presents, Tarheel Tattler, Old Times.

— F —

**FACENDA, JOHN**  
WIP, Philadelphia, Pa.

**FAIRWEATHER, GORDON**  
CKWX, Vancouver, B. C.

**FALLERT, RALPH**  
WCAE, Pittsburgh, Pa.

**FARELLE, PAUL**  
KROY, Sacramento, Calif.

**FARIS, JOHN**  
KFJZ, Ft. Worth, Texas.

**FARLEY, WILLIAM**  
WICC, Bridgeport, Conn.

**FARNUM, WILLIARD**  
WFLA, Tampa, Fla.

**FARR, FLOYD**  
KDYL, Salt Lake City, Utah.

**FARRELL, CHARLES**  
WMBC, Detroit, Mich.

**FARRELL, MAURY**  
WAPI, Birmingham, Ala.

**FARREN, WILLIAM**  
NBC, Kitchen Cavalcade, Lorenzo Jones.

**FARRINGTON, FIELDING**  
WXYZ, Detroit, Mich.

**FAWCETT, GILBERT**  
KDAL, Duluth, Minn.

**FAY, CHAUNCEY**  
WMP, Cedar Rapids Waterloo  
Iowa

**FEINTEL, JOHN**  
WHOM, Jersey City, N. J.

**FELDMSTEIN, SI**  
WDAS, Philadelphia, Pa.

**FELL, JOHN**  
WCOL, Columbus, Ohio.

**FELL, RICHARD P.**  
WCV, Charlottesville, Va.

**FELLER, OTTO**  
WHOM, Jersey City, N. J.

**FELLOWES, BARTON**  
WMO, New York, N. Y.

**FERGUSON, FRANKLIN**  
WWJ, Detroit, Mich.

**FERGUSON, REG**  
WHBQ, Memphis, Tenn.

**FERNYDORGH, WAYNE**  
KAWM, Clovis, N. M.

**FIELD, FRANK**  
KRFN, Sheldahl, Iowa.

**FINGH, DURWOOD**  
WNEP, Binghamton, N. Y.

**FINDLAY, ROBERT**  
WHAU, Greenfield, Mass.

**FINDLAY, STEWART**  
WIAW, Cincinnati, Ohio.

**FIORILLO, M.**  
WPEW, Philadelphia, Pa.

**FISHER, JOE**  
WNYC, New York, N. Y.

**FISHER, LOE**  
WCAE, Camden, N. J.

**FISHER, BENNETT**  
KJR, Seattle, Wash.

**FISHER, HANK**  
WIZ, Toledo, Ill.

**FISK, FLORENCE**  
WKZO, Kalamazoo, Mich.

**FUTZGERALD, GORDON**  
KEJZ, Ft. Worth, Texas.

**FUTZGERALD, GORDON**  
KTVR, Ft. Worth, Texas.

**FUTZGERALD, JACK**  
WSPD, Toledo, Ohio.

**FLAHERTY, PAT**  
WOAI, San Antonio, Texas.

**FLEMING, BILL**  
KAWO, Sheridan, Wyo.

**FLEMING, FRANK**  
CFAC, Calgary, Alberta, Can.

**FLEMING, JIM**  
CBS, Melody and Madness.

**FLETCHER, GORDON**  
WLAZ, Lakeland, Fla.

**FLETCHER, GRAEME**  
KFD, Wichita, Kans.

**FLETCHER, NEIL**  
KGBB, Tyler, Texas.

**FLETTE, DEANE**  
KTRT, Sioux City, Iowa.

**FLINT, FRANK**  
CFAR, Elm Flon, Manitoba.

**FLINT, JULIAN**  
WATL, Atlanta, Ga.

**FLORA, JOHN**  
WNEW, New York, N. Y.

**FLANN, ROY J.**  
WATR, Waterbury, Conn.

**FOKES, ALBIN**  
WHMA, Ammiston, Ala.

**FOLL, CHARLIE**  
KVAL, Longview, Wash.

**FOLSOM, JOHN**  
WJNO, West Palm Beach, Fla.

**FOLSON, MARTHA JANE**  
WAVX, Waycross, Ga.

**FORD, ERNEST**  
WOPF, Bristol, Tenn.

**FORD, JOE**  
WSEW, Birmingham, Ala.

**FORNIO, LEANDRO**  
WBL, New York, N. Y.

**FORNIO, LEANDRO**  
WOW, New York.

**FORREST, JOHN**  
KIRO, Seattle, Wash.

**FORSTER, WALTER**  
WH, St. Louis, Mo.

**FORWARD, ROBERT**  
KYA, San Francisco, Calif.

**FOSTER, CARROLL**  
KIRO, Seattle, Wash.

**FOSTER, DAY**  
KOKE, Eugene, Ore.

**FOSTER, JACK**  
WKY, Cincinnati, Ohio.

**FOSTER, NORMAN**  
WES, Springfield, Ill.

**FOSTER, TOMMY**  
WMBR, Jacksonville, Fla.

**FOWLER, FRED**  
WQAM, Miami, Fla.

**FOWLER, TED**  
CKWX, Vancouver, B. C.

**FOWLKES, ROSSER**  
WHR, Winston-Salem, N. C.

**FRAKER, WILLARD W.**  
WFRG, Altoona, Pa.

**FRANK, BECHER**  
KGAR, Tucson, Ariz.

**FRANK, DON**  
WAPL, Birmingham, Ala.

**FRANK, ROBERT**  
WOC, Davenport, Iowa.

**FRANKLIN, JOHN**  
WIP, Philadelphia, Pa.

**FRANKLIN, TOMMY**  
KWLJ, Portland, Ore.

**FRANKLYN, ROY**  
WFL, Chicago, Ill.

**FRASER, BARRY**  
CRSO, Sudbury, Ont.

**FRASER, JACK**  
NBC, The Gospel Singer.

**FRATICHIELLI, C.**  
WNEU, San Juan, Puerto Rico.

**FREAR, ROBERT**  
WCAE, Canton, N. Y.

**FRECKLETON, SLM**  
CKCF, Toronto, Ontario, Can.

**FREEBAIRN-SMITH, THOMAS**  
KNX, Los Angeles, Calif.

**FREED, ROBERT**  
KIZ, Denver, Colo.

**FREELAND, FREDERIC**  
WHBC, Canton, Ohio.

**FRENCH, KEN**  
WHFC, Rochester, N. Y.

**FROST, PAUL**  
CKFB, St. Catharines, Ont.

**FULLER, ARBOR L.**  
KVOR, Colorado Springs, Colo.

**FULLER, BILL**  
KEBE, Los Angeles, Calif.

**FULLER, JACK**  
CRSO, Sudbury, Ont.

**FULTON, DAVE**  
WJW, Akron, Ohio.

**FULTON, JOHN**  
WGST, Atlanta, Ga.

— G —

**GADE, WALLACE**  
KJBS, San Francisco, Calif.

**GAGE, BEN**  
NBC, Tune Types.

**GAINES, RUBEN**  
KVI, Tacoma, Wash.

**GAITHER, FRANK**  
WGST, Atlanta, Ga.

**GALE, GORDON**  
CBS, Jack Haley Wonder Show.

**GALIFEAU, GEORGE**  
CHDP, Montreal, Quebec, Que.

**GALLAGHER, MIKE**  
KGFJ, Brownsville, Texas.

**GALLAHER, EDDIE**  
WCCO, Minneapolis-St. Paul, Minn.

**GALLUP, FRANK**  
CBS, Gang Busters, Hilltop House, Nancy James, Kalamon Comments, Philharmonic.

**GAMBLE, PAUL**  
WPEC, Sharon, Pa.

**GAMBLE, RON**  
WJR, Detroit, Mich.

**GARDNER, DON**  
WATR, Winston-Salem, N. C.

**GAREAU, TELESOPHORE**  
CHRC, Quebec, Que.

**GARNES, CLARENCE**  
KPDN, Pampa, Texas.

**GARRED, BOB**  
KSFQ, San Francisco, Calif.

**GARRIGUS, F. H.**  
WEEI, Boston, Mass.

**GARRISON, JACK**  
WJR, Detroit, Mich.

**GARROWAY, DAVE**  
KDKA, Pittsburgh, Pa.

**GATES, PAUL**  
KGO, San Francisco, Calif.

**GAV, BILL**  
KNX, Los Angeles, Calif.

**GEARHART, LYNN**  
WSTN, St. Petersburg, Fla.

**GEBAUER, H. RICHARD**  
KJR, Seattle, Wash.

**GEBAUER, H. RICHARD**  
KOMO, Seattle, Wash.

**GEILS, J. W.**  
WHAZ, Troy, N. Y.

**GEIS, ROBERT**  
WCLD, Cincinnati, O.

**GENTRY, BOB**  
KJR, Seattle, Wash.

**GENTRY, BOB**  
KOMO, Seattle, Wash.

**GEORGE, ABNER**  
KOBH, Rapid City, S. D.

**GEORGE, CARL**  
WGAR, Cleveland, O.

**GEORGE, ROY**  
KRUD, Dallas, Tex.

**GERARD, PAUL**  
WDFC, Chicago, Ill.

**GIBBS, DELL**  
WRTF, Gainesville, Fla.

**GIBNEY, HAROLD**  
KGO, San Francisco, Calif.

**GIDDINGS, JIMMY**  
KVOR, Colo. Springs, Colo.

**GIFFORD, L. A.**  
KWNQ, Wmونا, Minn.

**GILFOY, JAMES E.**  
KGGU, Mandan, N. D.

**GILLESPIE, JOSEPH**  
KGO, San Francisco, Calif.

**GILLESPIE, MONTE**  
KCKN, Kansas City, Kans.

**GILLESPIE, ROBERT T.**  
WATR, Waterbury, Conn.

**GILLILAND, HERB**  
WSEW, Birmingham, Ala.

**GILMORE, ARTHUR**  
KNX, Los Angeles, Calif.

**GILMORE, JIM**  
CJOR, Vancouver, B. C.

**GINDER, W. R.**  
WHAZ, Troy, N. Y.

**GINN, ANN**  
WTCN, St. Paul-Minneapolis, Minn.

**GIRARDIN, R. G.**  
WEEI, Boston, Mass.

**GLADSTONE, HENRY**  
WJW, New York, N. Y.

**GLEANSON, PECO**  
WRTD, Richmond, Va.

**GLENDENNING, EARL**  
KGIW, Alamogosa, Colo.

**GODFREY, ARTHUR**  
WJSV, Wash., D. C. Sun Dial.

**GODWIN, AL**  
WVL. New Orleans, La.

**GODWIN, CHARLES W.**  
WOR. Newark, N. J.

**GOFF, WILLBY**  
WGH. Newport News, Va.

**GOLDIN, BEN**  
WBBC. Brooklyn, N. Y.

**GOLDRICK, ROBERT**  
WNBH. New Bedford, Mass.

**GOOCH, GOMA C.**  
KCMC. Texarkana, Tex.

**GOODIN, LLOYD**  
KHBG. Okmulgee, Okla.

**GOODRICK, WILLIAM**  
WPIC. Sharon, Pa.

**GOODWIN, HAL**  
WHA1. Greenfield, Mass.

**GORDON, JACK**  
CFAC. Calgary, Alberta, Canada.

**GORMAN, MELVIN**  
WGAU. Athens, Ga.

**GOULDING, PHIL**  
WLLH. Lowell, Mass.

**GOULET, A.**  
CHLP. Montreal, Quebec, Canada.

**GOULET, B.**  
CHLP. Montreal, Quebec, Can.

**GOURLAY, DOUGLAS**  
KDYL. Salt Lake City, Utah.

**GOW, GORDON**  
CJOC. Lethbridge, Alta.

**GOWEN, CHESTER**  
WAAW. Omaha, Neb.

**GOWEN, JOHN K., 3rd**  
WCOP. Boston, Mass.

**GRAHAM, FRANK**  
KNX. Los Angeles, Calif.

**GRAHAM, GORDON**  
WLBC. Muncie, Ind.

**GRAHAM, JOSEPH**  
WCKY. Cincinnati, O.

**GRAHAM, VANCE**  
KSFO. San Francisco, Calif.

**GRAHAM, WALTER**  
WMAZ. Macon, Ga.

**GRANT, BRUCE**  
WMT. Cedar Rapids-Waterloo, Iowa.

**GRANT, DOUGLAS B.**  
WMT. Cedar Rapids-Waterloo, Iowa.

**GRANT, JOSEPH**  
WMEX. Boston, Mass.

**GRANT, PETER**  
WLW. Cincinnati, O.

**GRANT, TAYLOR**  
RWK. St. Louis, Missouri.

**GRAUER, BEN**  
NBC, Dale Carnegie, Horace Heidt and His Alemite Brigadiers, Mr. Keen, Tracer of Lost Persons, The Magic Key of RCA, Clem McCarthy, The Mystery Chef, New York on Parade, Walter Winchell.

**GRAVEL, ALAIN**  
CKAC. Montreal, Quebec, Can.

**GRAVES, CAROL C.**  
WNBZ. Saranac Lake, N. Y.

**GRAY, JOHN**  
WDOO. Chattanooga, Tenn.

**GREEN, BILL**  
WNAO. Norman, Okla.

**GREEP, MALCOLM**  
WOMT. Owensboro, Ky.

**GRESON, JACK**  
KDYL. Salt Lake City, Utah.

**GREY, GORDON**  
WPIC. Sharon, Pa.

**GRIFFAN, PAUL**  
WDAF. Kansas City, Mo.

**GRIFFIN, BOBBY**  
WHO. Des Moines, Iowa.

**GRIFFITH, HOMER**  
KJBS. San Francisco, Calif.

**GRIFFITH, LESTER**  
WMAQ-WENR. Chicago, Ill.

**GRIFFITHS, BILL**  
WJW. Akron, O.

**GRIGGS, NELSON M.**  
WGNV. Newburgh, N. Y.

**GRIMES, HARRY**  
WGAU. Athens, Ga.

**GRINDE, KEN**  
KKRO. Aberdeen, Wash.

**GRIZZARD, TED**  
WLAP. Lexington, Ky.

**GROGAN, JACK**  
WHB. Kansas City, Mo.

**GROLLER, JOHN**  
WGBI. Scranton, Pa.

**GROOM, DALE**  
WRTD. Richmond, Va.

**GROSE, JOHN PAUL**  
KFSD. Nampa, Ida.

**GROSS, L.**  
WPEN. Philadelphia, Pa.

**GROVER, JOHN**  
KGO. San Francisco, Calif.

**GROVES, CICERO**  
WGAU. Athens, Ga.

**GUDELSKY, H.**  
WDBX. Muskegon, Mich.

**GUEST, J. EDGAR**  
CKCL. Toronto, Ontario, Can.

**GUINAN, JACK**  
WGBI. Scranton, Pa.

**GUNDAKER, ED**  
WHP. Harrisburg, Pa.

**GUNN, GEORGE**  
WMAL-WRC. Wash., D. C.

**GUSTAF, GUDGE**  
WBBC. Brooklyn, N. Y.

**GUTTEREZ, RAMON**  
WHOM. Jersey City, N. J.

**GUY, AUBREY**  
WMC. Memphis, Tenn.

**GUY, PAUL**  
CFGP. Grand Prairie, Alberta, Canada.

**GUYE, WRAY**  
KIUN. Pecos, Tex.

**GUYER, SANTORF**  
WPEN. Philadelphia, Pa.

— H —

**HAFEEY, THOM.**  
WLAP. Lexington, Ky.

**HAFFINGTON, B. WALTER**  
WPEF. Raleigh, N. C.

**HAGEMAN, H. L.**  
WADC. Akron, O.

**HAID, ALLEN**  
WWVA. Wheeling, W. Va.

**HAIGHT, ALDEN H.**  
WELL. Battle Creek, Mich.

**HALE, ALAN**  
WISN. Milwaukee, Wisc.

**HALE, BERT**  
KARM. Fresno, Calif.

**HALE, CALVIN L.**  
KSEJ. Pocatello, Ida.

**HALE, CECIL**  
WFAA. Dallas, Tex.

**HALEY, BILL**  
KFRU. Columbia, Mo.

**HALL, ARTHUR**  
WCOP. Boston, Mass.

**HALL, RADCLIFFE**  
WGY. Schenectady, N. Y.

**HALL, TOM**  
KXA. Seattle, Wash.

**HALLE, DEXTER**  
WBXX. New York, N. Y.

**HALLOREN, RYAN**  
KWNO. Winona, Minn.

**HAMILTON, J. ALLEN**  
KTSM. El Paso, Tex.

**HAMILTON, JAMES**  
WLEU. Erie, Pa.

**HAMILTON, WILLIAM**  
WCOL. Columbus, O.

**HAMMER, THEODORE**  
WRAK. Williamsport, Pa.

**HANAWALT, CLARE**  
KKA. Seattle, Wash.

**HANLON, TOM**  
KNX. Los Angeles, Calif.

**HANNEMAN, F.**  
WHFC. Cicero, Ill.

**HANSON, WALTER**  
WRR. Dallas, Tex.

**HARDING, HARVEY**  
KNX. Los Angeles, Calif.

**HARDING, WILLIAM**  
WNS. New York, N. Y.

**HARLEY, WM.**  
WHA. Madison, Wisc.

**HARPER, TRO**  
KSFO. San Francisco, Calif.

**HARRICE, CY**  
WLS. Chicago, Ill.

**HARRINGTON, BILL**  
KDAL. Duluth, Minn.

**HARRIS, BOB**  
WMCA. New York, N. Y.

**HARRIS, BRADLEY**  
KGB. San Diego, Calif.

**HARRIS, ELLIS**  
KDAL. Duluth, Minn.

**HARRIS, JACK**  
WSM. Nashville, Tenn.

**HARRIS, LESLIE**  
WQAM. Miami, Fla.

**HARRIS, PAUL**  
WEBB. Buffalo, N. Y.

**HARRIS, ROBERT**  
KOA. Denver, Colo.

**HART, DONALD**  
WJJD. Chicago, Ill.

**HART, ELIZABETH**  
WMAQ-WENR. Chicago, Ill.

**HART, MAURICE**  
WAAT. Jersey City, N. J.

**HART, W. R.**  
CKRI. Prince Albert, Sask.

**HARTBICK, GEORGE**  
WTAM. Cleveland, O.

**HARVEY, SEYMOUR**  
WCLE. Cleveland, O.

**HASBROOK, DICK**  
WJMS. Ironwood, Mich.

**HASE, EDWARD W.**  
WCHV. Charlottesville, Va.

**HATTER, WALIN**  
KSCJ. Sioux, City, Ia.

**HAWKINS, DON**  
WXYZ. Detroit, Mich.

**HAWORTH, BILL**  
KEHE. Los Angeles, Calif.

**HAY, BILL**  
NBC. Amos 'n' Andy.

**HAY, GEORGE**  
WSM. Nashville, Tenn.

**HAYMEN, MARTIN**  
WELI. New Haven, Conn.

**HEALY, DAVID**  
WELI. New Haven, Conn.

**HEAD, IVAN**  
KGGM. Albuquerque, N. M.

**HEDDENS, K. C.**  
KWNO. Winona, Minn.

**HEFNER, JOHN**  
WLBC. Muncie, Ind.

**HEGARD, KEN**  
WB3N. Racine, Wisc.

**HEIMLICH, H. F.**  
WOSU. Columbus, O.

**HEIN, MEL**  
CBS. Pick and Pat, This Day Is Ours, Grand Central Station, Highlights in the World of Sports.

**HEISTAND, JOHN**  
NBC. Mickey Mouse Theater of the Air.

**HELPER, GEORGE A.**  
WOR. Newark, N. J.

**HELMS, SHELBY**  
WSFA. Montgomery, Ala.

HELEZER, WALTER  
WEDC, Chicago, Ill

HENDERSON, BOB  
KORF, Eugene, Ore

HENDERSON, BROOKS  
KSDT, St. Paul-Minneapolis,  
Minn.

HENDERSON, SAM  
WGAN, Portland, Me.

HENDERICKSON, ERNEST G.  
KCCU, Mandan, N. D.

HENDRIZ, ALBERT G.  
WOOD-WASH, Grand Rapids,  
Mich.

HENLEY, DAVE  
WDAY, Fargo, N. D.

HENNESSY, FRANK  
WMB, Memphis, Tenn.

HENNESSY, JIM  
WTMY, East St. Louis, Ill.

HENRY, LEW  
WCLJ, Cleveland, O.

HERBERT, WILLIAM  
WCHS, Charleston, W. Va.

HEROLD, CHAS.  
WGLS, Chicago, Ill.

HEGSON, WALTER  
WBAL, Baltimore, Md.

HESSLER, FRED J.  
WBWY, Green Bay, Wis.

HESSLER, FRED J.  
WTAQ, Green Bay, Wis.

HEAWOOD, FRED  
CJRC, Winnipeg, Manitoba,  
Canada.

HEAWORTH, GORDON  
KAW, Philadelphia, Pa.

HICKS, CHARLES G.  
WSPC, Charlotte, N. C.

HICKS, GEORGE  
NBC, Death Valley Days, For  
Mem. Only.

HICKS, MORRIS T.  
WBRE, Indianapolis, Ind.

HIGGINS, CHARLES  
WORC, Worcester, Mass.

HIGHT, WINI  
WDFV, Waterbury, Vt.

HIGHTOWER, BILL  
WDD, Miami, Fla.

HILL, BOB  
WFB, Brooklyn, N. Y.

HILL, DAVID G.  
CFRN, Edmonton, Alta.

HILL, JOE  
WAGA, Atlanta, Ga.

HILLERY, PERRY  
KILA, betw. Centralia and  
Chehalis, Washington.

HINDS, BILL  
KDKA, Pittsburgh, Pa.

HINN, MICHAEL  
WVNC, Asheville, N. C.

HIRSH, AL  
WBBB, New Bedford, Mass.

HITTHOCK, JACK  
KFAF, Lincoln, Neb.

HITTHOCK, JACK  
KFOR, Lincoln, Neb.

HITTMARK, GORDON  
WRC, Wash., D. C., Time  
Keeper, Man on the Street  
Program.

HOGAN, GEORGE  
WNEW, New York, N. Y.,  
NBC, Fitch's Songs.

HOGUE, DICK  
KDKA, Pittsburgh, Pa.

HOISINGTON, DUANE  
KHEG, Okmulgee, Okla.

HOLDAV, DON  
KVOX, Moorhead, Minn.

HOLBROOK, HOWARD  
KSAM, Huntsville, Tex.

HOLDEN, JACK  
NBC, Aika-Seltzer National  
Barn Dance.

HOLLISTER, HERB  
KANS, Wichita, Kans.

HOLMES, WALTER  
WRNX, New York, N. Y.

HOLT, ROBERT  
WEW, St. Louis, Mo.

HOLTMAN, JOHN  
WMAQ-WENR, Chicago, Ill.

HOLUB, THOMAS  
CKSO, Sudbury, Ont.

HONOBEL, DON  
KHSI, Chico, Calif.

HOOD, BILL  
KJKO, Ft. Worth, Tex.

HOPPER, JACK  
WMBG, Richmond, Va.

HOPKINS, DON  
KGYO, Missoula, Mont.

HOPKINS, PAULINE  
WUCA, Ashland, O.

HORN, ROBERT  
WEAM, Camden, N. J.

HORNBER, GORDON  
WSAU, Wisconsin, Wis.

HORNBY, DAN  
WGSF, Atlanta, Ga.

HOSKINS, JAMES  
WBY, Loma, O.

HOTTELLING, ROBERT  
WIZO, Kalamazoo, Mich.

HOUSE, BROMLEY  
WTAM, Cleveland, O.

HOUSE, MARVIN  
KRTT, Br. Spring, Pa.

HOSLAMAN, KEN  
WIS, Columbia, S. C.

HOWARD, HERB  
WHEB, Virginia, Minn.

HOWE, BERNARD  
WLOU, Lewiston, Me.

HOWELL, CLIFF  
KNX, Los Angeles, Calif.

HOWELL, REX  
TFXJ, Grand Junction, Colo.

HOWIE, CONRAD  
WMBG, Richmond, Va.

HOYT, E. M.  
WHAZ, Troy, N. Y.

HUARD, MARCEL  
CBRC, Quebec, Que.

HUBBARD, CECIL  
KPHL, Tulsa, Okla.

HUBBELL, RICHARD W.  
WQXL, New York, N. Y.

HUBERT, HAL  
WMBD, Peoria, Ill.

HUTSELA, LARRY  
KMO, Tacoma, Wash.

HUGHES, KEN  
CPAC, Calgary, Alberta, Can.

HUGHES, L. E.  
WAGM, Peasop, La. M.

HUGHES, PAUL  
KPOK, Oklahoma City, Okla.

HULL, "DOC"  
WVZ, Carthage, Ill.

HULL, HARWOOD  
WAPL, Birmingham, Ala.

HULL, MARTHA  
WIZ, Tuscola, Ill.

HUMPHREY, EDWARD  
WJLD, Chicago, Ill.

HUNTER, AL  
KOME, Tulsa, Okla.

HUNTER, CHARLES  
WCAZ, Carthage, Ill.

HUNTLEY, CHET  
KBCA, Los Angeles, Calif.

HUTCHINS, J. L.  
KRRV, Sherman, Tex.



INCH, MERRILE  
KOH, Reno, Nev.

INGHAM, BOB  
WTOE, Toledo, O.

INGRAM, ARTHUR  
WLDJ, Erie, Pa.

INGSTAD, BOB  
KQVC, Valley City, N. D.

INNES, ROBERT  
WJML, Lansing, Mich.

IRWIN, GEORGE  
KJHE, Los Angeles, Calif.

IRWIN, JAS.  
WMBR, Detroit, Mich.

IRWIN, PHIL  
KJLN, Portland, Ore.

IRWIN, PHIL  
KRW, Portland, Ore.

ISAAC, ROSE  
WJMS, Ironwood, Mich.

IVAN, GOR  
WMP, Memphis, Tenn.

JAES, ANICE  
WMA, New York, N. Y.  
Every Woman's Hour.



JAY, DICK  
KJAT, Ft. Worth, Tex.

JACKSON, FRANK  
KGFJ, Shawnee, Okla.

JACKSON, GLENN  
WHD, Dayton, O.

JACKSON, HARRA  
WLA, Cincinnati, O.

JACKSON, JAY  
WBS, Columbus, O.

JACOBS, JOHN  
KNIX, St. Louis, Mo.

JAEGER, JOHN  
WNEW, New York, N. Y.

JANNEY, ED  
KJGM, Albuquerque, N. M.

JANTA, PAUL  
WHOM, Jersey City, N. J.

JARVIS, AL  
KMT, Hollywood, Calif.

JARZEBOWSKI, CASIMIR  
WHOM, Jersey City, N. J.

JAVVIES, LES  
WHB, Kansas City, Mo.

JAYNE, FRANK  
WTL, Bath, Me.

JENKINS, RON  
WSPC, Charlotte, N. C.

JENSEN, BOB  
WEMP, Milwaukee, Wis.

JENSEN, HARVEY  
KJTA, Salt Lake City, Utah.

JESSE, GEORGE  
WLAJ, Lexington, Ky.

JESSEE, RANDALL  
KWO, Poplar Bluff, Mo.

JOHNS, RUSS  
WNYC, New York, N. Y.

JOHNSON, ARVID  
KVOX, Moorhead, Minn.

JOHNSON, DICK  
KGFJ, Shawnee, Okla.

JOHNSON, DICK  
KGAR, Tucson, Ariz.

JOHNSON, IRWIN  
WBS, Columbus, O.

JOHNSON, LEONARD  
KRRB, Abilene, Tex.

JOHNSON, WARREN  
KGY, Olympia, Wash.

JOHNSTON, CLINTON  
WFL, Philadelphia, Pa.

JOHNSTON, MARVIN E.  
KFXD, Tampa, Fla.

JONES, CHARLES C.  
KOV, Phoenix, Ariz.

JONES, HOWARD  
WIP, Philadelphia, Pa.

JONES, PAUL  
WFLA, Tampa, Fla.

JORDON, HARRY  
KMO, Tacoma, Wash.

**JOSLYN, HENRY**  
KGNC. Amarillo, Tex.

**JOY, DICK**  
KNX. Los Angeles, Calif.

**JOYNER, FRED**  
WHKC. Columbus, O.

— K —

**KABER, RUSS**  
KGDE. Fergus Falls, Minn.

**KALMER, BERT**  
KMTR. Hollywood, Calif.

**KALUSCHE, EARLE**  
WFAA. Dallas, Tex.

**KAMPE, MEL**  
WIL. St. Louis, Missouri.

**KANELOS, CHRIS**  
WEDC. Chicago, Ill.

**KAON, BILL**  
WFAA. Dallas, Tex.

**KARSTEDT, CARL**  
KSTP. St. Paul-Minneapolis, Minn.

**KAY, JACK**  
KGB. San Diego, Calif.

**KEATING, LAWRENCE**  
KGO. San Francisco, Calif.

**KEECH, KELVIN**  
NBC. Tom Terriss.

**KEEFE, HOWARD**  
WSFR. Springfield, Mass.

**KEES, HEWITT**  
KOH. Reno, Nev.

**KEESE, FLOYD**  
WBNY. Buffalo, N. Y.

**KELLEHER, PHIL**  
WQAM. Miami, Fla.

**KELLEY, BOB**  
WGAR. Cleveland, O.

**KELLEY, DON**  
WLS. Chicago, Ill.

**KELLEY, HERVEY**  
KSAM. Huntsville, Tex.

**KELLY, JACK**  
WGSJ. Atlanta, Ga.

**KELLY, LAWRENCE**  
WXYZ. Detroit, Mich.

**KELLY, PAT**  
NBC. NBC Supervisor of Announcers.

**KEMP, EVERETT**  
KTHS. Hot Springs, Ark.

**KEMPER, HOWARD**  
KBST. Big Spring, Tex.

**KEMPER, LOU**  
KVOO. Tulsa, Okla.

**KENDALL, WALLACE**  
KALB. Alexandria, La.

**KENNEDEY, JOHN M.**  
KPAC. Los Angeles, Calif.

**KENNEDY, KEN**  
WDAV. Fargo, N. D.

**KENNEDY, RAYMOND**  
WRUF. Gainesville, Fla.

**KENNEDY, S. R.**  
CFCY. Charlottetown, P.E.I. Canada.

**KENSKI, MICHAEL**  
WHOM. Jersey City, N. J.

**KENT, CARL**  
WADC. Akron, O.

**KENT, HAROLD**  
WNBP. Binghamton, N. Y.

**KENT, LEW**  
WMAZ. Macon, Ga.

**KEPHART, WILLIAM**  
WMAQ-WENR. Chicago, Ill.

**KEPNER, ARCH**  
WQXR. New York, N. Y.

**KERBY, KEITH**  
KSPO. San Francisco, Calif.

**KERN, BRUCE**  
WTIC. Hartford, Conn.

**KERNS, ROY K.**  
WKY. Okla. City, Okla.

**KERRIGAN, JACK**  
WHO. Des Moines, Iowa.

**KILPATRICK, REID**  
KEHE. Los Angeles, Calif.

**KIMBALL, TED**  
KDYL. Salt Lake City, Utah.

**KIMMEL, HAROLD**  
KGKO. Ft. Worth, Tex.

**KING, A. C.**  
WEEI. Boston, Mass.

**KING, DELL**  
WTW. Cincinnati, O.

**KING, EDWARD**  
KGO. San Francisco, Calif.

**KING, FULTON**  
WSVA. Harrisonburg, Va.

**KING, JEAN PAUL**  
NBC. Contented Hour.

**KING, JOHN REID**  
CBS. Our Gal Sunday, Monday Night Show.

**KING, MARGARET TEMPLE**  
WEW. St. Louis, Mo.

**KING, ROGER**  
KOMA. Okla. City, Okla.

**KING, WALTER**  
CBS. Eddie Cantor Camel Caravan.

**KING, WALTER**  
WINS. New York, N. Y.

**KINGSLEY, CHARLES**  
KHUB. Watsonville, Calif.

**KINZELL, JACK**  
KIRO. Seattle, Wash.

**KIRBY, DERWARD**  
WMAQ-WENR. Chicago, Ill.

**KIRBY, KLEVE**  
WWL. New Orleans, La.

**KIRBY, LEE**  
WBT. Charlotte, N. C.

**KITTS, EDWARD**  
WHIS. Bluefield, W. Va.

**KLIMENT, ROBERT**  
WEBR. Buffalo, N. Y.

**KNAPP, ROBERT**  
WMPB. Memphis, Tenn.

**KNEASS, DON**  
KEX. Portland, Ore.

**KNEASS, DON**  
KGW. Portland, Ore.

**KNIGHT, FRANK II.**  
WOR. Newark, N. J.

**KNOOP, W. A.**  
WHAZ. Troy, N. Y.

**KNORR, FRED**  
WELLS. Port Huron, Mich.

**KNOX, BOB**  
WIBG. Glenside, Pa.

**KOCKRITZ, EWALD**  
KTHS. Hot Springs, Ark.

**KOEPCKE, STUART**  
KFEL. Denver, Colo.

**KOESTER, TONY**  
KFBB. Sacramento, Calif.

**KOLB, HAROLD**  
WSAY. Rochester, N. Y.

**KRAMER, HARRY**  
WINS. New York, N. Y.

**KRETSINGER, JACK**  
KGKB. Tyler, Tex.

**KREY, TED**  
WTCN. St. Paul-Minneapolis, Minn.

**KRUEGER, FRANK**  
WHOM. Jersey City, N. J.

**KRUG, PETER**  
WEBR. Buffalo, N. Y.

**KRULEVITCH, WALTER**  
WHA. Madison, Wis.

**KULER, FITZ**  
KTAT. Ft. Worth, Tex.

**KUYKENDALL, RADFORD**  
KWSC. Pullman, Wash.

**LABHARDT, ETHEL**  
KGO. San Francisco, Calif.

**LACY, JACK**  
WNBC. New Britain, Conn.

**LADOUCEUR, GUY**  
WCOU. Lewiston, Me.

**LAFFEY, FREDERICK P.**  
WLAW. Lawrence, Mass.

**LaFORCE, CHARLES**  
WEMP. Milwaukee, Wis.

**LA MAYE, LOUIS**  
WICU. Bridgeport, Conn.

**LAING, GILBERT**  
KSRO. Santa Rosa, Calif.

**LAKE, CHARLES**  
WKST. New Castle, Pa.

**LAKE, LEONARD**  
KECA. Los Angeles, Calif.

**LALONDE, JEAN**  
CKAC. Montreal, Quebec, Can.

**LAMB, RUSS**  
KFJZ. Ft. Worth, Tex.

**LAMONTAGNE, L.**  
CJBR. Rimouski, Que.

**LAMPEL, HAROLD**  
WCBA-WSAN. Allentown, Pa.

**LAMPELL, WALTER**  
WGES. Chicago, Ill.

**LANCASTER, SIDNEY S.**  
CFRN. Edmonton, Alta.

**LANG, WILLIAM**  
KYW. Philadelphia, Pa.

**LANGFORD, PAUL**  
KMPC. Beverly Hills, Calif.

**LANSING, HAL**  
WTCN. St. Paul-Minneapolis, Minn.

**LARKIN, DON**  
WHOM. Jersey City, N. J.

**LARKIN, JIMMIE**  
WCSC. Charleston, S. C.

**LATEAU, HERBERT**  
KARK. Little Rock, Ark.

**LATHAM, JACKSON**  
KXA. Seattle, Wash.

**LATHAM, WAYNE HENRY**  
WSPR. Springfield, Mass.

**LAUGHLIN, KEN**  
KFQD. Anchorage, Alaska.

**LAUX, EDWARD**  
WAAT. Jersey City, N. J.

**LAUX, FRANCE**  
KMOX. St. Louis, Mo.

**LAW, GLEN**  
KRNT-KSO. Des Moines, Ia.

**LAWDER, SAM**  
WRD. Richmond, Va.

**LAWRENCE, DAN**  
KSO. Des Moines, Ia.

**LAWRENCE, JERRY**  
WOR. Newark, N. J.

**LAYMAN, CARROLL**  
WDWS. Campaign, Ill.

**LEARNED, MAYNALL**  
WMPF. Plattsburg, N. Y.

**LEBRUN, HARRY**  
WHEC. Rochester, N. Y.

**LEE, JACK**  
WHAM. Rochester, N. Y.

**LEE, VIRGINIA**  
WOMI. Owensboro, Ky.

**LEEFERS, ROBERT**  
WMT. Cedar Rapids-Waterloo, Iowa.

**LE FEVRE, BOB**  
WTCN. St. Paul-Minneapolis, Minn.

**LEFEVRE, NED**  
WPBM. Indianapolis, Ind.

**LEGGARE, ED**  
WAYX. Waycross, Ga.

**LEHMANN, JAMES**  
KOA. Denver, Colo.

**LEIGHTON, BEN**  
WMLN. St. Paul-Minneapolis,  
Minn.

**LEIN, GOODWIN**  
KIT, Yakima, Wash.

**LEISURE, CLARENCE**  
KHSJ, Chgo., Calif.

**LELLMAN, JACK**  
WXXZ, Detroit, Mich.

**LeMIEUX, FRED**  
WMAA, Anniston, Ala.

**LE MON, MEL**  
KFAC, Los Angeles, Calif.

**LEMOND, BOB**  
KEHE, Los Angeles, Calif.

**LEMOND, L. R.**  
WPAD, Paducah, Ky.

**LEONARD, JAMES**  
WLVW, Cincinnati, O.

**LEOPIZZI, A.**  
WPEP, Philadelphia, Pa.

**LePARD, GLENDON**  
WOOD-WASH. Grand Rapids,  
Mich.

**LEVENSON, ROGER**  
WCOG, Lewiston, Me.

**LEVINE, ALBERT**  
WCAM, Camden, N. J.

**LEVITAN, SAM**  
KDAL, Duluth, Minn.

**LEVITSKY, MITCHELL**  
WHOM, Jersey City, N. J.

**LEVA, BARNARD**  
WRDW, Augusta, Ga.

**LEWIS, ALLEN**  
CIOC, Lethbridge, Alta.

**LEWIS, JACK**  
KARK, Little Rock, Ark.

**LEWIS, JOHN**  
WJTN, Jamestown, N. Y.

**LEYDEN, BILL**  
WCFE, Chicago, Ill.

**LILES, MARDI S.**  
WIAK, Lakeland Fla.

**LINDBERG, DAVID**  
KIT, Yakima Wash.

**LINDER, L. YON**  
WMT Cedar Rapids-Waterloo,  
Iowa.

**LIN FOOT, VICTOR**  
WVJ, Detroit, Mich.

**LINK, LOUIS J.**  
WSTN, St. Petersburg, Fla.

**LINN, KEN**  
KPHL, Tulsa, Okla.

**LINTHICUM, WALTER**  
WBAL, Baltimore, Md.

**LIVEZEY, TOM**  
WPEN Philadelphia, Pa.

**LLOYD, JOHN**  
WTHF, Hartford, Conn.

**LLOYD, LEON**  
KRRV Sherman, Texas.

**LLOYD, MELVAIN**  
WCOL, Columbus, O.

**LOEBACK, BILL**  
WHB, Virginia, Minn.

**LOFFLER, GENE**  
KXNT, Des Moines, Ia.

**LONDON, LEW**  
WPEN Philadelphia, Pa.

**LONGERGAN, VINCE**  
WMIN, St. Paul Minneapolis,  
Minn.

**LONG, BOB**  
KTUL, Tulsa, Okla.

**LONG, DEANE S.**  
WSAL, Salisbury, Md.

**LONGWELL, BOB**  
WIBC, Indianapolis, Ind.

**LOUDON, GORDON**  
KALB, Alexandria, La.

**LOVEJOY, JOHN**  
WIBY, Green Bay, Wisc.  
WTAQ.

**LOVELESS, WENDELL P.**  
WMBF Chicago, Ill.

**LOWERY, BYRON**  
WQAM, Miami, Fla.

**LOWREY, MEADOR**  
WJAS, Louisville Ky.

**LOWRY, BERTRAND**  
KBTM, Jonesboro, Ark.

**LOZANO, R.**  
KGEI, Brownsville, Tex.

**LUDLAM, KENNEDY**  
WBLL, New York, N. Y.  
Great Americans Program.

**LUDLAM, KENNEDY**  
WOV, New York, N. Y. Great  
Americans Program.

**LUEDKE, CHARLES**  
KGVO, Missoula Mont

**LUEDKE, HARRA**  
WMBD, Peoria, Ill.

**LUKINS, HARRY**  
WAVE, Lexington, Ky.

**LUNDA, D. E.**  
KROY, Sacramento, Cal.

**LVON, CHARLES**  
WMAQ-WENR, Chicago, Ill.

**LYON, ED**  
KGGM, Albuquerque, N. M.

**LYON, RUSSELL**  
WKAR, East Lansing, Mich.

**LYONS, ROGER A.**  
WOR, Newark, N. J.

**LYTEL, HARRY**  
WOSH, Columbus, O.

— M —

**McADAMS, LONNIE**  
KWTO-KGRX Springfield, Mo.

**McADEN, TOM**  
KGIW, Alamosa, Colo.

**McAFEE, HARRY**  
KGIW, Alamosa, Colo.

**McALLISTER, H. J.**  
KGVU Missoula, Mont

**McALLISTER, MAC**  
KVI Tacoma Wash.

**McAMIN, W. H.**  
WBRC, Birmingham, Ala.

**McARTHUR, CHARLES F.**  
WJIN, New York, N. Y.

**McCAKY, JACK**  
KORE Eugene, Ore.

**McCARTHY, JACK**  
WXYZ, Detroit, Mich.

**McCULEY, JOSEPH**  
WBRP, Philadelphia, Pa.

**McCLAY, JOHN C.**  
WROK, Rockford, Ill.

**McCLEVERY, THOMAS**  
WHBC, Canton, O.

**McCORD, IRIS IKELER**  
WMBL, Chicago, Ill.

**McCORD, WM. J.**  
KTPY, Spokane, Wash.

**McCORMACK, MALCOLM**  
WJZ WBZA, Boston & Spring-  
field, Mass.

**McORMICK, STEPHEN**  
WOL, Washington, D. C.

**McCRARY, DAVID**  
WFS, Chicago, Ill.

**McCULLOUGH, DAN**  
WIBC, Indianapolis, Indiana

**McCULLOUGH, MARK**  
WALR, Zanesville, O.

**McCULLOUGH, WILLIAM**  
WJR, Detroit, Mich.

**McCUNE, DOROTHY**  
KVOO, Tulsa, Okla.

**McTICHEON, HUGH**  
KJPM, Minot, N. D.

**McDONALD, BILL**  
WSEA, Montgomery Ala.

**McDONALD, L. A.**  
CFCY, Charlottesville, P. E. I.  
Chats With the Friendly Voice.

**McDUGGALL, DICK**  
CKCL, Toronto, Ontario, Can.

**McDOWELL, GOODLOE**  
WLAP, Lexington, Ky.

**McELROY, JACK**  
KANS, Wichita, Kans.

**McENIRY, MATTHEW**  
KJZ, Denver, Colo.

**McEVROY, EDWARD**  
WSYR, Syracuse, N. Y.

**McGLOGAN, FRANK**  
KSTP, St. Paul-Minneapolis,  
Minn.

**McGRATH, JAMES**  
WMAI, WRC, Wash., D. C.

**McGRAW, J.**  
KVCV, Redding, Cal.

**McGREGOR, HORACE**  
WMSD, Sheffield, Ala.

**McGILLREVEA, HUGH JAMES**  
NBC, Capt. Tom Healy's Stamp  
Club, Lowell Thomas.

**McILVAIN, HARRY**  
WCAI, Philadelphia, Pa.

**McINTIRE, CHARLES**  
WMBH, Joplin, Missouri.

**McINTOSH, EZRA**  
WVNC Asheville, N. C.

**McINTARE, FRANK**  
KBST, Big Spring, Tex.

**McINTARE, FRANK J.**  
KTSN, El Paso, Tex.

**McINTARE, HAL**  
KDFR, Watsonville, Cal.

**McKAY, STEWART**  
CJA, Edmonton, Alta.

**McKEAN, EDDIE**  
KEH, Wichita, Kans., Uncle  
Andy and Zeke.

**McKEE, ROBT.**  
WCVF, Pittsburg, Pa.

**McKEE, TOM**  
WJTN, Jamestown, N. Y.

**McKENZIE, NORRIS**  
CJA, Edmonton, Alta.

**McKENZIE, OTIS**  
KPEM, Temple, Tex.

**McKENZIE, RAYMOND**  
KFXD, Nampa, Ida.

**McKNIGHT, CECIL**  
CKTE, St. Catharines, Ont.

**McLAHON, VERNON**  
KGVU, Missoula, Mont.

**McLAY, HARRY**  
CKRC, Winnipeg, Manitoba,  
Can.

**McLEAN, JOHN A.**  
WBNS, Buffalo, N. Y.

**McLEAN, R. D.**  
CHAB, Moose Jaw, Saskatch-  
ewan, Can.

**McLOUGHLIN, FRANCIS**  
WGBF, Sanford, Pa.

**McMAHON, CHARLES**  
WNOX, Knoxville, Tenn.

**McMASTER, JOHN J.**  
WMEB, Boston, Mass.

**McMILLAN, DON**  
CKRC, Regina, Saskatchewan,  
Can.

**McMURRAY, EMMETT**  
WHBQ, Memphis, Tenn.

**McMURTRICK, GEORGE**  
WMSD, Sheffield, Ala.

**McNAMARA, DONALD**  
KMPR, Hollywood, Cal.

**McNAMEE, GRAHAM**  
NBC, The Royal Crown  
Biscuits, The Royal Desserts  
Program.

**McNEIL, IDA A.**  
KGFN, Pierre, S. Dak.

**McNEIL, ROBERT**  
KGFN, Pierre, S. Dak.

**McNULTY, CHARLES**  
WDBJ, Roanoke, Va.

**McPHERSON, G.**  
WDOD, Chattanooga, Tenn.

**McRANE, BOB**  
WSGN, Birmingham, Ala.

**McSWAIN, PAT**  
WSPA, Spartanburg, S. C.



**MABRY, BOB**  
 KWOC, Poplar Bluff, Missouri.  
**MacCREADY, HERRBERT**  
 WES, St. Louis, Missouri.  
**MacDILL, WILFRED**  
 WTAD, Quincy, Ill.  
**MacDONALD, ARCH**  
 WBX-WBZA, Boston & Springfield, Mass.  
**MacDONALD, JOHN C.**  
 WPIC, Sharon, Pa.  
**MacDONALD, WILLIAM E.**  
 KFNF, Shenandoah, Ia.  
**MacDONNELL, DANIEL**  
 WLAW, Lawrence, Mass.  
**MACK, WAYNE**  
 WGAR, Cleveland, O.  
**MACKAY, DON**  
 CJCL, Calgary, Alta.  
**MACKENZIE, GEORGE**  
 WELL, Battle Creek, Mich.  
**MacKINNON, DOUGLAS A.**  
 WQXR, New York, N. Y.  
**MacMILLAN, LOWELL**  
 WHEC, Rochester, N. Y.  
**MACON, DON**  
 KCKN, Kansas City, Kans.  
**MADISON, CHRISTIAN**  
 WCOU, Lewiston, Me.  
**MADDEN, BERT**  
 WABY, Albany, N. Y.  
**MADDOX, RALPH**  
 WJDX, Jackson, Mississippi.  
**MALLOW, JOHN**  
 KFPY, Spokane, Wash.  
**MALOUIN, ROY**  
 CKAC, Montreal, Quebec, Can.  
**MALOY, JOHN D.**  
 WLAW, Lawrence, Mass.  
**MANCHEE, RALPH**  
 WCAP, Asbury Park, N. J.  
**MANN, HERBERT**  
 WRJN, Racine, Wisc.  
**MANN, NORMAND**  
 KRLC, Lewiston, Ida.  
**MANNING, JACK**  
 WBZ-WBZA, Boston & Springfield, Mass.  
**MANN'S, WILLIAM**  
 WCAM, Camden, N. J.  
**MANSFIELD, LARRY**  
 WKAT, Miami Beach, Fla.  
**MARBLE, HARRY**  
 WCAU, Philadelphia, Pa. Monday Night at Eight. Sun-kisttime.  
**MARGET, MANNY**  
 KVOX, Moorhead, Minn.  
**MARK, CARL**  
 WHK, Cleveland, Ohio.  
**MARKS, GARNETT**  
 WEAT, New York, N. Y. Rupper's Relaxation Time.  
**MARKS, HENRY**  
 WTRC, Elkhart, Ind.  
**MARS, P.**  
 WKBZ, Muskegon, Mich.  
**MARSU, CURTIS**  
 WDJ, Tuscola, Ill.  
**MARSHALL, JOHN**  
 WKAR, East Lansing, Mich.  
**MARSHALL, RAY**  
 WHOM, Jersey City, N. J.  
**MARSTON, GLEN**  
 KLO, Ogden, Utah  
**MARTA, JACK**  
 WJMS, Ironwood, Mich.  
**MARTIN, LEW**  
 KRNT, Des Moines, Ia.  
**MARTIN, ROBERT**  
 WAAE, Jersey City, N. J.  
**MARTIN, THOMAS**  
 WGY, Schenectady, N. Y.  
**MARTINEAU, HOWARD N.**  
 KSEI, Pocatello, Ida.  
**MARTINEZ, LEO**  
 KGIW, Alamosa, Colo.  
**MARVIN, ANTHONY**  
 WNYC, New York, N. Y.

**MASON, LIN**  
 WKRC, Cincinnati, O.  
**MASON, PAUL**  
 KANS, Wichita, Kans.  
**MASON, ROY**  
 KFBB, Great Falls, Mont.  
**MASON, SIDNEY**  
 WWJ, Detroit, Mich.  
**MASTERTON, PAUL**  
 KGER, Long Beach, Cal.  
**MATHIS, CHARLES**  
 KELD, El Dorado, Ark.  
**MAXWELL, TOM**  
 WGSJ, Atlanta, Georgia.  
**MAY, HERB**  
 KNX, Los Angeles, Cal.  
**MAYNARD, JACK**  
 KBST, Big Spring, Tex.  
**MAYORAL, R.**  
 WPRP, Ponce, Puerto Rico.  
**MEEKER, KENNETH**  
 WARD, Brooklyn, N. Y.  
**MEHRING, WALDEMAR**  
 WIRE, Indianapolis, Ind.  
**MEREDITH, LEE CARL**  
 WOMI, Owensboro, Ky.  
**MERRIDSW, REG**  
 WIOK, Sunbury, Pa.  
**MERTENS, PETER**  
 KIRO, Seattle, Wash.  
**METZ, STUART**  
 NBC, Pepper Young's Family, Road of Life.  
**MICHAELS, RAYMOND**  
 WLW, Cincinnati, O.  
**MICHEL, AL**  
 WTAQ, Green Bay, Wisconsin  
**MIDDLETON, W. S.**  
 WDWS, Champaign, Ill.  
**MILBURN, EMERY**  
 KWLK, Longview, Wash.  
**MILBURN, JESSE**  
 KRLD, Dallas, Tex.  
**MILDER, NATE**  
 WALR, Zanesville, O.  
**MILES, ROBERT**  
 WOI, Ames, Ia.  
**MILLER, CHARLES**  
 KPAB, Lincoln, Nebraska.  
**MILLER, CHAS. "CHUCK"**  
 KFOR, Lincoln, Nebraska.  
**MILLER, DAVE**  
 WMCA, New York, N. Y.  
**MILLER, DeWITT**  
 CKNX, Wingham, Ontario, Can.  
**MILLER, HAL**  
 WHEB, Portsmouth, New Hampshire.  
**MILLER, LEROY**  
 KYW, Philadelphia, Pa.  
**MILLER, LEROY**  
 NBC, Campus Capers.  
**MILLER, MARSHALL**  
 WNAD, Okla.  
**MILLER, WARREN**  
 WCLE, Cleveland, O.  
**MILLS, FRANK**  
 KGGK, Ft. Worth, Tex.  
**MILLS, GORDON**  
 KGER, Long Beach, Cal.  
**MINGUS, BRO**  
 KRBC, Abilene, Tex.  
**MINUM, JAMES**  
 WALB, Zanesville, O.  
**MIOTTEL, ELTON**  
 WJLN, Racine, Wisc.  
**MISLER, BILL**  
 WWJ, Detroit, Mich.  
**MITCHELL, J. B.**  
 CRTB, St. Catharines, Ont.  
**MITCHELL, EVERETT**  
 NBC, National Farm and Home Hour.  
**MITCHELL, EVERETT**  
 WMAQ-WENR, Chicago, Ill.  
**MITCHELL, FRANKLIN C.**  
 WJR, Detroit, Mich.  
**MITCHELL, HUBERT**  
 KBTM, Jonesboro, Ark.

**MITCHELL, JACK**  
 KVOO, Tulsa, Okla.  
**MITCHELL, JACK**  
 WRR, Dallas, Tex.  
**MOAN, HAROLD**  
 KJR, Seattle, Wash.  
**MOAN, HAROLD**  
 KOMO, Seattle, Wash.  
**MOSERSKI, STAN**  
 WPEN, Philadelphia, Pa.  
**MOEGLE, FRED**  
 WTMV, East St. Louis, Ill.  
**MOES, TONY**  
 KTRI, Sioux City, Iowa.  
**MOFFATT, MURRAY**  
 KNOW, Austin, Tex.  
**MOFFETT, RAYMOND**  
 WCAO, Baltimore, Md.  
**MONDAY, RAY**  
 KPDN, Pampa, Tex.  
**MONKKONEN, FREDDIE**  
 KVOX, Moorhead, Minn.  
**MONOGHAN, GEORGE**  
 WHTT, Hartford, Conn.  
**MOORE, BOB**  
 KARM, Fresno, Cal.  
**MOORE, JACK**  
 KPLT, Paris, Tex.  
**MOORE, HAL**  
 WNEW, New York, N. Y.  
**MOORE, PAUL**  
 KJR, Seattle, Wash.  
**MOORE, PAUL**  
 KOMO, Seattle, Wash.  
**MOORE, RUTH**  
 WDJ, Tuscola, Ill.  
**MOORE, TOM**  
 WIDG, Glenside, Pa.  
**MORELAND, EARL**  
 WMC, Memphis, Tenn.  
**MOREY, ART**  
 KWJJ, Portland, Ore.  
**MORGAN, CLARENCE**  
 WBOW, Terre Haute, Ind.  
**MORGAN, CLOUD**  
 WMAZ, Macon, Georgia.  
**MORGAN, DALE**  
 KSO, Des Moines, Ia.  
**MORGAN, GENE**  
 WMCA, New York, N. Y.  
**MORGAN, HENRY**  
 WOR, Newark, N. J.  
**MORGAN, JOHN CARL**  
 WTAH, Norfolk, Virginia.  
**MORITZ, JACK**  
 WCBP, Springfield, Ill.  
**MORRIS, COLTON**  
 WBZ-WBZA, Boston & Springfield, Mass.  
**MORRIS, DeWITT**  
 KEJA, Betw. Centralia and Chehalis, Wash.  
**MORRIS, DON**  
 WMBC, Detroit, Mich.  
**MORRIS, JAMES M.**  
 KOAC, Corvallis, Ore.  
**MORRIS, TOM**  
 KID, Idaho Falls, Ida.  
**MORRISON, HERBERT**  
 WCAE, Pittsburgh, Pa.  
**MORSE, ANTHONY**  
 KGO, San Francisco, Cal.  
 KPO.  
**MORSE, TONY**  
 KFBE, Sacramento, Cal.  
**MORTON, DON**  
 WEAN, Providence, R. I.  
**MOSER, CLYDE**  
 WKBO, Harrisburg, Pa.  
**MOSES, JOHN B.**  
 WHKC, Columbus, O.  
**MOUSSEAU, R.**  
 CHLP, Montreal, Quebec, Can.  
**MOYER, BILL**  
 CKWX, Vancouver, B. C.  
**MUELLER, MARVIN E.**  
 KMOX, St. Louis, Missouri.  
**MUIR, RAYMOND**  
 WDJ, Tuscola, Ill.

MULHOLLAND, ROSS  
WKYC, Cincinnati O

MULLINAX, EDWIN  
WMFO, Decatur, Alabama

MURFREY, MERRILL  
KSCF, Stouy, Conn. Ia

MURPHY, BERT  
WEMF, Milwaukee, Wis.

MULVAHILL, MARY  
KFJA, Grand Junction, Colo

MUNTER, DAVE  
WHIO, Dayton O

MUNSTER, DON  
KYW, Philadelphia Pa.

MURPHY, CARLETON  
WROK, St. Albans Vermont.

MURPHY, EDWARD  
WROK, Rockford Ill.

MURPHY, JACK  
KFRG, San Francisco Cal.

MURPHY, MORELAND  
KMO, Kansas City Mo

MURPHY, ROBERT  
KSTP, St. Paul Minneapolis, Minn.

MURRAY, JACK  
WAAA, Waycross Georgia

MURRAY, KEN  
CHIC, Winnipeg, Manitoba Can.

MURRAY, MATT  
KMLC, Beverly Hills Cal.

MURRAY, THOMAS  
WHAM, Rochester, N. Y.

MURTAGH, WALTER  
WQDM, St. Albans Vermont

MYERS, KARE  
WSNJ, Bridgeton, N. J.

MYERS, PAUL A.  
WVVA, Wheeling, W. Va.

— N —

NASH, BARNES  
WHIS, Bluefield W. Va.

NAYE, BILLY  
WOMI, Owensboro Ky.

NEAL, LEE  
WSAZ, Huntington W. Va.

NEGLEY, JACK  
WJNS, New York, N. Y.

NELSON, HOWARD  
WDAY, Fargo, N. D.

NELSON, TED  
WBEV, Waterbury, Vt.

NETHERBY, I. B.  
CJCS, Stratford Ontario Canada.

NEWCOMB, HAROLD  
WRJN, Racine, Wis.

NEWHOUSE, JOHN  
WESG, Elmira, N. Y.

NEWKIRK, ALFRED B.  
WCA, Ashland O.

NEWMAN, GRADY  
WSPA, Spartanburg, S. C.

NEWSOME, GILBERT  
WRTD, Richmond Va.

NEWTON, WALTON  
WLP, Philadelphia Pa.

NIGGLA, A. H.  
WJBW, New Orleans La.

NILES, KEN  
NBC, Chase and Sanborn

NILSON, WALTER  
WTRF, Hartford Conn.

NIXON, FRED  
KLO, Ogden, Utah.

NOGGLE, BIL  
KFOD, Anchorage Alaska.

NOONE, TOM  
KANS, Wichita Kans.

NORIN, L. SAMUEL  
KELA, Betw. Central and Chehalis, Wash.

NORMAN, RICHARD  
WHIL, New York N. Y. Public Service Forum, Symphony Hour.

NORMAN, RICHARD  
WQV, New York, N. Y. Public Service Forum, Symphony Hour.

NORMANDIN, A.  
CHLP, Montreal, Quebec, Can.

NOKTON, FRANK  
WMAS, Springfield, Mass.

— O —

OAKES, BARNEY  
WATL, Atlanta Ga.

O'BRIEN, D. J.  
WHAZ, Troy, N. Y.

O'BRIEN, DON  
KMBB, Kansas City, Mo.

O'BRIEN, GERALD  
WHCA, Ashland O.

O'BRIEN, JOE  
WMOA, New York, N. Y.

O'CONNOR, CHARLES  
NBC, Johnny Presents

O'CONNOR, ROD  
KID, Idaho Falls, Ida.

O'DELL, STUART  
WHIS, Bluefield W. Va.

O'DELL, STUART  
WOPI, Bristol, Tenn.

O'DONNELL, JAMES  
WMSD, Sheffield Ala.

OFFHAUS, RUSSELL  
WCOP, Boston, Mass.

OGEISBY, WARWICK  
WHAT, Philadelphia Pa.

OLMSTED, NELSON  
WBAP, Ft. Worth, Tex.

OLSON, HARVEY  
WDRG, Hartford Conn.

OLSON, RAY  
WOW, Omaha, Nebraska

OLSON, RICHARD  
WKAT, Miami Beach, Fla.

OMARA, JACK  
KVOE, Santa Ana, Cal.

O'MOORE, JOHN  
WSPA, Spartanburg, S. C.

ORAVETZ, JULE  
WRJN, Racine, Wis.

O'SHEA, JIMMIE  
WJED, Erie, Pa.

O'SULLIVAN, TERRY  
WKY, Okla. City, Okla.

OTIS, DON  
KFAC, Los Angeles, Cal.

O'TOOLE, WILLIAM J.  
WCAO, Baltimore, Md.

OTT, WOODY  
WESG, Elmira, N. Y.

O'FENDEN, K. R.  
WFEI, Boston, Mass.

O'FERRAY, PAUL  
WAGA, Atlanta, Georgia

OVERTURE, ROSEMARY  
WJZ, Tuscola, Ill.

OWEN, EM  
WTAQ, Green Bay, Wis.

OWEN, FORREST  
WKAR, East Lansing, Mich.

OWEN, FRANCIS  
WHIC, Rochester, N. Y.

OWEN, KENNETH  
KJBS, San Francisco, Cal.

OWENS, MAURICE P.  
WROK, Rockford, Ill.

— P —

PAAR, JACK  
WGAR, Cleveland, O.

PACE, ESTON  
KANS, Wichita Kans.

PAELEY, DON  
WKRC, Cincinnati O.

PAIGE, NORMAN  
KMTX, Hollywood, Cal.

PAINTON, KETH  
KRCR, Eind Okla.

PALAC, A.  
WTRP, Ponce, Puerto Rico.

PALMER, ADDISON  
WABI, Bangor, Me.

PALMER, CLARENCE I.  
KVOE, Santa Ana, Cal.

PALMER, GEORGE  
WIBC, Indianapolis, Indiana.

PALMER, VICENT  
WELL, New Haven, Conn.

PASKA, WALTER  
WEDC, Chicago, Ill.

PARÉ, MARCEL  
CKAC, Montreal, Quebec, Can.

PARKER, ALAN  
WSYR, Syracuse, N. Y.

PARKER, ANN  
WQDM, St. Albans, Vermont.

PARKER, BEN  
KWEW, Hobbs, New Mexico.

PARKER, BILL  
WRTD, Richmond Va.

PARKER, EARL  
WJZ, Tuscola, Ill.

PARKER, F. BARREN  
KPPC, Pasadena, Cal.

PARKER, GLEN  
WIO, Des Moines, Iowa.

PARKER, JAMES  
WATR, Waterbury, Conn.

PARKER, MACK  
WJCC, Bridgeport, Conn.

PARKER, MORRISON  
WIL, St. Louis, Missouri.

PARKER, SAM  
WIOD, Miami Fla.

PARKES, H.M.  
KITA, Salt Lake City, Utah.

PARKS, AL  
WATL, Atlanta Ga.

PARRILL, JAMES  
WCHS, Charleston, W. Va.

PARSONS, FRED  
KFAM, St. Cloud, Minn.

PARSONS, ROBERT  
WMBI, Chicago, Ill.

PATRICK, YAN  
KRMJ, Shreveport, La.

PATTERSON, CREYN  
WBR, New Britain, Conn.

PATTERSON, NORWOOD  
KSN, San Francisco, Cal.

PATTON, CURTIS  
WJIM, Lansing, Mich.

PATTON, TREE  
KORE, Encino, Ore.

PAUL, ED  
WCFI, Chicago, Ill.

PAULSEN, VARNER  
WCOP, Lewiston, Me.

PAULSEN, AUCTOR  
KJBS, San Francisco, Cal.

PAXTON, MARY  
WIB, Indianapolis, Indiana.

PEAK, GENE  
WPAJ, Paducah, Ky.

PEARSON, FORT  
NBC, Attorney at Law, Guiding Light, Don Winslow of the Navy.

PEARSON, FORT  
WMAQ, WENR, Chicago, Ill.

PEARSON, TED  
NBC, Good News of 1938

PEPEN, TOM  
WIRE, Indianapolis, Ind.

PELL, SHERMAN  
WFENW, Brooklyn, N. Y.

PELLETIER, VINCENT  
NBC, Canadian Contented

PENDERGRAST, W.M.  
WNBH, New Bedford, Mass.

PENNEL, BILL  
WIOD, Miami Fla.

PENSON, J. C.  
CFAR, Elm Flou, Minn.

PEPPIN, S. L.  
CFY, Charlottetown, P. E. I., Canada.

PERDUE, BILL  
WSEA, Montgomery, Ala.

**PERRIN, KEYES**  
WBZ-WBZA, Boston & Springfield, Mass.

**PERRY, ROBERT, N.**  
WORL, Boston, Mass.

**PERRY, CAMERON**  
CJOC, Lethbridge, Alta.

**PERSHING, JACK**  
WMBC, Detroit, Mich.

**PETERS, RICHARD**  
KGEF, Shawnee, Okla.

**PETERSEN, JIM**  
KVI, Tacoma, Wash.

**PETRANKA, JOE**  
WSFA, Montgomery, Ala.

**PETRIE, CHARLES R.**  
WCBA-WSAN, Allentown, Pa.

**PETRIE, HOWARD**  
NBC, The O'Neills.

**PETTAY, FRANCIS**  
WHK, Cleveland, O.

**PETTEGREW, C. W.**  
WOSU, Columbus, O.

**PHARES, DALE S.**  
WEOA, Evansville, Indiana.

**PHILLIPS, DON**  
KMOX, St. Louis, Missouri.

**PICKARD, GEORGE**  
WSPD, Toledo, O.

**PIERCE, BILL**  
WGBI, Scranton, Pa.

**PIERCE, LOUIS**  
WIP, Philadelphia, Pa.

**PIERSON, JAMES**  
KFNF, Shenandoah, Ia.

**PIERSON, JOE**  
WFBM, Indianapolis, Ind.

**PIKE, LANCELOT**  
WCOU, Lewiston, Me.

**PLASTER, TOMMY**  
KTAT, Ft. Worth, Tex.

**PLATT, HAROLD**  
KHUB, Watsonville, Cal.

**PLUMLEY, JACK**  
WSNJ, Bridgeton, N. J.

**POGRANICZNY, JAN**  
WBBC, Brooklyn, N. Y.

**POLL, JEANNE**  
WICC, Bridgeport, Conn. Commuter's Club, First Offender, Street Scene.

**POLIENI, FRANK**  
WOV, New York, N. Y.

**POLIENI, FRANK**  
WBIL, New York, N. Y.

**POOLE, BILL**  
WGPC, Albany, Georgia.

**POOR, MURRELL**  
WMDM, Fairmont, W. Va.

**POORE, JOHN**  
WHBQ, Memphis, Tenn.

**POPE, HOMER**  
KOMO, Seattle, Wash.

**POPE, HOMER**  
JKR, Seattle, Wash.

**PORTER, A. L.**  
CKFC, Vancouver, British Columbia, Can.

**PORTER, SUE (MISS)**  
WWNC, Asheville, N. C.

**POTTS, J. LYMAN**  
CKCK, Regina, Saskatchewan, Can.

**POWELL, KEN**  
WESG, Elmira, N. Y.

**POWER, RICHARD**  
WKAR, East Lansing, Mich.

**PREST, EVA**  
CKBL, Prince Albert, Sask.

**PRICE, FRANCIS**  
KFKA, Greeley, Colo.

**PRICE, STEPHEN**  
WBNX, New York, N. Y.

**PRIDDY, ALBERT**  
KDYL, Salt Lake City, Utah.

**PROUGH, ED**  
WDAY, Fargo, N. D.

**PROVAN, BOB**  
WDRC, Hartford, Conn.

**PROVENSON, HERLUF**  
NBC, Golden Sencaders, Betty Moore.

**PICKETT, BERT**  
WMT, Cedar Rapids-Waterloo, Iowa.

**PURCELL, BOB**  
WCFL, Chicago, Ill.

**PURCELL, CHARLES**  
WCAP, Baltimore, Md.

**PURCELL, RICHARD**  
WMEX, Boston, Mass.

**PUTNAM, GEORGE**  
KSTP, St. Paul-Minneapolis, Minn.

**PLYE, J. HOWARD**  
KTAR, Phoenix, Ariz.

**PYRON, DICK**  
WAGA, Atlanta, Georgia.



**QUINN, ELWYN**  
KDYL, Salt Lake City, Utah.

**QUINN, R.**  
WKBZ, Muskegon, Mich.

**QUINTERO, BOBBY**  
WHOM, Jersey City, N. J.



**RAE, ERNIE**  
KFRU, Columbia, Mo.

**RAGLAND, TOM**  
WMPS, Memphis, Tenn.

**RAMSEY, WALLACE**  
KGB, San Diego, Cal.

**RANIEL, JAMES**  
WHOM, Jersey City, N. J.

**RAPHEFF, KENNETH**  
WICC, Bridgeport, Conn.

**RAPKIN, MAURICE**  
CKCL, Toronto, Ontario, Can.

**RASH, BRYSON**  
WMAL - WRC, Washington, D. C.

**RATKUS, JOHN**  
WHOM, Jersey City, N. J.

**RATLIFF, FRED**  
WGLL, Galesburg, Ill.

**RAWSON, RON**  
KSCJ, Sioux City, Ia.

**RAYMOND, CARL**  
WMAS, Springfield, Mass.

**RAYNOLDS, JOHN**  
WKRC, Cincinnati, O.

**REAGH, ROBERT**  
CJOC, Lethbridge, Alta.

**REAMS, HUNTER**  
WJNO, West Palm Beach, Fla.

**REAMS, TED**  
WRVA, Richmond, Va.

**REDMOND, DICK**  
WHP, Harrisburg, Penn.

**REED, DICK**  
WHIO, Dayton, O.

**REED, PHIL**  
KWEW, Hobbs, New Mexico.

**REED, TOBE**  
KFRC, San Francisco, Cal.

**REETZ, PAUL**  
WTMV, East St. Louis, Ill.

**REICH, HANS LEO**  
WSBC, Chicago, Ill.

**REID, GORDON**  
CFRN, Edmonton, Alta.

**REILLY, LARRY**  
WHOM, Jersey City, N. J.

**RENNIE, LYNN**  
WCBS, Springfield, Ill.

**RENNINGER, OTTO**  
KGY, Olympia, Wash.

**RENSCH, TYE**  
KGFY, Pierre, S. Dak.

**REUSCH, JOHN**  
WLB, Minneapolis, Minn.

**REUSCH, LYLE**  
WBBR, Brooklyn, N. Y.

**REVEUL, NELLIE**  
NBC, Nellie Revell Presents.

**REYNOLDS, GENE**  
WBAP, Ft. Worth, Tex.

**REYNOLDS, PAUL**  
WDBJ, Roanoke, Va.

**RHOADES, BILLY**  
WTCN, St. Paul-Minneapolis, Minn.

**RIASKA, JACK**  
KLO, Ogden, Utah.

**RICAU, LIONEL**  
WWL, New Orleans, Louisiana.

**RICHARDS, JACK**  
KEUB, Price, Utah.

**RICHARDSON, JESSE**  
WRR, Dallas, Tex.

**RICHMOND, ELEANOR**  
WKZO, Kalamazoo, Mich.

**RIDDELL, CORWIN**  
WOAT, San Antonio, Tex.

**RIDDLEY, DONLEY**  
KFSD, Nampa, Ida.

**RIDER, MAURICE**  
KIRO, Seattle, Wash.

**RIDGEWAY, JACK**  
KTHS, Hot Springs, Ark.

**RING, BILL**  
KWTO-KGBX, Springfield, Mo.

**RILEY, BOB**  
KMBC, Kansas City, Mo.

**RILEY, E.**  
KRRK, Everett, Wash.

**RISER, JIMMIE**  
WGTM, Wilson, N. C.

**RISS, DAN**  
WRUF, Gainesville, Fla.

**RITZER, ROBERT**  
WKAR, East Lansing, Mich.

**ROBATOR, HAROLD**  
WMAS, Springfield, Mass.

**ROBB, MAJOR**  
WSAL, Salisbury, Md.

**ROBBINS, BILL**  
WLW, Cincinnati, O.

**ROBERTS, ADRAIN**  
WCOA, Pensacola, Fla.

**ROBERTS, AUSLEY**  
WMBR, Jacksonville, Fla.

**ROBERTS, CHARLES**  
KVOR, Colorado Springs, Colo.

**ROBERTS, ED**  
WCBD, Chicago, Ill.

**ROBERTS, HOWARD**  
WMT, Cedar Rapids-Waterloo, Iowa.

**ROBERTS, I. S.**  
KRGV, Westaco, Tex.

**ROBERTS, KENNETH**  
CBS, Al Pearce Gang.

**ROBERTSON, LARRY**  
KFBK, Sacramento, Cal.

**ROBERTSON, NED**  
KWEW, Hobbs, New Mexico.

**ROBERTSON, TRAFTON**  
KVOO, Tulsa, Okla.

**ROBINSON, ALVIN**  
NBC, Cities Service Concert.

**ROBINSON, DALE**  
LPDN, Pampa, Tex.

**ROBTAILLE, GLEN**  
CKWX, Vancouver, B. C.

**ROCKHOLD, JOE**  
WSPD, Toledo, O.

**RODGERS, NORMAN**  
KOCY, Okla. City, Okla.

**ROEN, LOUIS**  
WMAQ-WENR, Chicago, Ill.

**ROGERS, EDLY**  
KALB, Alexandria, La.

**ROGERS, EDWIN**  
WMAL-WRC, Wash., D. C.

**ROGERS, FEY**  
WOPI, Bristol, Tenn.

**ROGERS, MARGARET E.**  
GJCY, Charlottetown, P.E.I., Can.

**ROGERS, RALPH**  
KRCR, Enid, Okla.

**ROGERS, ROBERT**  
 WSAJ, Salisbury, Md.  
**ROGERS, WILLIAM**  
 WHAM, Rochester, N. Y.  
**ROGERS, WAVER**  
 KUTA, Salt Lake City, Utah.  
**ROHREK, BILL**  
 KWJL, Portland, Ore.  
**ROLL, DICK**  
 WJHO, Dayton, O.  
**ROMINE, DOUGLAS**  
 KARK, Little Rock, Ark.  
**RONFY, JACK**  
 WMAL-WRC, Wash. D. C.  
**ROSAMOND, ROBERT**  
 WBBQ, Cumberland, Md.  
**ROSENBAUM, BOB**  
 WGIT, Galesburg, Ill.  
**ROSENWALD, MONTE**  
 KGNL, Amarillo, Tex.  
**ROSS, CHARLES**  
 WCCO, Minneapolis - St. Paul, Minn.  
**ROSS, DAVID**  
 CBS, Hal Kamp's Program, Days - Gold  
 NBC, Old Gold Program.  
**ROSS, GUY**  
 CJBK, Rimouski, Que.  
**ROSS, JACK**  
 WHAM, Rochester, N. Y.  
**ROTHMAN, WILLIAM**  
 WSYR, Syracuse, N. Y.  
**ROUSE, GENE**  
 WMJQ WENR, Chicago, Ill.  
**ROUSH, CHARLES**  
 WJBC, Indianapolis, Ind. m.  
**ROWENS, JR., W. E.**  
 KRRY, Sherman, Tex.  
**ROYAL, H.**  
 WKHZ, Marquette, Mich.  
**RUENOVLE, ED**  
 WKOK, Sumbury, Pa.  
**RUOH, VIC**  
 KFH, Wichita, Kans.  
**RUMMONS, NORM**  
 KVI, Tacoma, Wash.  
**RUSS, ROBERT**  
 CJOY, L. H. Bend, Alta.  
**RUSSELL, RUSS**  
 KMOX, St. Louis, Missouri.  
**RUSSELL, DAN**  
 NBC, Continental Varieties.  
**RUSSELL, DAVE**  
 WRF, Gainesville, Fla.  
**RUSSELL, EMERSON**  
 WJZ, Tuscola, Ill.  
**RUSSELL, FRANK**  
 KEX, Los Angeles, Cal.  
 KFI.  
**RUSSELL, TED**  
 CKL, Toronto, Ontario, Can.  
**RUSSEA, HAROLD**  
 WHMA, Anniston, Ala.  
**RUTLAND, F. E.**  
 CKFC, Vancouver, British Columbia.  
**RYEL, FLOYD**  
 WABC, Akron, O.

— S —

**ST. GEORGE, DORIAN**  
 WMAL - WRC, Washington, D. C.  
**SANDERS, ERNIE**  
 WHO, Des Moines, Iowa.  
**SANDERSON, VIRGIL**  
 WNSL, St. Cloud, Ala.  
**SANDBERG, STANLEY**  
 KVOE, Santa Ana, Cal.  
**SANSOM, SAM**  
 KSAM, Hartsdale, Tex.  
**SARGENT, L. F.**  
 WEEI, Boston, Mass.  
**SATER, HARLEY**  
 KWSC, Pullman, Wash.  
**SAUNDERS, CHARLES**  
 WGM, Mississippi City, Mississippi.

**SAUNDERS, G. W.**  
 WHHS, Bloomfield, W. Va.  
**SAUNDERS, RAY**  
 WBN, New York, N. Y.  
**SAUNDERS, SID**  
 KMOX, St. Louis, Missouri.  
**SAVALLE, JOSEPH**  
 WHOM, Jersey City, N. J.  
**SAYERS, JACK**  
 KXN, Los Angeles, Cal.  
**SCARBOROUGH, LARRY**  
 WMBR, Jacksonville, Fla.  
**SCHAFER, WALT**  
 WJZ, Tuscola, Ill.  
**SCHAUGHENCY, ED**  
 KDKA, Pittsburgh, Pa.  
**SCHUEL, J. W.**  
 KSM, Manhattan, Kans.  
**SCHINDLER, WILHEMINA**  
 KFAM, St. Cloud, Minn.  
**SCHMIDT, R. J.**  
 KPLM, Miami, N. D.  
**SCHNEIDERWIND, HENRY**  
 WMLB, Detroit, Mich.  
**SCHÖRT, GWENDOLYN**  
 WFBM, Indianapolis, Ind.  
**SCHROCK, CARL**  
 WTRC, Elkhart, Ind.  
**SCHROEDER, CHARLES**  
 WCFO, Cincinnati, O.  
**SCHOEN, ARNOLD**  
 WSYR, Syracuse, N. Y.  
**SCHÖTEL, BOB**  
 KHSI, Chico, Cal.  
**SCHULATSKY, ZADORA**  
 WHOM, Jersey City, N. J.  
**SCOTT, W. H.**  
 WHH, Chicago, Ill.  
**SCHWELLENBACH, BAXTER**  
 KFPY, Spokane, Wash.  
**SCOFIELD, DAVE**  
 KFRG, San Francisco, Cal.  
**SEAGRAVE, ORVILLE B.**  
 WSAK, Fort Rye, Mass.  
**SEARLES, NEIL**  
 WJSN, Milwaukee, Wis.  
**SEDEWICK, HARVEY**  
 KGTB, Rogers, LaSalle, Minn.  
**SETZER, GENE**  
 KFH, Wichita, Kans. - An Ordeal to You.  
**SEXTON, JACK**  
 WMBD, Detroit, Mich.  
**SEYMOUR, DAN**  
 CBS, Aunt Jenny's Real Life Stories, Mercury Theater of the Air.  
**SHADWELL, CLAIR**  
 WMAL - WRC, Washington, D. C.  
**SHAYMASTER, FREDERIC**  
 WELY, Lima, O.  
**SHANNON, BILL**  
 WATL, Atlanta, Ga.  
**SHARRITT, DELL**  
 CBS, Myrt and Marge Benchley Shows, Hour of Charm.  
**SHARP, IRVING**  
 WDBL, Roanoke, Va.  
**SHARP, MORRIS**  
 KFOI, Anchorage, Alaska.  
**SHAW, GORDON**  
 WJW, Cincinnati, O.  
**SHAW, STAN**  
 WNEW, New York, N. Y.  
**SHAYON, ROBERT L.**  
 WOR, Newark, N. J.  
**SHELBA, JAMES**  
 WJOK, Rockford, Ill.  
**SHELDON, JACK**  
 WSAZ, Huntington, W. Virginia.  
**SHELDON, WALLY**  
 WCAU, Philadelphia, Pa.  
**SHELTON, JAMES**  
 WSAJ, Wausau, Wis.  
**SHEPPARD, ALAN**  
 KSEF, San Francisco, Cal.  
**SHERIDAN, BOB**  
 WNBC, New Britain, Conn.

**SHERMAN, BUD**  
 WHAP, Ft. Worth, Tex.  
**SHERMAN, BULL**  
 WAVE, Louisville, Ky.  
**SHERRIS, MARLEY R.**  
 NBC, The Armelhar Quartet, Highlights of the Bible National Vesters.  
**SHERRY, ROBERT A.**  
 WENY, Buffalo, N. Y.  
**SHERWOOD, BOB**  
 NBC, Gene Rich for Welch.  
**SHIELDS, BOB**  
 KDKA, Pittsburgh, Pa.  
**SHIMMIE, GENE**  
 KRNT-KSO, Des Moines, Ia.  
**SHLOIME, BEN**  
 WHOM, Jersey City, N. J.  
**SHREVE, LEONARD**  
 KWLK, Louisville, Wash.  
**SIBSON, KEN L.**  
 KRGV, Westaco, Tex.  
**SIGSMOND, A.**  
 WBBQ, Brooklyn, N. Y.  
**SILER, WENDELL**  
 WSYA, Harrisonburg, Va.  
**SIMMONS, D. N.**  
 KDFL, Salt Lake City, Utah.  
**SIMMONS, PARKER**  
 WRF, Gainesville, Fla.  
**SIMMONS, P.**  
 KFNZ, Shennandoah, Ia.  
**SIMPSON, CHUCK**  
 WJOD, Chathamoga, Tenn.  
**SIMPSON, JACK**  
 KRMD, Shreveport, La.  
**SIMPSON, WILLMAR**  
 KRGV, Westaco, Tex.  
**SIMS, C. G.**  
 WPAD, Paducah, Ky.  
**SINER, RUSSELL**  
 KSM, Salina, Kans.  
**SIPES, LEON**  
 KFJD, El Dorado, Ark.  
**SIMMONS, JAMES**  
 WBEF, Gainesville, Fla.  
**SISSON, ALLEN**  
 WHAM, Rochester, N. Y.  
**SISSON, EDWARD**  
 WBBQ, Brooklyn, N. Y.  
**SLAGLE, JOHN**  
 WXYZ, Detroit, Mich.  
**SLATER, NORVEL**  
 WHB, Kansas City, Missouri.  
**SLATER, NORVELL**  
 KVOO, Tulsa, Okla.  
**SLATER, THOMAS G.**  
 WOR, Newark, N. J.  
**SLATTER, BART**  
 WLL, St. Louis, Missouri.  
**SMBKAL, JEROME**  
 WEDC, Chicago, Ill.  
**SMITH, JOE**  
 KWJL, Portland, Ore.  
**SMITH, ALBERT W.**  
 WCSH, Portland, Me.  
**SMITH, BERT**  
 WAAW, Omaha, Nebraska.  
**SMITH, BETTY RUTH**  
 KFH, Wichita, Kans. - Silhouette of the Stars, Hollywood Scoops.  
**SMITH, BOB**  
 KFJL, Grand Junction, Colo.  
**SMITH, CHARLES**  
 CKSO, Sudbury, Ont.  
**SMITH, DICK**  
 WHB, Kansas City, Missouri.  
**SMITH, ED**  
 WHP, Harrisburg, Penn.  
**SMITH, EMERSON**  
 KGO, San Francisco, Cal.  
**SMITH, ERNIE**  
 WCSC, Charleston, S. C.  
**SMITH, HOMER**  
 WKOK, Sumbury, Pa.  
**SMITH, KATE**  
 CBS, Kate Smith Comments.

**SMITH, KIRBY**  
 KGFI, Brownsville, Tex.  
**SMITH, ROBERT**  
 WAB1, Bangor, Me.  
**SMITH, ROBERT H.**  
 WOOD-WASH, Grand Rapids,  
 Mich.  
**SNELGROVE, T. E.**  
 CJGJ, Calgary, Alta.  
**SNOWDEN, BYRON**  
 WQDM, St. Albans, Vermont.  
**SNOWDEN, TOMMY**  
 WEED, Rocky Mount, N. C.  
**SNYDER, RALPH**  
 WKZO, Kalamazoo, Mich.  
**SOLSETH, DARWIN**  
 KXA, Seattle, Wash.  
**SORON, CASIMIR**  
 KBNY, Buffalo, N. Y.  
**SPARKS, JEFF**  
 WOR, Newark, N. J.  
**SPENCER, BILL**  
 WBRC, Birmingham, Ala.  
**SPENCER, RAY**  
 WADC, Akron, O.  
**SPIEGLE, STANLEY**  
 KKRO, Aberdeen, Wash.  
**STAMPS, WELDON**  
 KTOK, Okla. City, Okla.  
**STANLEY, LARRY**  
 KFH, Wichita, Kans. Ten  
 Pretty Girls.  
**STANTON, BOB**  
 WWI, Detroit, Mich.  
**STARR, JACK**  
 KMBC, Kansas City, Mo.  
**STEADMAN, BILLY**  
 WGTM, Wilson, N. C.  
**STEARNS, BILL**  
 WHEB, Portsmouth, New  
 Hampshire.  
**STECK, JACK**  
 WFIL, Philadelphia, Pa.  
**STEELE, ROBERT**  
 WTIC, Hartford, Conn.  
**STEINERT, OTTO**  
 WBBC, Brooklyn, N. Y.  
**STELLI, JOHN**  
 WDWS, Champaign, Ill.  
**STEPHENS, AL**  
 KFEL, Denver, Col.  
**STEPHENSON, ROBERT**  
 WEN, New York, N. Y.  
**STERLING, F.**  
 WHPC, Cicero, Ill.  
**STERN, BILL**  
 NBC.  
**STEVENS, ALSTON**  
 WFPL, Philadelphia, Pa.  
**STEVENS, CARLYLE**  
 KNX, Los Angeles, Cal.  
**STEVENS, DON**  
 WHEB, Portsmouth, New  
 Hampshire.  
**STEVENS, LEONARD**  
 WNLG, New London, Conn.  
**STEVENS, ROBERT**  
 WKBO, Harrisburg, Pa.  
**STEWART, FRANK**  
 K TSA, San Antonio, Tex.  
**STEWART, JACK**  
 CFAC, Calgary, Alberta, Can.  
**STEWART, PHIL**  
 NBC, Lady Esther Serenade.  
**STEWART, TOM**  
 WSM, Nashville, Tenn.  
**STILES, PAUL**  
 WNBH, New Bedford, Mass.  
**SPINSON, JOHN**  
 WTR, Detroit, Mich.  
**STONE, AL**  
 KWFO - KGBX, Springfield,  
 Mo.  
**STONE, CHARLES M.**  
 WMBR, Jacksonville, Fla.  
**STONE, DAVID**  
 WSM, Nashville, Tenn.  
**STONE, HERBERT**  
 WNYC, New York, N. Y.

**STONEMAN, JOHN**  
 WJW, Akron, O.  
**STORM, JOY**  
 NBC, How to be Charming.  
 Harriet Parsons, Elza Schal-  
 lert.  
**STORM, MICHAEL**  
 NBC, Fitch Program.  
**STOUGH, RAY**  
 KRMC, Jamestown, N. D.  
**STRATTON, ALAN**  
 WBLL, New York, N. Y.  
 "Tango Cabaret." "Stars In  
 the Making."  
**STRATTON, ALAN**  
 WOV, New York, N. Y.  
 "Tango Cabaret." "Stars In  
 the Making."  
**STRAUSS, WILLIAM D.**  
 WQXR, New York, N. Y.  
**STROMWALL, HAROLD**  
 KFAM, St. Cloud, Minn.  
**STROW, WALTER**  
 WRR, Dallas, Tex.  
**STUART, ALAN**  
 WMCA, New York, N. Y.  
**SUMMERSVILLE, R. P.**  
 WHAZ, Troy, N. Y.  
**SUTHERLAND, BILL**  
 KDKA, Pittsburgh, Pa.  
**SUTHERLAND, GEORGE**  
 WMEX, Boston, Mass.  
**SUTHERLAND, SAM**  
 WISN, Milwaukee, Wisc.  
**SUTTERFIELD, PHIL**  
 WCSC, Charleston, S. C.  
**SUTTON, W.**  
 CFRN, Edmonton, Alta.  
**SEVILLA, WALTER**  
 WQAM, Miami, Fla.  
**SWAN, ROBERT W.**  
 KFAC, Los Angeles, Cal.  
**SWANSON, J. HERBERT**  
 WLB, Minneapolis, Minn.  
**SWARTZ, RAYMOND**  
 KPCC, Pasadena, Cal.  
**SWENEY, BUDD**  
 WHKC, Columbus, O.  
**SWENEY, FLORENCE**  
 CKCK, Regina, Saskatchewan,  
 Can.  
**SWENEY, J. WARREN**  
 WISV, Washington, D. C.  
**SWEET, EDGAR E.**  
 WFBG, Altoona, Pa.  
**SWIMBLAR, PAUL**  
 WNLC, New London, Conn.  
**SWINFORD, JACK**  
 WKY, Okla. City, Okla.  
**SWINK, CHARLES**  
 WHIO, Dayton, O.  
**SWITZER, MACK**  
 KOA, Denver, Colo.

— T —

**TABER, BULL**  
 WAAW, Omaha, Nebraska.  
**TACY, ELWIN**  
 WSPR, Springfield, Mass.  
**TAFOYA, HENRY, JR.**  
 KGGM, Albuquerque, N. M.  
**TAPT, MAHLON**  
 KGY, Olympia, Wash.  
**TALLEY, BILL MASON**  
 KUMA, Yuma, Ariz.  
**TAPLEY, S. E.**  
 CJCS, Stratford, Ontario, Can.  
**TAYLOR, CLAUDE**  
 WEED, Rocky Mount, N. C.  
**TAYLOR, GLEN**  
 WGBI, Scranton, Pa.  
**TAYLOR, J. LENARD**  
 WKST, New Castle, Pa.  
**TAYLOR, SAMMY**  
 KWJJ, Portland, Ore.  
**TEDDIE, PETE**  
 WRR, Dallas, Tex.

**TEELAND, WALTER**  
 KFQD, Anchorage, Alaska.  
**TEMPLE, BROOKE**  
 WBN, New York, N. Y.  
**TEMPLE, FRED**  
 WBAL, Baltimore, Md.  
**TERRY, BILL**  
 WSGN, Birmingham, Ala.  
**TERRY, PAUL**  
 KMBC, Kansas City, Mo.  
**TERVEY, TYS**  
 WNOX, Knoxville, Tenn.  
**TESSMANN, ABBOTT**  
 KGO, San Francisco, Cal.  
 KFO.  
**THATCHER, JACK**  
 KGY, Olympia, Wash.  
**THOMAS, BERNARD**  
 KGGM, Albuquerque, N. M.  
**THOMAS, GEORGE**  
 WCAU, Philadelphia, Pa.  
**THOMAS, GORDON**  
 KGLO, Mason City, Ia.  
**THOMAS, GRANT**  
 WKST, New Castle, Pa.  
**THOMAS, J. A.**  
 WCOA, Pensacola, Fla.  
**THOMAS, JACK**  
 KOVC, Valley City, N. D.  
**THOMAS, JIM**  
 WWL, New Orleans, Louisiana.  
**THOMAS, JOHN**  
 KGIW, Alamosa, Colo.  
**THOMAS, LARRY**  
 WDBG, Glenside, Pa.  
**THOMAS, W. M.**  
 KGIW, Alamosa, Colo.  
**THOMAS, WILLIAM L.**  
 WVA, Wheeling, W. Virginia.  
**THOMLINSON, BOB**  
 KEX, Portland, Oregon.  
**THOMLINSON, BOB**  
 KGW, Portland, Oregon.  
**THOMPSON, ALLEN**  
 WMAQ-WENR, Chicago, Ill.  
**THOMPSON, BILL**  
 KWYO, Sheridan, Wyo.  
**THOMPSON, HAL**  
 WFAA, Dallas, Tex.  
**THOMPSON, JACK**  
 CKCL, Toronto, Ontario, Can.  
**THOMPSON, J. C.**  
 CJRC, Winnipeg, Manitoba,  
 Can.  
**THOMPSON, MAURICE**  
 WJDX, Jackson, Mississippi.  
**THOMPSON, REO**  
 CJCA, Edmonton, Alta.  
**THOMPSON, VERL K.**  
 WMAQ-WENR, Chicago, Ill.  
**THORSON, AL**  
 KGKB, Tyler, Tex.  
**THORNE, GEORGE**  
 KGGM, Albuquerque, N. M.  
**THORNTON, ROBERT**  
 KGFI, Brownsville, Tex.  
**THORN, JOHN**  
 KYW, Philadelphia, Pa.  
**THORSTEINSON, A. L.**  
 CFAR, Flin Flon, Man.  
**TICE, OLIN**  
 WJNC, Durham, N. C.  
**TIDWELL, EDGAR**  
 KGB, San Diego, Cal.  
**TIFFIN, WILBUR**  
 CKNX, Wingham, Ontario,  
 Can.  
**TIGNER, CHARLES**  
 KSAM, Huntsville, Tex.  
**TILDEN, FRED**  
 KGY, Olympia, Wash.  
**TILLMAN, JOHN**  
 WHAS, Louisville, Ky.  
**TOBIN, JOHN**  
 KPFB, Sacramento, Cal.  
**TOBIN, M. E.**  
 KABR, Aberdeen, S. Dak.

**TOBOIA, JOHN J.**  
WAYX, Waycross, Georgia  
**TODD, JACK**  
KANS, Wichita, Kans.  
**TODD, JAMES L.**  
KOMA, Okla. City, Okla.  
**TOLMAN, CLARENCE**  
EX, Portland, Oregon.  
**TOLMAN, CLARENCE**  
KOW, Portland, Oregon.  
**TONGE, BOB**  
KUSA, San Antonio, Tex.  
**TOOLE, KEMP**  
LBF, Great Falls, Mont.  
**TOPINKA, RUDY**  
WSM, Wausau, Wis.  
**TOSI, VINCENT**  
WUPP, Boston, Mass.  
**TRACE, GENE**  
WIAV, Hammond, O.  
**TRAFER, DAVE**  
WAZL, Athens, Ga.  
**FRANK, BILL**  
WROK, Rockford, Ill.  
**TRAVLOR, BILL**  
WGHL, Galesburg, Ill.  
**TRAVNOR, MARTIN**  
WM, P. D. Goshen, N. Y.  
**TREDWAY, BILL**  
KTRT, Sioux City, Iowa  
**TREGILLAS, DICK**  
CPAF, Calgary, Alberta, Can.  
**TREMBLE, SIDNEY B.**  
KSAI, Salina, Kans.  
**TRETT, ROBERT**  
Professor, Qing, CBS,  
Commentary, Today, Mond-  
In-Special, Beliefs, CBS  
**TUCKER, RALPH**  
WLOW, Terre Haute, Ind.  
**TUPPER, HOWARD**  
WGY, Schenectady, N. Y.  
**TURNER, CLAUDE**  
KGTU, Mandan, N. Dakota  
**TURNER, GEORGE**  
WCAP, Ashbury Park, N. J.  
**TURNER, HARRY**  
KOBH, Rapid City, S. D.  
**TURNER, NANCY**  
WMAA, New York, N. Y.  
Accord Town, with Nancy  
Turner.

**TUTT, BOB**  
KROA, Sacramento, Cal.  
**TUTTLE, DOROTHY**  
WKZO, Kalamazoo, Mich.  
**TUTTLE, WILSON M.**  
WOR, Newark, N. J.  
**TWAMAN, HARVEY**  
WAAW, Omaha, Nebraska.  
**TYLER, NOAH**  
WIOD, Miami, Fla.

## — U —

**UEBELHART, JIM**  
WSPD, Toledo, O.  
**OLMER, ROCH**  
KTUL, Tulsa, Okla.  
**UNBACH, ROBERT**  
WFRB, Greenville, S. C.  
**UPSON, PAUL**  
WTRC, Elkhart, Ind.  
**USHER, ROY**  
CFRN, Edmonton, Alta.  
**UTTM, FRED**  
CBS, Paul Whiteman Pro-  
gram.

## — V —

**VALLÉ, DAVID**  
KVA, San Francisco, Cal.  
**VALENTINE, LEW**  
WOAI, San Antonio, Tex.  
**VALENTINE, RANCE**  
WTAM, Cleveland, O.  
**VALLÉN, RAY**  
WIOD, Miami, Fla.

**VAN CAMP, BOB**  
WSSS, Winston-Salem, N. C.  
**VANCE, KENNETH**  
WGM, Mississippi City, Mis-  
sissippi.  
**VAN HORN, ARTHUR**  
KFRB, San Francisco, Cal.  
**VANS, ED**  
WCGA, Pensacola, Fla.  
**VAN SANDT, JOE**  
WMSD, St. Joseph, Mo.  
**VAN SANT, JOHN E.**  
WCRB, Wscon, Allentown, Pa.  
**VAN VOORHIS, WESTBROOK**  
NBC, The March of Time  
**VAUGHN, ROBERT**  
KTT, Yakima, Wash.  
**VEDDER, CHESTER**  
WGY, Schenectady, N. Y.  
**VERBA, GILBERT**  
KOA, Denver, Colo.  
**VERNON, CONRAD, JR.**  
KFTM, Temple, Tex.  
**VICKERS, LEE E.**  
WFSW, Wash. D. C.  
**VIVAL, R. QUINONES**  
WNEI, San Juan, Puerto  
Rico.  
**VIKTOR, ERWIN**  
WELD, Chicago, Ill.  
**VINCENT, PAUL**  
WMBR, Rockingham, Vermont  
**VINEY, BENNY**  
CHOC, Lubbock, Allen.  
**VOGELMAN, BOB**  
WHA, Madison, Wis.  
**VON EGGER, HAROLD**  
KFTT, Paris, Tex.  
**VON EGDY, BARON**  
KMBR, Berkeley, Calif.  
**VON ROTH, ROGER**  
WAIR, Winston-Salem, N. C.  
**VON ZELL, HARRY**  
NBC, Town Hall Tonight.  
**VOSS, BILL**  
WOC, Dayton, Io.  
**VOSSE, FRED**  
WMPB, Memphis, Tenn.  
**VRZAL, KARE**  
WEDR, Chicago, Ill.

## — W —

**WADE, FRED**  
WTR, Hartford, Conn.  
**WADE, OZZIE**  
WNBX, Springfield, Vt.  
**WAGNER, A. K.**  
WBFR, Brooklyn, N. Y.  
**WAGNER, HVL**  
WESG, Elmore, N. Y.  
**WAGNER, JACK**  
KHEB, Watsonville, Cal.  
**WAILBERG, JOEL E.**  
WGH, Newport News, Va.  
**WAKEMAN, TONY**  
WOL, Washington, D. C.  
**WALDEN, PAUL**  
KRLD, Lewiston, Ida.  
**WALDROP, JAMES**  
WSPA, Spartanburg, S. C.  
**WALDROP, ROBERT**  
NBC, John's Other Wit,  
Spelling Bee.  
**WALKER, BILL**  
WHLB, Virginia, Minn.  
**WALKER, G. E.**  
CHAB, Moose Jaw, Saskatche-  
wan, Can.  
**WALLACE, C. H.**  
KSAM, Huntsville, Tex.  
**WALLACE, GUY**  
WHK, Cleveland, O.  
**WALLACE, WILLIAM**  
KOYC, Valley City, N. D.  
**WALLACE, WILLIAM C.**  
WCOL, Columbus, O.  
**WALSHE, GEORGE**  
WLAS, Louisville, Ky.  
**WALTMAN, LA VELL**  
KFSM, St. Cloud, Minn.

**WALKRATH, WALTER W.**  
WHA, Ashburn, O.  
**WALTON, HUGH**  
WCMU, Philadelphia, Pa.  
**WALTON, JAMES**  
WRI, Gainesville, Fla.  
**WALTON, SIDNEY**  
WOR, Newark, N. J.  
**WASSAMAKER, ALLEN**  
WGTM, Wilson, N. C.  
**WARD, GEORGE**  
NYC, New York, N. Y.  
**WARD, PERRY**  
WKY, Okla. City, Okla.  
**WARNER, HUB**  
KOH, Elkins Park, Minn.  
**WARREN, CARLTON A.**  
WOR, Newark, N. J.  
**WARREN, CHARLES**  
WOOD, Columbus, O.  
**WARREN, ELLEN**  
KSAV, Manhattan, Kans.  
**WARREN, GERRY**  
WMBD, Joplin, Missouri  
**WARWICK, STANLEY**  
KWSR, Pullman, Wash.  
**WATKINS, DICK**  
KRCV, Westaco, Tex.  
**WATKINS, WAF**  
WAAF, Jersey City, N. J.  
**WATSON, BOB**  
KGN, Amarillo, Tex.  
**WATSON, BROOKS**  
WMBD, Peoria, Ill.  
**WATSON, STEWART**  
WGPC, Albany, Georgia  
**WATSON, WILLIAM**  
KRCV, Westaco, Tex.  
**WATKINS, WILLIAM**  
WSNJ, Lumberton, N. J.  
**WATSON, IRVING**  
WGH, Newcourt News, Va.  
**WEATHERMAN, BEN K.**  
KARO, Aberdeen, Wash.  
**WEAVER, PHILIP**  
KLAB, Lincoln, Nebraska.  
**WEAVER, PHILIP**  
KFOR, Lincoln, Nebraska.  
**WEAVER, ROYAN**  
WOC, Dayport, La.  
**WEBER, TED**  
WIS, New York, N. Y.  
**WEBBER, FRED**  
WPH, Philadelphia, Pa.  
**WEBBER, KEN**  
KCMO, Kansas City, Mo.  
**WEBER, JOHN PAUL**  
WIP, Philadelphia, Pa.  
**WEBSTER, REX**  
KFYD, Lubbock, Tex.  
**WEBSTER, MAURICE ELTON**  
CBS, Season Good Times, The  
Catalina Islander, Yours Sinc-  
erely, Your Witness, Life of  
the Party, Captain Bob's  
Bantersers.  
**WEEKS, EDWIN W.**  
KARL, Aberdeen, S. Dak.  
**WEEKS, JOE**  
WJR, Detroit, Mich.  
**WEGMAN, ED**  
WSAY, Rochester, N. Y.  
**WEIMER, ORVILLE**  
WAAW, Omaha, Nebraska.  
**WEINGARTH, FRED**  
WDAF, Kansas City, Mo.  
**WEIR, JOSIE**  
KFBB, Great Falls, Mont.  
**WEIST, DWIGHT**  
NBC, Pall Mall, Around New  
York.  
**WELCH, HERBERT**  
WBNS, Columbus, O.  
**WELCH, IRV**  
KALB, Alexandria, La.

**WELCH, MILLER**  
 WLAP, Lexington, Ky.

**WELDON, MARTIN**  
 WINS, New York, N. Y.

**WELLING, FRANK**  
 WCHS, Charleston, W. Va.

**WELLS, B. (MISS)**  
 CHAB, Moose Jaw, Saskatchewan, Can.

**WELLS, W. V.**  
 CHAB, Moose Jaw, Saskatchewan, Can.

**WENDELL, BRUCE**  
 WNEW, New York, N. Y.

**WENTS, JACK**  
 WTBO, Cumberland, Md.

**WESLEY, MILO**  
 KEHE, Los Angeles, Cal.

**WENLMORLAND, LLOYD**  
 CKCK, Regina, Saskatchewan, Can.

**WETZEL, EARLE HOMER**  
 WCBA-WSAN, Allentown, Pa.

**WHEELER, ANTHONY K.**  
 WNBF, Binghamton, N. Y.

**WHEELER, GEORGE**  
 WMAL - WRC, Washington, D. C.

**WHISENANT, A. D.**  
 KRBC, Abilene, Tex.

**WHITE, DON**  
 KXRO, Aberdeen, Wash.

**WHITE, G. G.**  
 CFCP, Grand Prairie, Alberta, Can.

**WHITE, ROBERT E.**  
 WEZ-WBZA, Boston & Springfield, Mass.

**WHITE, W.**  
 CJCJ, Calgary, Alta.

**WHITESIDE, ARTHUR L.**  
 WOR, Newark, N. J.

**WHITNEY, GALE**  
 KECA, Los Angeles, Cal.  
 KFI

**WICHMANN, W. P.**  
 WLBL, Stevens Point, Wis.

**WICK, BERT**  
 KDLR, Devils Lake, N. D.

**WICKERSHAM, HARRY H.**  
 KJBS, San Francisco, Cal.

**WIGGINS, WALLACE S.**  
 KVOE, Santa Ana, Cal.

**WIGGINTON, WILLIAM**  
 WMIN, St. Paul-Minneapolis, Minn.

**WILBUR, BEN**  
 WFBB, Indianapolis, Ind.

**WILBUR, BOB**  
 WSUN, St. Petersburg, Fla.

**WILCOX, HARLOW**  
 NBC, Fibber McGee and Molly.

**WILCOX, HARLOW**  
 WMAQ-WENR, Chicago, Ill.

**WILCURT, ARLAN**  
 WAYX, Waycross, Georgia.

**WILDE, RUSSELL**  
 WABY, Albany, N. Y.

**WILHELM, GEORGIA**  
 KWJJ, Portland, Ore.

**WILKINSON, BETTY**  
 WHMA, Anniston, Ala.

**WILDINSON, LORNEY**  
 WTAQ, Green Bay, Wis.

**WILKINSON, LORNEY**  
 WBHY, Green Bay, Wis.

**WILL, BOB**  
 WDW, Tuscola, Ill.

**WILLARD, RICHARD C.**  
 WOR, Newark, N. J.

**WILLIAMS, ALUN**  
 WMCA, New York, N. Y.

**WILLIAMS, EARL**  
 KFAB, Lincoln, Nebraska.

**WILLIAMS, EARL**  
 KFOR, Lincoln, Nebraska.

**WILLIAMS, FOSTER**  
 WINS, New York, N. Y.

**WILLIAMS, GLENN**  
 WESG, Elmira, N. Y.

**WILLIAMS, JACK**  
 KOY, Phoenix, Ariz.

**WILLIAMS, MEL**  
 KSAN, San Francisco, Cal.

**WILLIAMS, PAUL**  
 KOCY, Oklahoma City, Okla.

**WILLIAMS, WALLY**  
 WEED, Rocky Mount, N. C.

**WILLIAMSON, WARREN**  
 KFKA, Greeley, Colo.

**WILLIS, ED**  
 WLAP, Lexington, Ky.

**WILLIS, DICK**  
 WNBZ, Saranac Lake, N. Y.

**WILLS, CRAIG**  
 KELB, Price, Utah.

**WILLS, HARRY**  
 WJMS, Ironwood, Mich.

**WILLS, PAUL**  
 WTMV, East St. Louis, Ill.

**WILSON, CARL**  
 KELD, El Dorado, Arkansas.

**WILSON, DON**  
 NBC, Jello Program.

**WILSON, EDWARD**  
 KFBB, Great Falls, Mont.

**WILSON, E. L.**  
 WTAD, Quincy, Ill.

**WILSON, ELVAN B.**  
 WLAK, Lakeland, Florida.

**WILSON, GEORGE EARLE**  
 KWTO-KGBX, Springfield, Mo.

**WILSON, HAL**  
 WGTM, Wilson, N. C.

**WILSON, JACK**  
 WNAD, Norman, Okla.

**WILSON, R. B.**  
 WADC, Akron, Ohio.

**WILSON, WAYNE**  
 WNAD, Norman, Okla.

**WILSON, WILLIS**  
 KGFI, Brownsville, Texas.

**WINDSOR, WALTER**  
 WTOL, Toledo, Ohio.

**WINN, WILLIAM**  
 WRAK, Williamsport, Pa.

**WINNE, BILL**  
 NBC, Swingtime Trio.

**WINNE, WILLIAM**  
 WABY, Albany, N. Y.

**WINTER, FREDERICK**  
 WFBB, Indianapolis, Ind.

**WINTERS, EMERSON**  
 WJTM, Jamestown, New York.

**WINTERS, RAY L.**  
 WOL, Newark, N. J.

**WISE, RUSSELL**  
 WTAM, Cleveland, Ohio.

**WITANOWSKI, EDWARD**  
 WHOM, Jersey City, N. J.

**WITHERS, LOU**  
 KECA, Los Angeles, Cal.  
 KFI

**WITMER, WEBB**  
 WDAF, Kansas City, Mo.

**WOLEVER, JACK**  
 KTHS, Hot Springs, Ark.

**WOLF, HAL**  
 KJK, Seattle, Washington.

**WOLF, HAL**  
 KOMO, Seattle, Washington.

**WOLF, JOHN ALLEN**  
 CBS, Farm News, Kate Smith Show.

**WOLFE, HOWARD**  
 WMMN, Fairmont, W. Va.

**WOOD, BARRY**  
 CKCK, Regina, Saskatchewan, Can.

**WOOD, FRED**  
 WSNJ, Bridgeton, N. J.

**WOOD, HARRY**  
 KYW, Philadelphia, Pa.

**WOOD, SALLY**  
 KGDE, Pergus Fall, Minn.

**WOODARD, HOWARD E.**  
 WTMV, East St. Louis, Ill.

**WOODARD, TED R.**  
 WMFO, Decatur, Alabama.

**WOODBRIIDGE, ROSS**  
 WHEC, Rochester, New York.

**WOODWARD, LEROY**  
 WOMI, Owensboro, Ky.

**WOODWORTH, V. C.**  
 KVCV, Redding, Calif.

**WOOLF, JOHN**  
 KLO, Ogden, Utah.

**WOOLFRIES, A. G.**  
 WOI, Ames, Ia.

**WORMAN, THERESE**  
 WMBI, Chicago, Ill.

**WRIGHT, BRYAN**  
 KOE, Reno, Nev.

**WRIGHT, CHARLES**  
 WELI, New Haven, Conn.

**WRIGHT, DON**  
 CJRM, Regina, Sask.

**WRIGHT, MEL**  
 WMAS, Springfield, Mass.

**WRIGHT, WILL**  
 KTFI, Twin Falls, Ida.

**WYATT, JACK**  
 WCPO, Cincinnati, Ohio.

**WYGOD, EVA**  
 WHOM, Jersey City, N. J.

**WYLY, RUSSELL T.**  
 KGKO, Fort Worth, Texas.

**WYNNE, FLOYD**  
 KLPN, Minot, N. D.

**WYNNE, RICHARD**  
 KYA, San Francisco, Calif.

— Y —

**YERIAN, J. O.**  
 WBNS, Columbus, Ohio.

**YERXA, HAROLD**  
 CJRM, Regina, Sask.

**YOUNG, BOB**  
 KGVO, Missoula, Mont.

**YOUNG, DAVID R.**  
 KGB, San Diego, Calif.

**YOUNG, FRANK**  
 WOL, Washington, D. C.

**YOUNG, JAMES W.**  
 WIS, Columbia, S. C.

**YOUNGBLOOD, WESLEY**  
 KFYO, Lubbock, Texas.

**YOUNGREN, FRANCES**  
 WMBI, Chicago, Ill.

**YOUSE, ROBERT**  
 WDBJ, Roanoke, Va.

— Z —

**ZEIGIN, JACK**  
 WTOL, Toledo, Ohio

**ZERGA, STEPHEN**  
 WEAN, Providence, R. I.

**ZIMMERMAN, CARL**  
 WEMP, Milwaukee, Wisc.

**ZIMMERMAN, DAVID**  
 WMAQ-WENR, Chicago, Ill.

**ZUPAN, FRANCIS**  
 WBLY, Lima, Ohio.

•  
**KNOX MANNING**

CBS West Coast Commentator

---

2nd Year Euclid Candy

---

Paul Jones Cigarettes  
North American Accident  
Ins. Co.

Wrote Commentations and also  
acted as Commentator on  
"The Flying Irishman"  
RKO picture.

•  
Columbia Management  
Hollywood  
•

**THE 1940  
RADIO  
ANNUAL  
IS NOW IN  
PREPARATION**

*gabriel heater*



# News Commentators

## AND THEIR WORK DURING 1938



### — A —

**ABBOTT, JUDITH**  
WNEW, New York, N. Y.

**ABELOFF, IRVIN**  
WRVA, Richmond, Va.

**ACKERLEY, ROBERT**  
KGO, San Francisco, Calif.  
KPO.

**ADAMS, CEDRIC**  
WCCO, Minneapolis-St. Paul,  
Minn.

**ADAMS, CLARENCE**  
KBTM, Jonesboro, Ark.

**ADAMS, WARD**  
WRVA, Richmond, Va.

**ADONIS, HAROLD**  
WHOM, Jersey City, N. J.

**ALDERMAN, JAMES**  
WFAA, Dallas, Texas.

**ALLEN, REGINALD**  
WBT, Charlotte, N. C.

**ALLEN, SHANNON**  
NBC, Education in the News.

**ALLEN, SPENCER**  
KTAT, Ft. Worth, Texas.

**ALEXANDER, BORIS, COL.**  
WMC, Memphis, Tenn.

**AMES, EDWARD C.**  
WSPD, Toledo, Ohio.

**AMOO, LLOYD**  
KRMG, Jamestown, N. D.

**ANDERSEN, ROBERT**  
KGO, San Francisco, Calif.  
KPO.

**ANDERSON, BOB**  
WJHL, Johnson City, Tenn.

**ANDERSON, FRANK**  
KQBE, Los Angeles, Calif.

**ARDEN, ROBERT**  
WATL, Atlanta, Ga.

**AYOUB, KI**  
WABI, Bangor, Me.

### — B —

**BACK, J. GUNNAR**  
WJNO, West Palm Beach,  
Florida.

**BANKER, FRED**  
KJR, Seattle, Washington.

**BARTLETT, FOREST**  
KGER, Long Beach, Cali-  
fornia.

**BARRETT, LAWRENCE**  
WAYX, Waycross, Georgia.

**BATES, BILL**  
KWOC, Poplar Bluff, Mis-  
souri.

**BATEY, HUBERT**  
WGPC, Albany, Georgia.

**BATH, GOMER**  
WMBD, Peoria, Ill.

**BAUKHAGE, H. R.**  
NBC, National Farm and  
Home Hour.  
WMAL - WRC, Washington,  
D. C.

**BAULI, MARCEL**  
CKAC, Montreal, Quebec, Can.

**BAXTER, LIONEL**  
WAPI, Birmingham, Ala.

**BEAL, BILL**  
KDKA, Pittsburgh, Pa.

**BECKER, BOB**  
NBC.

**BEEBE, WALLACE**  
KIT, Yakima, Washington.

**BEHRMAN, W. W.**  
WBOW, Terre Haute, Ind.

**BELL, DON**  
WFLA, Tampa, Florida.

**BELL, TED**  
KRSC, Seattle, Wash.

**BELL, VICTOR**  
KUTA, Salt Lake City, Utah.

**BENDER, LEONA**  
WOAI, San Antonio, Texas.

**BENNETT, DONN**  
WBNT, Binghamton, N. Y.

**BENNETT, JOHN**  
KHUB, Watsonville, Calif.

**BENTLEY, JULIAN**  
WLS, Chicago, Ill.

**BENTLEY, MAX**  
KRBC, Abilene, Texas.

**BERKOWITZ, MILT**  
WNBC, New Britain, Conn.

**BERLIZA, RAFAEL**  
WNEL, San Juan, Puerto  
Rico.

**BERNSTEIN, M.**  
WBMC, Detroit, Mich.

**BERRY, JACK**  
WORL, Boston, Mass.

**BEXOFF, BEN**  
WKY, Oklahoma City, Okla.

**BINGHAM, BOB**  
WVNC, Asheville, N. C.

**BINGHAM, DRAKE**  
KTUL, Tulsa, Okla.

**BINKIN, SYL**  
WEW, St. Louis, Missouri.

**BISHOP, PAT**  
KBCA, Los Angeles, Cal.  
KPL.

**BJORNSSON, VAL**  
KSTP, St. Paul-Minneapolis,  
Minn.

**BLACKWELL, BURT**  
WAVE, Louisville, Ky.

**BOGART, HOWARD**  
KRLD, Dallas, Texas.

**BOESE, VIC**  
KTRJ, Sioux City, Iowa.

**BOSTWICK, ARTHUR**  
WQDM, St. Albans, Vermont.

**BOYER, JOHN**  
KPSA, San Antonio, Texas.

**BOYLE, HARRY J.**  
CKNX, Wingham, Ontario,  
Canada.

**BRADLEY, DR. PRESTON**  
WBDM, Chicago, Ill.

**BRADNER, C. C.**  
WWJ, Detroit, Mich.

**BRAILES, LUTHER**  
KSAL, Salina, Kans.

**BRANT, ROY**  
WCCO, Minneapolis-St. Paul,  
Minn.

**BROOKS, RICHARD**  
WNEW, New York, N. Y.

**BROOKS, RUSSELL**  
WORC, Worcester, Mass.

**BROPHY, ALLEN**  
WROK, Rockford, Ill.

**BROWN, BILL**  
KWTO-KGBX, Springfield, Mo.

**BRYANT, PRESSLEY**  
WBAP, Ft. Worth, Texas.

**BUNTING, J. WHITNEY**  
WELL, New Haven, Conn.

**BURGENI, EDWARD**  
WNBZ, Saranac Lake, N. Y.

**BURMAN, NED**  
KGDH, Stockton, Calif.

**BURROUGHS, EDMOND**  
WICC, Bridgeport, Conn. Yale  
News.

**BURT, MARION**  
WGAU, Athens, Ga.

**BUSFIELD, ROGER**  
KNOW, Austin, Texas.

**BUTTERWORTH, WALLACE**  
NBC, Radio Newsreel, Vox  
Pop.

**BYRON, JAMES A.**  
WBAP, Ft. Worth, Texas.

### — C —

**CABNESS, TRAVIS**  
KRMD, Shreveport, La.

**CAINE, CONWAY**  
WOPI, Bristol, Tenn.

**CALDWELL, DR. ORESTES H.**  
NBC, New York on Parade.

**CALLAHAN, RALPH**  
WHMA, Anniston, Ala.

**CAPOZUCCHI, JAMES**  
WBLL, New York.

**CAPOZUCCHI, JAMES**  
WOV, New York.

**CARLEY, JACK**  
WMC, Memphis, Tenn.

**CARNEGIE, DALE**  
NBC, How to Win Friends  
and Influence People.

**CARRIER, G.**  
CKBI, Prince Albert, Sask.

**CARROLL, JIM**  
KWYO, Sheridan, Wyo.

**CARTER, BOB**  
WNEW, New York, N. Y.

**CAUTHEN, JOHN**  
WIS, Columbia, S. C.

**CHAPMAN, JAMES**  
KSAC, Manhattan, Kans.

**CHAPPELL, ERNEST**  
MBS, Headlines, Show of the  
Week.

**CLARK, JOE, MISS**  
WRDW, Augusta, Georgia.

**CLOVER, BOB**  
KVCV, Redding, Calif.

**CLUFF, E. CURTIS**  
WGH, Newport News, Va.

**COBB, WILTON**  
WMAZ, Macon, Georgia.

**COLE, GRADY**  
WBT, Charlotte, N. C.

**COLLINS, JUD**  
WSGN, Birmingham, Ala.

COLON, ROYCE  
KRLL-D, Dallas, Texas

COMBS, JR., GEORGE  
HAMILTON  
WHN, New York, N. Y.

COMPTON, WALTER  
WOL, Washington, D. C.

CONNELLY, JOHN  
WCB, Springfield, Ill.

CONNOLLY, VINCENT  
WOR, Newark, N. J.

CONWAY, JOSEPH  
WMXN, St. Paul-Minneapolis,  
Minn.

COOKE, ALSTAIR  
NBC

COOK, O. D.  
KFYO, Lubbock, Texas

COOLEY, J. B.  
KLFM, Miami, N. D.

COOPER, JIM  
WBXS, Columbus, Ohio.

COPELAND, JACK  
KOL, Phoenix, Ariz.

CORBIN, PAUL  
KELA, New Georgia and  
Chehalis, Wash.

CORCORAN, JOHN  
WPEN, Philadelphia, Pa.

CORRIS, ALLAN  
WRBW, Augusta, Georgia.

COURSEY, ALEX  
WQDM, St. Albans, Vermont.

CRAFT, A. B.  
KYOL, Lafayette, Louisiana.

CRAWFORD, SAMUEL L.  
KGY, Olympia, Wash.

CRAWFORD, YERNON  
WFL, Philadelphia, Pa.

CREANMAN, JAMES  
KTFB, Phoenix, Ariz.

CROWLAND, DAN  
WFB, Greenville, S. C.

CROWELL, GEORGE  
WURL, Boston, Mass.

CRUM, JAY  
KARM, Tulsa, Okla.

CUBBERLY, DAN  
KGY, Olympia, Wash.

CULL, DICK  
WHDG, Dayton, Ohio

CULLINAN, HOWELL  
WLEL, Boston, Mass.

CURTIS, JAMES R.  
KFRD, Lubbock, Texas.

— D —

DADY, RAY  
KWK, St. Louis, Missouri.

DAILEY, BOB  
WTAM, Cleveland, Ohio.

DALEY, DON  
WABL, Baltimore, Md.

DAYENPORT, JAMES  
WRBW, Augusta, Georgia.

DAVIES, BOB  
KARM, Fresno, California.

DAVIS, GEORGE  
CJOR, Vancouver, B. C.

DAVIS, JERRY  
WCAP, Asbury Park, N. J.

DAVIS, LANE  
KWTO-KGBX, Springfield, Mo.

DAVIS, REX  
WKVY, Cincinnati, Ohio.

DEAN, STEWART  
KOMA, Okla. City, Okla.

DE LASAUX, HARRY  
KVCV, Redding, Calif.

DES AUTELS, VAN  
KFSM, El Paso, Texas.

DE WEESE, TEX  
KFDN, Pampa, Texas.

DICKSON, A. STEWART  
CFCY, Charlottetown, P.E.I.,  
Canada.

DILLAHUNTY, THOMAS  
ECMC, Texarkana, Texas.

DILLON, JOHN  
KVCOR, Colorado Springs,  
Colo.

DIXON, KENNETH  
KWJW, Hobbs, New Mexico.

DIXON, MASON  
WDFC, Greenville, S. C.

DONNELL, DARRRELL  
KFRG, San Francisco, Calif.

DORSEY, HOWARD  
WMPH, Phoenix, Ariz.

DOUGHERTY, J. F.  
WOPF, Bristol, Tenn.

DOYLE, HARRY  
KSN, San Francisco, Cal.

DRAKE, MARION  
KTFB, Phoenix, Ariz.

DRISCOLL, DAVE  
WOR, Newark, N. J.

DUKESHIKE, WILLIAM  
WJCC, Bridgeport, Conn.

DUNN, JACK  
WDAV, Fargo, N. D.

DUTTON, EVERETT  
KJRC, Winnipeg, Manitoba,  
Canada.

— E —

EASTMAN, ROBERT  
WKY, Oklahoma City, Okla.

EDWARDS, PRINCE L.  
WPEN, Philadelphia, Pa.

ELLIOTT, LARRY  
CBS, headlines and Bellines.

ENGLISH, RAY  
WNEZ, Saratoga Lake, N. Y.

EPSTEIN, BENJISH  
WIBC, Brooklyn, N. Y.

EURANKS, BLAIR  
WCHS, Charleston, W. Va.

EVANS, BOB  
KXRO, Aberdeen, Wash.

EVANS, FLEM  
WCHS, Charleston, W. Va.

EVANS, JOE  
KWTO-KGBX, Springfield, Mo.

— F —

FALK, EDDIE  
KABR, Aberdeen, S. Dak.

FAULKNER, DICK  
WAPL, Birmingham, Ala.

FAY, CHAUNCEY  
WMT, Cedar Rapids-Waterloo,  
Iowa.

FELLOWS, BARTON  
WBCA, New York, N. Y.

FERRI, GAETANO  
WHDG, New York, N. Y.

FERRI, GAETANO  
WON, New York, N. Y.

FIDLER, JIMMIE  
NBC, Hollywood Gossip,  
CBS, Hollywood Gossip.

FINCH, DERWOOD  
WNBF, Dunhamton, N. Y.

FISCHER, LOU  
WCAM, Camden, N. J.

FITZ GIBBONS, JOHN M.  
WSAR, Fall River, Mass.

FITSPATRICK, JACK L.  
KJZ, Denver, Colorado.

FLANNERY, HARRY W.  
KMOX, St. Louis, Missouri.

FLEISHER, NATHAN  
WVAS, Philadelphia, Pa.

FLEMING, BILL  
KWYO, Sheridan, Wyo.

FLETCHER, GORDON  
WLAJ, Lakeland, Florida.

FLETCHER, GRAEME  
KFH, Wichita, Kans.

FLETTE, DEANE  
KTRI, Sioux City, Iowa.

FLANN, ROBIN, CAPT.  
KSPY, Spokane, Wash.

FOLSOM, MARTHA JANE  
WAYX, Waycross, Georgia.

FORBES, GILBERT  
WFBM, Indianapolis, Ind.

FORNO, LEANDRO  
WBLL, N. Y.

FORNO, LEANDRO  
WOY, New York, N. Y.

FORREST, JOHNNY  
KIRO, Seattle, Wash.

FOSTER, CLERIC W.  
WHIT, Hartford, Conn.

FOSTER, JACK  
WKY, Cincinnati, Ohio.

FRABER, WILLARD, W.  
WFBG, Allentown, Pa.

FRANK, VAL  
WAAP, Jersey City, N. J.

FRENCH, BOB  
WBTV, Columbus, Ohio.

FRENCH, KEN  
WFFC, Rochester, N. Y.

FRITZ, CARL  
WFLA, Tampa, Florida.

FULTON, JOHN  
WGSL, Atlanta, Georgia.

— G —

GAINES, BILL  
WBEY, Greenville, S. C.

GAITHER, FRANK  
WGLT, Atlanta, Georgia.

GAIPEAU, GEO.  
CHLP, Montreal, Quebec,  
Can.

GALLAGHER, MIKE  
KGFJ, Brownsville, Texas.

GAMMON, IRVIN  
WAGN, Presque Isle, Maine.

GARAUO, PIETRO  
WJOM, Jersey City, N. J.

GARNES, CLARENCE  
KPDN, Pampa, Texas.

GARNET, MARKS  
WMA, New York, N. Y.

GARRED, BOB  
KSFJ, San Francisco, Calif.

GASK, CECIL  
WBBR, Buffalo, N. Y.

GEARHART, LYNN  
WFLN, St. Petersburg, Florida.

GEORGE, CARL  
WJAR, Cleveland, O.

GEWINNER, HOLT  
WMAZ, Macon, Georgia.

GIFFORD, ALEXANDER  
WBAJ, Baltimore, Md.

GODWIN, EARL  
WMAJ, WRC, Washington,  
D. C.

GOLDER, HARRY  
WXYZ, Detroit, Mich.

GOLDBERG, SIDNEY  
WELI, New Haven, Conn.

GOODE, MICHAEL J.  
WELJ, New Haven, Conn.

GOODWIN, HAL  
WHAJ, Greenfield, Mass.

GOODWIN, HARRY D.  
WBZ-WBZZ, Boston & Spring-  
field, Mass.

GORMAN, LYDIA  
KFAM, St. Cloud, Minn.

GOWEN, JOHN K., 3rd  
WCOP, Boston, Mass.

GRANT, AUSTIN  
WWJ, Detroit, Mich.

GRANT, DOUGLAS B.  
WMT, Cedar Rapids-Waterloo,  
Iowa.

GRANT, PETER  
WLW, Cincinnati, Ohio.

GRANT, TAYLOR  
WCAU, Philadelphia, Pa.

GRAY, PHIL A.  
WEMP, Milwaukee, Wisc.

GROBE, AL  
WINS, New York, N. Y.

**GROSS, H. R.**  
WHO, Des Moines, Iowa.  
**GRUZA, LARRY**  
WICC, Bridgeport, Conn.  
**GUDELSKY, H.**  
WKBZ, Muskegon, Mich.  
**GUYER, SANFORD**  
WPEN, Philadelphia, Pa.

— H —

**HAAS, M. J.**  
KFQD, Anchorage, Alaska.  
**HAASER, CHARLES**  
WHTT, Hartford, Conn.  
**HAFPEY, THOM**  
WLAP, Lexington, Ky.  
**HAGEMAN, H. L.**  
WADC, Akron, Ohio.  
**HALE, ALAN**  
WISN, Milwaukee, Wisc.  
**HALE, ARTHUR**  
WOR, Newark, N. J.  
**HALE, FLORENCE**  
NBC, Florence Hale's Radio Column.  
**HALPIN, JOSEPHINE**  
KMOX, St. Louis, Missouri.  
**HANNA, TED**  
WGAR, Cleveland, O.  
**HARDMAN, BEN**  
KJR, Seattle, Washington.  
**HARDY, JOSEPH**  
CKCV, Quebec, Que.  
**HARPER, TRO**  
KSFO, San Francisco, Calif.  
**HARRINGTON, JOHN**  
WBDM, Chicago, Ill.  
**HARRIS, BRADLEY**  
KGB, San Diego, Calif.  
**HARRIS, JACK**  
WSM, Nashville, Tenn.  
**HARRIS, WINDER R.**  
WTAR, Norfolk, Va.  
**HARSHMAN, JERRY**  
WPG, Sharon, Pa.  
**HARTMAN, LA MONT**  
WCBA-WSAN, Allentown, Pa.  
**HASBROOK, DICK**  
WJMS, Ironwood, Mich.  
**HAWLEY, MARK**  
WOR, Newark, N. J.  
**HAYES, W. D.**  
WABI, Bangor, Me.  
**HEATER, GABRIEL**  
We the People, CBS.  
News Programs, MBS.  
Borden's Home News, NBC.  
**HEGARD, KEN**  
WRJN, Racine, Wisc.  
**HELEZER, WALTER**  
WEDC, Chicago, Ill.  
**HENDERSON, JOE**  
KFPW, Fort Smith, Ark.  
**HENDRICKSON, ERNEST**  
KGCU, Mandan, N. D.  
**HENNEMAN, CARL**  
KFAM, St. Cloud, Minn.  
**HENRY, FRED**  
KGER, Long Beach, California.  
**HERBERT, WILLIAM**  
WCHS, Charleston, W. Va.  
**HESLOP, STANLEY**  
WNDF, Binghamton, N. Y.  
**HESSLER, FRED**  
WHDY, Green Bay, Wisconsin.  
**HIGGINS, CHARLES**  
WORC, Worcester, Mass.  
**HIGGINS, FRANCIS**  
WDAN, Danville, Ill.  
**HILL, DAVID G.**  
CFRN, Edmonton, Alta.  
**HILL, JOHNSON**  
KWLK, Longview, Wash.  
**HINN, MICHAEL**  
WWNC, Asheville, N. C.

**HIPPLE, JAMES B.**  
KGFX, Pierre, S. Dak.  
**HIPPLE, ROBERT**  
KGFX, Pierre, S. Dak.  
**HIRSCH, DON**  
KDKA, Pittsburgh, Pa.  
**HOCKING, DR. SAM**  
WSFA, Montgomery, Ala.  
**HODGES, GILBERT**  
KVOR, Colorado Springs, Colo.  
**HOLMES, GEORGE R.**  
NBC, Washington News.  
**HOPKINS, PHIL**  
WRK, Dallas, Texas.  
**HORN, ROBERT**  
WCAM, Camden, N. J.  
**HOWARD, JOE**  
KFBB, Greta Falls, Mont.  
**HOWE, LEONARD**  
WHO, Des Moines, Iowa.  
**HOWLE, CONRAD**  
WMBG, Richmond, Virginia.  
**HOWELL, REX**  
KFXX, Grand Junction, Colo.  
**HUDSON, HARRY**  
WOPI, Bristol, Tenn.  
**HUGHES, JOHN B.**  
KFRG, San Francisco, Calif.  
**HUGHES, JUDD**  
WNBZ, Binghamton, N. Y.  
**HUGHES, PAUL**  
KTOK, Oklahoma City, Okla.  
**HUGHES, RUSH**  
NBC, Hatches reed.  
**HUGHES, T. W.**  
KMTB, Hollywood, Calif.  
**HULL, "DOC"**  
WCAZ, Carthage, Ill.  
**HULL, HARWOOD**  
WAPI, Birmingham, Ala.  
**HUNTER, TODD**  
WBDM, Chicago, Ill.  
**HYRD, JUNE**  
NBC, Let's Talk It Over.

— I —

**IZZARD, WES**  
KGNC, Amarillo, Texas.

— J —

**JACKSON, GEORGE**  
WBOW, Terre Haute, Ind.  
**JAY, HARRY**  
WBLY, Lima, Ohio.  
**JOHNSON, M. B.**  
KFKA, Greeley, Colo.  
**JOHNSON, PARKS**  
NBC, Radio Newsreel, Vox Pop.  
**JOHNSTON, G.**  
CKCK, Regina, Saskatchewan, Canada.  
**JONES, ARTHUR T.**  
WEW, St. Louis, Missouri.  
**JONES, MENDEL**  
WCKY, Cincinnati, Ohio.  
**JONES, TOM**  
KYA, San Francisco, Calif.  
**JORDAN, HARRY**  
KMO, Tacoma, Wash.  
**JORDAN, MATTLAND**  
KJR, Seattle, Washington.  
**JOSEPHY, ALVIN M.**  
MBS, The Hines' Trial, Special Events Features.  
**JOY, DICK**  
KNX, Los Angeles, Calif.

— K —

**KALTENBORN, H. V.**  
CBS, Headlines and Bylines.  
**KALUSCHE, EARLE**  
WFAA, Dallas, Texas.  
**KEEFE, HOWARD**  
WSPR, Springfield, Mass.

**KELLY, TOM**  
KCMO, Kansas City, Mo.  
**KEMPEK, LOU**  
KVOO, Tulsa, Okla.  
**KENNEDY, JOHN B.**  
People's Rally, Election Returns, MBS.  
New York on Parade, NBC.  
**KENNEDY, S. R.**  
CFCY, Charlottetown, P.E.I., Canada.  
**KEPLINGER, DICK**  
KJR, Seattle, Washington.  
**KILLEEN, J. W.**  
WSAU, Wausau, Wisc.  
**KING, JACK**  
WJR, Detroit, Mich.  
**KIRBY, KLEVE**  
WWL, New Orleans, Louisiana.  
**KITCHELL, ALMA**  
NBC, Spot programs, Let's Talk It Over.  
**KITTS, EDWARD**  
WHIS, Bluefield, W. Va.  
**KOESTER, TONY**  
KFVK, Sacramento, Calif.  
**KOLAREK, JOE**  
WCAO, Baltimore, Md.  
**KROSS, DICK**  
WGES, Chicago, Ill.

— L —

**LA FORCE, CHARLES**  
WEMP, Milwaukee, Wisconsin.  
**LAKE, CHARLES**  
WKST, New Castle, Pa.  
**LANDIS, DE WITT**  
KFYO, Lubbock, Texas.  
**LANG, WILLIAM**  
KYW, Philadelphia, Pa.  
**LA PRADE, MALCOLM**  
NBC, Travelogues.  
**LATAU, HERBERT**  
KARK, Little Rock, Ark.  
**LAW, GLEN**  
KRNT-KSO, Des Moines, Ia.  
**LE BRUN, HARRY**  
WHEC, Rochester, N. Y.  
**LEE, WILLIAM**  
WBZ-WBZA, Boston & Springfield, Mass.  
**LEGARE, GERARD**  
CJBR, Rimouski, Que.  
**LEICH, WALTER**  
WGBF, Evansville, Indiana.  
**LEISURE, CLARENCE**  
KHSL, Chico, Calif.  
**LESTER, FRANK C.**  
KFSD, Nampa, Ida.  
**LETSON, ED**  
KFAB, Lincoln, Nebraska.  
**LETSON, ED**  
KFOR, Lincoln, Nebraska.  
**LEVINE, ALBERT**  
WCAM, Camden, N. J.  
**LEVITSKY, MITCHELL**  
WHOM, Jersey City, N. J.  
**LEWIS, ERVIN**  
WLS, Chicago, Ill.  
**LEWIS, JR., FULTON**  
WOL, Washington, D. C. Commentaries.  
MBS, Election Returns.  
**LEWIS, JACK**  
KARK, Little Rock, Ark.  
**LEWRY, LOUIS "SCOOP"**  
CHAB, Moose Jaw-Saskatchewan, Canada.  
**LOCKE, FRANCIS P.**  
WOID, Miami, Florida.  
**LONG, DEANE S.**  
WSAL, Salisbury, Md.  
**LONGWELL, BOB**  
WIBC, Indianapolis, Indiana.  
**LOUDON, GORDON**  
KALB, Alexandria, La.

**LOWE, DAVID**  
WNYW New York, N. Y.

**LOWREY, MEABOR**  
WHAS Louisville, Ky.

**LOZANO, R.**  
KGFL Brownsville, Texas

**LUDLAM, GEORGE**  
NBC New York, N. Y.

**LUTZ, CHARLES**  
WKRC Cincinnati, Ohio

**LYON, ED.**  
KGGM Aberdeen, N. M.

**LYSER, HERBERT**  
KSFOR San Francisco, Calif.

— M —

**McCAIN, W. H.**  
WBRB Jacksonville, Fla.

**McCANN, E. G.**  
KGOI Madison, North Dakota

**Mc CARTY, JACK**  
KORE Eugene, Ore.

**McCLAIN, JOHN C.**  
WROK Rockford, Ill.

**McCLURE, KEN**  
WOMI San Antonio, Texas

**McCOLLISTER, RUSSELL**  
WLLD Lowell, Mass.

**McCUNE, BERTHA**  
KVOO Tulsa, Okla.

**McDONALD, L. A.**  
KPCA Charlotte, N. C.

**McDOWELL, GOODLOE**  
WVAP Lexington, Ky.

**McFEETERS, DALE**  
KDRV Pittsburgh, Pa.

**McGRIFFIN, HORACE**  
WMSD Shreveport, La.

**McINTOSH, EZRA**  
WWSF Asheville, N. C.

**McKEE, TOM**  
WJTN Jamestown, N. Y.

**McKINNEY, ALEXIS**  
KJWV Alamosa, Colo.

**McMAHAN, MAC**  
KSRQ Santa Rosa, Calif.

**McMIGHTON, H. BLISS**  
WTHO Cumberland, Md.

**McNEIL, IDA A.**  
KJFN Pierre, S. Dak.

**McDONALD, DICK**  
CKLH Toronto, Ontario, Can.

**McGUIRE, ROBERT**  
WBCN Bridgeport, Conn.

**MAHAN, ROBERT**  
WGY Schenectady, N. Y.

**MALONE, FRANCIS P.**  
WTOH Miami, Florida

**MANN, HERBERT**  
WRJN Racine, Wis.

**MANNING, KNOX**  
KNS Los Angeles, Calif.

**MARBLE, HARRY**  
WCAU Philadelphia, Pa.

**MARSH, GARNETT**  
WMAA New York, N. Y.

**MARSHALL, NORMAN**  
CKPR St. Catharines, Ont.

**MARTIN, DICK**  
KENS Austin, Texas

**MARTIN, PAUL**  
WIP Philadelphia, Pa.

**MATT, M. LEONARD**  
WNAS Philadelphia, Pa.

**MALIN, ALICE**  
NBC The Woman of Tomorrow

**MAV, POSTER**  
WOW Omaha, Nebraska

**MAV, HERB**  
RNX Los Angeles, Calif.

**MEEHAN, WILLIAM T.**  
WGY Schenectady, N. Y.

**MERRIFIELD, REG**  
WGOR Scranton, Pa.

**MEYERS, TED**  
KFLC Los Angeles, Calif.

**MILLER, HAL**  
WHEB Portsmouth, New Hampshire

**MILLER, KEN**  
KVOO Tulsa, Okla.

**MILN, FRANK**  
KGRQ Fort Worth, Texas

**MONDAY, RAY**  
KPDN Pampa, Texas

**MOORE, CLARENCE C.**  
KOA Denver, Colo.

**MOORE, DUNCAN**  
WJR Detroit, Mich.

**MORAY, ART**  
KWLJ Portland, Ore.

**MORISSET, LOUIS**  
CKAC Montreal, Quebec, Can.

**MORITZ, JOHN**  
WJIS Springfield, Ill.

**MORRIS, DEWITT**  
KTLA, Brea, California, and  
Chablis, Wash.

**MORRIS, DON**  
WJDR Detroit, Mich.

**MORRIS, PAUL**  
WCALM Baltimore, Md.

**MORRISON, WILBUR**  
WGY Schenectady, N. Y.

**MURFORD, JIMMY**  
WSPA Spartanburg, S. C.

**MURPHY, JOHN**  
WTOJ Toledo, Ohio

**MURRAY, THOMAS**  
WHAM Rochester, N. Y.

**MURPHY, DAVID H.**  
WTRB Cumberland, Md.

**MAYERS, J. CLARENCE**  
KVA San Francisco, Calif.

**MAYERS, JOE**  
KOA Denver, Colo.

— N —

**NETHERBY, L. B.**  
CBS Stratford, Ontario, Can.

**NEWMALL, WM.**  
CKPC Vancouver, British Columbia, Canada

**NEWELL, BILL**  
CKWX Vancouver, B. C.

**NEWELL, ELWOOD**  
KRMG Jamestown, N. D.

**NICHOLSON, LEO**  
KFOR Vancouver, B. C.

**NILES, CHARLES**  
WTPP Hartford, Conn.

**NILES, REV. HAROLD**  
WBC Bridgeport, Conn.

**NOGGLE, HAL**  
KFWB Anchorage, Alaska

**NOLAN, JEAN**  
CKAC Montreal, Quebec, Can.

**NORMAN, DON**  
WCFB Chicago, Ill.

**NORTON, CRANK**  
WNAS Springfield, Mass.

**NOTARI, SERENA**  
WEDC Chicago, Ill.

— O —

**OAKES, BARNEY**  
WATL Albany, Ga.

**O'CALLAHAN, GENE**  
WCNW Brooklyn, N. Y.

**OLIVER, BRYCE**  
WJLN New York, N. Y.

**ORAVETZ, JULE**  
WRJN Rome, Wis.

**ORFIELD, BENNET**  
WTCN St. Paul, Minneapolis, Minn.

**OTIS, LEHMAN**  
WLE Cleveland, Ohio

**OTIS, LEHMAN**  
WBK Cleveland, Ohio

**OWEN, EM**  
WTAQ Green Bay, Wisconsin

— P —

**PALMER, GEORGE**  
WTR Indianapolis, Indiana

**PARKER, ALAN**  
WSCR Syracuse, N. Y.

**PARKER, BEN**  
KWTW Hobbs, New Mexico

**PARKER, EARL**  
WJZ Tucson, Ill.

**PARKER, JACK**  
WJFM Lansing, Mich.

**PARKER, MAM**  
WCAU Philadelphia, Pa.

**PARKES, HIL**  
KETA Salt Lake City, Utah

**PARSONS, HARRIET**  
NBC Hollywood News

**PATTERSON, PAT**  
KGLD Mason City, Ia.

**PAXTON, MARY**  
WIBC Indianapolis, Indiana

**PEARSON, FORT**  
WMAQ WENR, Chicago, Ill.

**PEARSON, JOHN**  
KWTQ KGBX Springfield, Mo.

**PENFIELD, AD**  
WQNC Durham, N. C.

**PENN, DAVID**  
WCOL Columbus, Ohio

**PENSON, J. C.**  
CFAR Elm Farm, Minn.

**PERRY, CAMERON**  
KJOC Cambridge, Alta.

**PETERSON, EARL**  
KVOE Lafayette, Louisiana

**PIERSON, JAMES**  
KJNE Stone Mountain, Pa.

**PLAMBECK, HERB**  
WFO Des Moines, Iowa

**POOLER, HENRY**  
KDY Phoenix, Ariz.

**POTES, EUGENE**  
WNAO Norman, Okla.

**POWELL, BUD**  
CPG-P Grand Prairie, Alberta, Canada

**POYNER, GRAHAM**  
WPTP Raleigh, N. C.

**PRINGLE, PETE**  
KNS Los Angeles, Calif.

**PYLE, J. HOWARD**  
ETAR Phoenix, Ariz.

**PYRON, DICK**  
WAGA Atlanta, Georgia

— Q —

**QUINN, EUGEN**  
KDYI Salt Lake City, Utah

**QUINN, R.**  
WKBJ Muskegon, Mich.

— R —

**RABB, STUART**  
WSSS Winston-Salem, N. C.

**REAMS, HUNTER**  
WNO West Palm Beach, Florida

**REDELL, A. DOUGLAS**  
WCAP Ashbury Park, N. J.

**REDMOND, A. K.**  
WHP Harrisburg, Pennsylvania

**REED, DICK**  
WHIO, Dayton, Ohio.

**REEF, WALLY**  
KFEL, Denver, Colo.

**REPAID, W.**  
WMBC, Detroit, Mich.

**RICHARDS, JACK**  
KEUB, Price, Utah.

**RICHARDSON, MATT**  
WESG, Elmira, N. Y.

**RICKER, BILL**  
WDBV, Waterbury, Vt.

**RITSEMA, JOHN**  
WKZO, Kalamazoo, Mich.

**ROBB, MAJOR**  
WSAL, Salisbury, Md.

**ROBBINS, BILL**  
WLW, Cincinnati, Ohio.

**ROBERTS, CLETE**  
KGER, Long Beach, California.

**ROBERTS, ED**  
WCBD, Chicago, Ill.

**ROBERTS, JOHN**  
KIT, Yakima, Washington.

**ROBINSON, MAJOR**  
WSUN, St. Petersburg, Florida.

**RODDA, WALLY**  
WKZO, Kalamazoo, Mich.

**RODGERA, JR., FLOYD C.**  
WIS, Columbia, S. C.

**ROGERS, ROBERT**  
WSAL, Salisbury, Md.

**ROLL, DICK**  
WHIO, Dayton, Ohio.

**ROMEI, JOSE A.**  
WNEL, San Juan, Puerto Rico.

**ROOSEVELT, ELLIOTT**  
MBS, Texas State Network Dedication Program. Commentary Program.

**ROSS, BILL**  
KEX, Portland, Oregon.

**ROSS, BILL**  
KGW, Portland, Oregon.

**ROTHRUM, WILLIAM**  
WSYR, Syracuse, N. Y.

**ROWENS, JR., W. E.**  
KRRV, Sherman, Texas.

**RUNIONS, NORM**  
KVI, Tacoma, Wash.

**RUSSELL, EMERSON**  
WDZ, Tuscola, Ill.

**RUTLAND, F. E.**  
CKFC, Vancouver, British Columbia, Canada.

**RYAN, EDWARD J.**  
WATR, Waterbury, Conn.

**— S —**

**SAERCHINGER, CAESAR**  
NBC, The Story Behind the News.

**SAUNDERS, CHARLES**  
W G C M, Mississippi City, Mississippi.

**SCHALLERT, ELZA**  
NBC, Hollywood Interviews.

**SCHOELKOPF, HAROLD**  
KFAM, St. Cloud, Minn.

**SCHOENER, GILBERT**  
KFAM, St. Cloud, Minn.

**SCHULTZ, DEL**  
KHBG, Okmulgee, Oklahoma.

**SCOTT, ALAN**  
WCAU, Philadelphia, Pa.

**SCOTT, JAMES**  
KWSC, Pullman, Wash.

**SERGIO, LISA**  
NBC, Let's Talk It Over, Tales of Great Rivers.

**SHANNON, BILL**  
WATL, Atlanta, Ga.

**SHAW, GORDON**  
WLW, Cincinnati, Ohio.

**SHAYON, SAM**  
WHN, New York, N. Y.

**SHEEHAN, WM. A.**  
WTIC, Hartford, Conn.

**SHEELEY, JACK**  
WHO, Des Moines, Iowa.

**SIGHT, ROBERT**  
KFRU, Columbia, Mo.

**SIGMAN, THURSE F.**  
WCA, Ashtabula, Ohio.

**SIMMONS, D. N.**  
KDYL, Salt Lake City, Utah

**SIMMS, WILLARD**  
KFKA, Greeley, Colo.

**SINCLAIR, GEORGE**  
CFGP, Grand Prairie, Alberta, Canada.

**SINGISER, FRANK**  
WOR, Newark, N. J.

**SIPES, LEON**  
KELD, EL Dorado, Ark.

**SISSON, ALLEN**  
WHAM, Rochester, N. Y.

**SLATER, BILL**  
KEPW, Fort Smith, Ark.

**SMITH, ERLE**  
KMBC, Kansas City, Mo.

**SMITH, ERNIE**  
WCSC, Charleston, S. C.

**SMITH, NORBOURNE E.**  
KLZ, Denver, Colo.

**SNOWDEN, TOMMY**  
WZED, Rocky Mount, N. C.

**SOHM, WILL**  
WTAD, Quincy, Ill.

**SOWARD, OLAF**  
KCKN, Kansas City, Kans.

**SPARKS, HAROLD**  
KFXD, Nampa, Ida.

**SPRAGUE, ED A.**  
WVVA, Wheeling, West Virginia.

**SQUER, LLOYD**  
WDEV, Waterbury, Vt.

**STARK, CHARLIE**  
CBS, Oddities in the News, Morning Almanac.

**STEARNS, BILL**  
W H E B, Portsmouth, New Hampshire.

**STEELE, JOHANNES**  
WMCA, New York, N. Y.

**STEELE, JOHN**  
MBS, Commentary Programs.

**STEMMLER, NICK**  
WSYR, Syracuse, N. Y.

**STERNBERGER, ESTELLE M.**  
WMCA, New York, N. Y.

**STEVENS, ALSTON**  
WJL, Philadelphia, Pa.

**STEVENS, LEONARD**  
WNLC, New London, Conn.

**STEWART, FRANK**  
K TSA, San Antonio, Texas.

**STEWART, JOE**  
WCNW, Brooklyn, N. Y. News Clinic.

**STONE, ELEANOR**  
WCOU, Lewiston, Me. The Talk of the Town.

**STONER, BOB**  
WIOK, Sunbury, Pa.

**STOUT, GENE**  
WIBG, Glenside, Pa.

**STRAETER, TED**  
CBS, Choral Director of Kate Smith Show.

**STRAUSS, JOSEPH**  
WCHV, Charlottesville, Va.

**SUTER, GRANT**  
WBBR, Brooklyn, N. Y.

**SULLIVAN, FLOYD**  
KWTO - IGBX, Springfield, Mo.

**SULLIVAN, PAUL**  
WLW, Cincinnati, Ohio.

**SUTHERLAND, GEORGE**  
WMEX, Boston, Mass.

**SUTTERFIELD, PHIL**  
WCSC, Charleston, S. C.

**SWAYZE, JOHN CAMERON**  
WHB, Kansas City, Missouri.

**SWING, RAYMOND GRAM**  
WOR, Newark, N. J.  
MBS, Commentary Program.

**— T —**

**TALLEY, BILL**  
KUMA, Yuma, Ariz.

**TAYLOR, SAM**  
WHN, New York, N. Y.

**TAPLEY, S. E.**  
CJCS, Stratford, Ontario, Canada.

**TEAGUE, W. C.**  
WMC, Memphis, Tenn.

**TERRY, BILL**  
WSSN, Birmingham, Ala.

**TERRY, GENE**  
WTAD, Quincy, Ill.

**TERVEX, TYS**  
WNOX, Knoxville, Tenn.

**THOMAS, JACK**  
KOVC, Valley City, N. D.

**THOMAS, JIM**  
WWL, New Orleans, Louisiana.

**THOMAS, JOHN R.**  
KGIW, Alamosa, Colo.

**THOMAS, LOWELL**  
NBC, The Day's News.

**THOMAS, WILL M.**  
KGIW, Alamosa, Colo.

**THOMPSON, ALAN**  
KROY, Sacramento, Calif.

**THOMPSON, BILL**  
KWYO, Sheridan, Wyo.

**THOMPSON, JACK**  
CKCL, Toronto, Ontario, Can.

**THOMPSON, DOROTHY**  
NBC, People in the News.

**TOBIN, JOHN**  
KFBB, Sacramento, Calif.

**TODD, JAMES L.**  
KOMA, Okla. City, Okla.

**TOMY, NEAL**  
WJR, Detroit, Mich.

**TREMBLE, SIDNEY B.**  
KSAL, Salina, Kans.

**TRAXLER, LAWRENCE**  
WCPO, Cincinnati, Ohio.

**TRUE, HAROLD**  
WXYZ, Detroit, Mich.

**TWIGGER, NORMAN**  
WCAE, Pittsburgh, Pa.

**— U —**

**UEBELHART, JIM**  
WSPD, Toledo, Ohio.

**— V —**

**VAN BUREN, RUTH**  
WABI, Bangor, Me.

**VANCE, KENNETH**  
W G C M, Mississippi City, Mississippi.

**VAN CRONKHITE, JOHN**  
WHIP, Harrisburg, Pennsylvania.

**VANDINEER, JAMES**  
KECA, Los Angeles, Cal.  
KFI.

**VAN HORN, GEORGE**  
WEOA, Evansville, Indiana. Curbstone Reporter.

**VAN SIMPA, S. M.**  
WBBR, Brooklyn, N. Y.

**VELA, WILLIE**  
KPAB, Laredo, Texas.

**VON EGIDY, BARON**  
KMFG, Beverly Hills, Calif.

**VRZAL, KARL**  
WEDC, Chicago, Ill.

— W —

WADE, OZZIE  
WNEP, Spartanburg, S.C.

WAGNER, FORD "FLASH"  
KGET, Ft. Worth, Texas.

WALKER, BREED  
WMLN, Boston, Mass.

WALLACE, NEIL  
WFLA, Forton, Mass.

WALLACE, WESLEY  
WPTF, Raleigh, N. C.

WALRATH, WALTER W.  
WVA, Ashland, Ohio

WALTON, JAMES  
WFTL, Gainesville, Florida.

WALTON, LUKE  
WJRW, Fort. Lauderdale.

WARD, CARL  
KWTG-RGBN, Spartanburg, Mo.

WARREN, W. D.  
KOH, Reno, Nev.

WARSON, BROOKS  
WMLD, Peoria, Ill.

WATSON, CLYDE  
WOML, Owensboro, Ky.

WAUNE, PRISCILLA  
KSD, Des Moines, Ia. Woburn, Mass. W. of W. New.

WEBSTER, BOB  
WSAY, Rochester, N. Y.

WEBER, ORVILLE  
WABW, Omaha, Nebraska.

WEDON, MARTIN  
WINS, New York, N. Y.

WELLS, LINTON  
NBR, The Mount. Rev. of R.C.A.

WELLS, T. L.  
WCLA-WSAX, Altoona, Pa.

WESLEY, MILO  
KJRH, Los Angeles, Calif.

WETMORE, GEORGE  
WJCC, Baton Rouge, La. News and Reviews.

WHALEN, ROD  
KWJL, Portland, Ore.

WHEELER, ROBERT  
WOL, Ames, Ia.

WIGGINS, WALLACE S.  
KVOI, Santa Ana, Calif.

WHITEL, GEORGE  
WJJD, Portland, Ore.

WHITR, BOB  
WSTN, St. Petersburg, Fla. Radio.

WHURT, ARNOLD  
WVAX, Wagoner, Okla. City.

WILLIAMS, LOSTER  
WINS, New York, N. Y.

WILLIAMS, T. M.  
WVAT, Athens, Ga.

WILLIAMS, GLEN  
KRRC, Emd, Ohio.

WILLIAMS, GLENN  
WLSG, Ligonier, N. Y.

WILLIS, ED  
WEAP, Lexington, Ky.

WILSON, CARL  
KELG, Ed. Dorton, Ark.

WILSON, EARLE D.  
WNBH, New Britain, Mass.

WILSON, R. B.  
WJBC, Akron, Ohio.

WINCHELL, WALTER  
NBR, Jacksonville, Fla.

WINTER, WILLIAM  
WBT, Charlotte, N. C. Head. President of N. W. Radio Y. M. Convention. White World Year-Lake in Radio.

WISLA, KATHERINE (MRS.)  
NBR, Boston, Herald News.

WITANOWSKI, E.  
WJHM, Jersey City, N. J.

WOLF, ELAINE  
WSPD, Toledo, Ohio.

WOLFE, HOWARD  
WMMN, Cambridge, W. Va.

WOOD, FRED  
WSD, Burlington, N. J.

WOODHOUSE, WOODY  
WDR, Durham, N. C.

WOODILL, WILE, J.  
KSO, Sudbury, Ont.

WOODS, CHARLES  
WLV, Cincinnati, Ohio.

WOODWORTH, C. J.  
WBBR, Brooklyn, N. Y.

WOOLE, JOHN  
KLD, Cedar, Ill.

WORDEN, RALPH  
WGAR, Cleveland, O.

WRIGHT, DON  
GDM, Regina, Sask.

WRIGHT, LUKE  
KJBR, Ocala, Fla. Mead.

WRIGHT, MEL  
WVAS, Springfield, Mass.

WRIGHT, RICHARD  
WJAS, Philadelphia, Pa.

WYLL, RUSSELL T.  
KGRD, Port Worth, Texas.

WYNN, RICHARD  
KAY, San Francisco, Calif.

— Y —

YERNA, HAROLD  
GDM, Regina, Sask.

— Z —

ZAMETZ, LANCE  
WBBR, Brooklyn, N. Y.

ZIMMERMAN, CARL  
WEMP, Milwaukee, Wiscon. S.O.

# MEL ALLEN

## SPORTSCASTER FOR

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Daily except Sunday 6:05-6:15 P.M., E.S.T.

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Listerine—"Grand Central Station"  
Crisco—"This Day is Ours"  
Model—"Model Minstrels"

## SPECIAL EVENTS—SPORTS FOR

# — CBS —

# Sports Commentators

## AND THEIR WORK DURING 1938



### — A —

**ABBOTT, ADE**  
KG&R, Tucson, Ariz.

**ALBRITTON, LEO**  
KGFI, Brownsville, Texas.

**ALBURY, BOB**  
WHBQ, Memphis, Tenn.

**ALFORD, DALE**  
KARK, Little Rock, Ark.

**ALLEN, MEL**  
CBS, Sustaining.

**ALTMAN, DICK**  
KBTM, Jonesbor, Ark.

**ALTMAN, DICK**  
WJHL, Johnson City, Tenn.

**ANDERSON, ED**  
WQDM, St. Albans, Vermont.

**ANDREWS, TED**  
KTOK, Oklahoma City, Okla.

**ANDREWS, TOM**  
WEMP, Milwaukee.

**APPEL, CHICK**  
CJCS, Stratford, Ontario, Canada.

**ARTHUR, FRANK**  
KSAN, San Francisco, Cal.

**AUSTIN, MEL**  
WATL, Atlanta, Ga.

### — B —

**BACHER, BILL**  
CBS, Texaco Program.

**BAILEY, HOWARD**  
KFBI, Sacramento, Calif.

**BAIRD, D. K.**  
CJOR, Vancouver, B. C.

**BALLS, F. E.**  
KELD, El Dorado, Ark.

**BALTER, SAM**  
WFIL, Philadelphia, Pa.

**BALTER, SAM**  
MBS, The Inside of Sports.

**BANKS, DAVID**  
KARK, Little Rock, Ark.

**BARBER, RED**  
MBS, Football Games.

**BARBER, WALTER**  
WLW, Cincinnati, Ohio.

**BATEY, HUBERT**  
WGPC, Albany, Georgia.

**BAXTER, LIONEL**  
WAPI, Birmingham, Ala.

**BEHRMAN, W. W.**  
WBOW, Terre Haute, Ind.

**BELL, JACK**  
WIOD, Miami, Florida.

**BENNETT, DAVID**  
WKBO, Harrisburg, Pa.

**BENNETT, JOE**  
WBRB, Red Bank, N. J.

**BENNETT, JOHN**  
KHUB, Watsonville, Calif.

**BENNETT, THURSTON**  
WRDW, Augusta, Georgia.

**BERNDT, IRVING**  
WRAK, Williamsport, Pa.

**BEYNON, JACK**  
WDWS, Champaign, Ill.

**BINGHAM, BOB**  
WWNC, Asheville, N. C.

**BISHOP, BURTON**  
KTEM, Temple, Texas.

**BISHOP, PAT**  
KECA, Los Angeles, Cal.  
KFI.

**BLANCHARD, LOWELL**  
WNOX, Knoxville, Tenn.

**BLUE, IRA**  
KGO, San Francisco, Calif.  
KPO.

**BOYLING, SID**  
CHAB, Moose Jaw, Saskatchewan, Canada.

**BRADLEY, BOB**  
WTMV, East St. Louis, Ill.

**BRANNEN, LYNNE**  
WGAU, Athens, Ga.

**BRANDT, LYNN**  
WMAQ-WENR, Chicago, Ill.

**BRAY, DICK**  
WLW, Cincinnati, Ohio.

**BRECKNER, GARY**  
KNX, Los Angeles, Calif.

**BRICKHOUSE, JACK**  
WMBD, Peoria, Illinois.

**BRIGGS, FRED**  
KVOE, Santa Ana, Calif.

**BROSSEAU, BILL**  
CKAC, Montreal, Quebec, Can.

**BROWN, BILL**  
WHO, Des Moines, Iowa.

**BROWN, WILL Jr.**  
CFCY, Charlottetown, P. E. I.,  
Looking Over the Ponies.

**BRUNDIGE, BILL**  
WAVE, Louisville, Ky.

**BUCK, LOUIE**  
WAGA, Atlanta, Georgia.

**BUNKER, ED.**  
WCSC, Charleston, S. C.

**BUNNELL, MERRILL J.**  
KLO, Ogden, Utah.

**BURICK, SI**  
WHO, Dayton, Ohio.

**BURKE, ANDY**  
WARD, Brooklyn, N. Y.

**BURNETT, JOSEPH**  
KGYO, Missoula, Mont.

**BURNS, FRED**  
WSAZ, Huntington, West Virginia.

**BURTON, D. A.**  
WLBC, Muncie, Ind.

**BUXBAUM, Jr., PHILIP L.**  
**BYER, HAL**  
KWSC, Pullman, Wash.

**BYERS, WAYNE**  
WHLB, Virginia, Minn.

**BYRAM, AFFIE**  
KWSC, Pullman, Wash.

### — C —

**GAIN, DOYLE**  
KFXD, Nampa, Ida.

**CAMP, RAYMOND R.**  
NBC, Anzler and Hunter.

**CANADY, JOHN**  
KMPC, Beverly Hills, Calif.

**CARRAWAY, HOWARD**  
KGKO, Fort Worth, Texas.

**CARROLL, PARKE**  
WHB, Kansas City, Missouri.

**CARSON, GRANT**  
CJRM, Regina, Sask.

**CARTER, NICK**  
WNBX, Springfield, Vt.

**CASPER, CY**  
KMOX, St. Louis, Missouri.

**CASTILLO, OSCAR**  
KGFI, Brownsville, Texas.

**CHALK, WESLEY**  
WCOA, Pensacola, Fla.

**CHAMBERLIN, FRANCIS**  
WMP5, Memphis, Tenn.

**CHAPMAN, DAVE**  
KCKN, Kansas City, Kans.

**CHAPMAN, JAMES**  
KSAC, Manhattan, Kans.

**CHAPMAN, REED**  
CKWX, Vancouver, B. C.

**CHASE, FRANK**  
NBC, For Men Only.

**CHASE, SAM**  
KFBB, Great Falls, Mont.

**CHATFIELD, BEN**  
WMAZ, Macon, Georgia.

**CHEYNE, ARTHUR**  
KIT, Yakima, Washington.

**CLARK, ELMER**  
KABB, Aberdeen, S. Dak.

**CLARK, HOWARD**  
CKSO, Sudbury, Ont.

**CLARK, J. B.**  
WPTF, Raleigh, N. C.

**CLARK, PAUL A.**  
WEOA, Evansville, Indiana.

**CLARK, PAUL A.**  
WGBJ, Evansville, Indiana.

**CLUNEX, JOHN**  
WATR, Waterbury, Conn.

**COLON, ROYCE**  
KRLD, Dallas, Texas.

**COLVIN, DON**  
 KSFO, San Francisco, Calif.

**CONNOLLY, JAMES**  
 WMSD, Sheffield, Ala.

**COONIX, EDDIE**  
 KVOO, Tulsa, Okla.

**CORBIN, PAUL**  
 KEJA, betw. Central and  
 Chelms, Wash.

**COREY, VIRGIL**  
 KANS, Wichita, Kans.

**CORNISH, BUD**  
 WGAN, Portland, Me.

**CORRY, FRED**  
 WLLJ, Urbana, Ill.

**COZAD, SAMMY**  
 WTBO, Cumberland, Md.

**CRAGO, WILLIAM**  
 WMAJ, WRG, Washington,  
 D. C.

**CRUCKSHANK, JOHN "DOC"**  
 CKNX, Wingham, Ontario,  
 Canada.

**CRITCHFIELD, CHAS. B.**  
 WFT, Charlotte, N. C.

**CULLIVAN, JOE**  
 KROY, Sacramento, Calif.

**CURLIN, GEORGE**  
 KOTN, Pine Bluff, Ark.

— D —

**DALES, WALTER**  
 CJA, Edmonton, Alta.

**DALEY, TOM**  
 KVOO, Tulsa, Okla.

**DANBOM, M. E.**  
 KGBB, Tyler, Texas.

**DAVIES, BOB**  
 KARM, Fresno, California.

**DAVIS, "BUZZ"**  
 WDAJ, Philadelphia, Pa.

**DAVIS, REX**  
 Wcky, Cincinnati, Ohio.

**DAVIS, SIG**  
 WMIN, St. Paul-Minneapolis,  
 Minn. On the Sidelines.

**DEAL, JAKE**  
 WDEK, Winnebago, W.

**DECKER, BEN**  
 WJND, West Palm Beach,  
 Florida.

**DECKER, YAC**  
 WPRC, Canton, Ohio.

**DE HAVEN, BOB**  
 WTCN, St. Paul, Minneapolis,  
 Minn.

**DE LA GLE, GERARD**  
 CKAC, Montreal, Quebec, Can-  
 ada.

**DELANEY, JOE**  
 WATR, Waterbury, Conn.  
 Football Reporter.

**DE LA SALLE, HARRY**  
 EAV, Redford, Calif.

**DEMMY, C. CURTISS**  
 WYO, Harrisburg, Pa.

**DERWIN, BILL**  
 WATR, Waterbury, Conn.

**DES AULES, VAN**  
 RTSM, El Paso, Texas.

**DESCARREUX, MAURICE**  
 CHRO, Quebec, Que.

**DESCHEMES, CHARLES M.**  
 CKY, Quebec, Que.

**DESMOND, CONNIE**  
 WSPD, Toledo, Ohio.

**DIESPICKER, DICK**  
 GOR, Vancouver, B. C.

**DILLARD, NTV, THOMAS**  
 KCMO, Texarkana, Texas.

**DIXON, KENNETH**  
 RWEW, Hobbs, New Mexico.

**D'ORO, MEDAGLIA**  
 WHIL, New York, N. Y.

**DOFSON, PERRY**  
 WTGN, St. Paul, Minneapolis,  
 Minn.

**DOGGLAS, STEVE**  
 WWSL, Asheville, N. C.

**DREES, JACK**  
 WJJD, Chicago, Ill.

**DRISCOLL, DAVE**  
 WOR, New York, New Jersey.

**DRISCOLL, DAVE**  
 MBS, Football Games.

**DUDLEY, BERNIE**  
 WNEK, Springfield, Vt.

**DUDLEY, WRAY**  
 WNAJ, Norman, Okla.

**DUNBAR, STUART**  
 KSNL, Salt Lake, Kans.

**DUNN, EDDIE**  
 WFAA, Dallas, Texas.

**DUNPHY, DON**  
 WINS, New York, N. Y.

**DUPRE, HENRI**  
 WVL, New Orleans, Louisiana.

**DUREN, BOB**  
 KOMA, Okla. City, Okla.

**DURNEY, BILL**  
 WHL, St. Louis, Missouri.

**DYER, BILL**  
 WCAT, Philadelphia, Pa.

— E —

**EBEL, JIM**  
 WLLJ, Urbana, Ill.

**EDWARDS, BILL**  
 WMMN, Lenoire, W. Va.

**EDWARDS, FORREST**  
 KGGI, Minden, North Da-  
 kota.

**EGAN, GAIL**  
 CFAC, Calgary, Alberta, Can-  
 ada.

**ELKINS, LISTON**  
 WAXA, Waycross, Georgia.

**ELLSWORTH, SHERRILL**  
 KGMW, Alamosa, Colo.

**ELSON, BOB**  
 MBS, World Series Baseball  
 Games, Football Games.

**ELMER, BOB**  
 WCAT, Philadelphia, Pa.

**ENGLISH, RAY**  
 WNEZ, Saratoga Falls, N. Y.

**ENROTH, RICHARD**  
 WTAJ, Quincy, Ill.

**EPSTEIN, JOE**  
 WNOX, Knoxville, Tenn.

**ESCHDIER, RAY**  
 KVOI, Lincoln, Neb., Louisville,

**EUGANKS, BEAR**  
 WCHS, Charleston, W. Va.

**EVANS, JIMMY**  
 WCFI, Chicago, Ill.

**EVANS, ROBERT B.**  
 WJZ-WJZA, Boston & Sprin-  
 field, Mass.

**EVANS, ROBERT**  
 WSPD, Toledo, Ohio.

— F —

**FAIRLEIGH, PAUL**  
 WMPJ, Memphis, Tenn. The  
 Mis South Sportsman.

**FARRELL, JACKIE**  
 WAAT, Jersey City, N. J.

**FARRELL, MAURY**  
 WAPI, Birmingham, Ala.

**FARLEY, TOM**  
 KRMC, Jamestown, N. D.

**FARNUM, BUD**  
 WFLA, Tampa, Florida.

**FELDMAN, ROBERT (Bob) M.**  
 WMAS, Springfield, Mass.

**FERGUSON, BERT**  
 WBBQ, Memphis, Tenn.

**FIELDS, BILL**  
 KFJZ, Fort Worth, Texas.

**FINCH, HOWARD**  
 WJM, Lansing, Mich.

**FINGER, LEN**  
 KTAT, Ft. Worth, Texas.

**FISHELL, DICK**  
 WUN, New York, N. Y.

**FISHER, HANK**  
 WJZ, Tuscola, Ill.

**FITZPATRICK, JACK L.**  
 KJZ, Denver, Colorado.

**FLAHERTY, PAT**  
 WOAI, San Antonio, Texas.

**FLANAGAN, PAT**  
 WBBM, Chicago, Ill.

**FLETCHER, GORDON**  
 WFLA, Lakeland, Florida.

**FLANN, ART**  
 WJAI, Greenfield, Mass.

**FOSTER, CARROLL**  
 KIRO, Seattle, Wash.

**FOSTER, HARRY**  
 CKCL, Toronto, Ontario, Can-  
 ada.

**FRANK, NOBE**  
 WHF, Harrisburg, Pennsyl-  
 vania.

**FRANKLIN, ALLAN**  
 KFRJ, Columbia, Mo.

**FRANKOVICH, MIKE**  
 KTAC, Los Angeles, Calif.

**FULTON, JOHN**  
 WGST, Atlanta, Georgia.

— G —

**GALLAUFR, EDDIE**  
 WCCO, Minneapolis-St. Paul,  
 Minn.

**GEFFAN, JERRY**  
 KVI, Everett, Wash.

**GENSEL, CARL**  
 WXYZ, Detroit, Mich.

**GENTRY, BOB**  
 KJR, Seattle, Washington.

**GENTRY, BOB**  
 KOMO, Seattle, Washington.

**GERGEE, LEE**  
 KWTO-KGTX, Springfield,  
 Mo.

**GERARD, JERRY**  
 WJNC, Durham, N. C.

**GERARD, PAUL**  
 WJBC, Chicago, Illinois.

**GIBBONS, TOMMY**  
 WPIR, Sharon, Pa.

**GIBSON, BILL**  
 WLB, Minneapolis, Minn.

**GILLESPIE, FRANK**  
 KRMC, Jamestown, N. D.



GLEASON, PECO  
WRTD, Richmond, Va.

GOODWIN, AUSTIN  
WGAN, Portland, Me.

GOODWIN, HAL  
WHA1, Greenfield, Mass.

GORDON, RED  
KELD, Al Dorado, Ark.

GOW, GEORGE  
WCHS, Charleston, W. Va.

GOWANS, AL  
WTCN, St. Paul-Minneapolis,  
Minn. Before the Kickoff,  
Football Score Roundup.

GRABER, JACK  
WKZP, Kalamazoo, Mich.

GRAHAM, GORDON  
WLBC, Muncie, Ind.

GRANEY, JACK  
WCLE, Cleveland, Ohio.

GRANEY, JACK  
WHK, Cleveland, Ohio.

GREENWOOD, WARREN  
WIAI, Greenfield, Mass.

GREGSON, JACK  
KDYL, Salt Lake City, Utah.

GRIFFITHS, BILL  
WJW, Akron, Ohio.

GRIFFITHS, DAVE  
WGBI, Scranton, Pa.

GRIMM, CHARLES  
WBBM, Chicago, Ill.

GUDELSKY, H.  
WKBZ, Muskegon, Mich.

GUNDAKER, ED  
WHP, Harrisburg, Pennsyl-  
vania.

GUNN, GEORGE  
WMAL - WRC, Washington,  
D. C.

GUYAN, GEORGE  
KFRU, Columbia, Mo.

— H —

HALE, ALAN  
WISN, Milwaukee, Wis.

HALL, HALSEY  
KSTP, St. Paul-Minneapolis,  
Minn.

HALL, RADCLIFFE  
WGY, Schenectady, N. Y.

HAND, JACK  
WBNE, Binghamton, N. Y.

HANES, TOM  
WTAR, Norfolk, Va.

HANLON, TOM  
KNX, Los Angeles, Cal.

HARDING, WILLIAM  
WINS, New York, N. Y.

HARRINGTON, BILL  
KDAL, Duluth, Minn.

HARRINGTON, JERRY  
KFAM, St. Cloud, Minn.

HARRINGTON, JOHN  
WBBM, Chicago, Ill.

HARRIS, ELLIS  
KDAL, Duluth, Minn.

HARRIS, LESLIE  
WQAM, Miami, Florida.

HARRIS, PHIP  
WSUN, St. Petersburg, Flor-  
ida.

HARRISON, HASTINGS  
KGIW, Alamosa, Colo.

HART, W. R.  
CKBI, Prince Albert, Sask.

HARTMAN, HARRY  
WCPO, Cincinnati, Ohio.

HARTWELL, TED  
KELA, betw. Centralia and  
Chehalis, Wash.

HASBROOK, DICK  
WJMS, Ironwood, Mich.

HASEL, JOE  
WNYC, New York, N. Y.

HATFER, WALIN  
KSCJ, Sioux City, Ia.

HEILMANN, HARRY  
WXYZ, Detroit, Mich.

HENDERSON, JAMES  
WOJ, Ames, Ia.

HENSEN, JOE  
KFPW, Fort Smith, Ark.

HEWITT, FOSTER  
CKCL, Toronto, Ontario, Can.

HARRIS, JACK  
WSM, Nashville, Tenn.

HEIN, MEL  
CBS, Highlights In the World  
of Sports.

HELPER, AL  
WOR, Newark, New Jersey.

HERANDEZ, JOSEPH  
KYA, San Francisco, Calif.

HICKEY, WALT  
WMFP, Plattsburg, N. Y.

HIGGS, DR. H. H.  
KPDN, Pampa, Texas.

HIGGINS, CHARLES  
WORC, Worcester, Mass.

HIGGINS, FRANCIS  
WDAN, Danville, Ill.

HIGGINS, GEORGE  
WTCN, St. Paul, Minneapolis,  
Minn.

HIGGINS, HUGH  
WAAW, Omaha, Nebraska.

HILL, DON  
WCBS, Springfield, Ill.

HILL, DON  
KTUL, Tulsa, Okla.

HILL, JOE  
WAGA, Atlanta, Georgia.

HILL, RUPERT  
WCAP, Asbury Park, N.J.

HIPPLE, JAMES B.  
KGFX, Pierre, S. Dak.

HODGES, GILBERT  
KVOR, Colorado Springs,  
Colo.

HODGKINS, HARLEY  
WNBZ, Saranac Lake, N. Y.

HOLLISTER, JACK  
KDKA, Pittsburgh, Pa.

HOLMES, LYALL  
CJCA, Edmonton, Alta.

HOOD, BILL  
KGKO, Fort Worth, Texas.

HOOPER, JACK  
WMBG, Richmond, Virginia.

HOPKINS, GORDON  
KXA, Seattle, Washington.

HOSKINS, JAMES  
WBLY, Lima, Ohio.

HOWARD, L.  
WHAZ, Troy, N. Y.

HOYT, WAITE  
WNEW, New York, N. Y.

HUBBELL, RALPH  
WBNY, Buffalo, N. Y.

HUDSON, HARRY  
WOPI, Bristol, Tenn.

HUESLEY, LARRY  
KMO, Tacoma, Wash.

HUNTER, CHARLES  
WCAZ, Carthage, Ill.

HUNTER, C. M.  
WCLE, Cleveland, Ohio.

HUNTER, C. M.  
WHK, Cleveland, Ohio.

HURT, ZACK  
KFJZ, Fort Worth, Texas.

HUSING, TED  
CBS, Monday Night Show.

— I —

INGLIS, CHARLES  
KLZ, Denver, Colorado.

INGRAM, ARTHUR  
WLEU, Erie, Pa.

INGSTAD, BOB  
KOVV, Valley City, N. D.

— J —

JANES, HAL  
WMCA, New York, N. Y.

JANNEY, ED  
KGGM, Albuquerque, N. M.

JESSEE, RANDALL  
KWOC, Poplar Bluff, Missouri.

JOHNSON, BURTON  
WTRC, Elkhart, Ind.

JOHNSON, DICK  
KGFF, Shawnee, Okla.

JOHNSON, HARRY  
KFAB, Lincoln, Nebraska.

JOHNSON, HAROLD, C.  
KFRO, Longview, Texas.

JOHNSON, MARSHALL  
WHMA, Anniston, Ala.

JOHNSON, ROLLIE  
WCCO, Minneapolis-St. Paul,  
Minn.

JORDAN, CHAS. B.  
WRE, Dallas, Texas.

JORY, M.  
WMBC, Detroit, Mich.

— K —

KAMM, HERBERT  
WCAP, Asbury Park, N. J.

KELLEY, BOB  
WGAR, Cleveland, O.

KELLEY, DON  
WGAR, Cleveland, O.

KELLEY, DON  
WLS, Chicago, Ill.

KELLY, JACK  
WGSI, Atlanta, Georgia.

**KELLY, TOM**  
KCMO, Kansas City, Mo.

**KEMP, JACK**  
CHBC, Winnipeg, Manitoba, Canada

**KENT, CARL**  
WAB, Akron, Ohio

**KILLEN, J. W.**  
WSAU, Wausau, Wisc.

**KILPATRICK, REID**  
KIEP, Los Angeles, Calif. To Day In Sports, Calif. Chm.

**KINGSLEY, CHARLES**  
KHTB, Watsonville, Calif.

**KIRBY, LEE**  
WLT, Charlotte, N. C.

**KLEIN, CARL**  
WBBR, Brooklyn, N. Y.

**KLEMENT, ROBERT**  
WBBR, Buffalo, N. Y.

**KLISE, R. A.**  
KRLE, Lewiston, Ida.

**KOESTER, TONY**  
KFBK, Sacramento, Calif.

**KOLBMAN, JOHN**  
WPEN, Philadelphia, Pa.

**KRUSE, ED**  
KWNQ, Winona, Minn.

**KRETSINGER, JACK**  
KGRB, Fort, Texas

**KROECK, LOUIS**  
KOY, Phoenix, Ariz.

**KROSS, DICK**  
WGFS, Chicago, Ill.

**KROSS, DICK**  
WSFC, Chicago, Ill.

— **L** —

**LABRANCHE, ERNIE**  
WJH, Lowell, Mass.

**LACKA, ERNEST Jr.**  
WPAD, Paducah, Ky.

**LACKA, PIERCE**  
WPAD, Paducah, Ky.

**LAKE, CHARLES**  
WKEP, New Castle, Pa.

**LANDUS, DEWITT**  
KLYO, Lubbock, Texas

**LARGE, HOWARD**  
CHAB, Moose Jaw Sask. Going Places With the Millers

**LASKY, JESSE**  
CBS, Wrigley Program

**LASSEL, GEO**  
KRST, Seattle, Wash.

**LAUGHLIN, KEN**  
KIQD, Anchorage, Alaska

**LAUX, FRANCE**  
KMOX, St. Louis, Missouri.

**LAWDER, SAM**  
WRFD, Richmond, Va.

**LEARY, AL**  
CKCL, Toronto, Ontario, Canada.

**LEE, BERT**  
WMCA, New York, N. Y.

**LEISURE, CLARENCE**  
KRSL, Chico, Calif.

**LENNON, JAMES**  
KIBG, Okmulgee, Oklahoma.

**LEVY, BERNARD**  
WRDW, Augusta, Georgia

**LEWIS, FRANKLIN**  
WGAR, Cleveland, O.

**LEWIS, JOHN**  
WJFN, Jamestown, N. Y.

**LINTHICUM, WALTER**  
WRAE, Baltimore, Md.

**LLOYD, JOHN**  
WHTT, Hartford, Conn.

**LOMAN, STAN**  
WQR, Newark, N. J.

**LONG, DEANE S.**  
WSAL, Salisbury, Md.

**LOWRANCE, BOMAR**  
WSOC, Charlotte, N. C.

**LUNDQUIST, ELDON**  
WTFD, Durham, Ind.

**LUXBARGER, WILLIAM**  
WBBR, Red Bank, N. J.

— **M** —

**McALISTER, R. B.**  
KLYO, Lubbock, Texas

**McCARTEE, ALLAN**  
WBR, Birmingham, Ala.

**McCARTHY, CLEM**  
NBC, Kincaid Sports, Reeds General Motors, Fla.

**Mc CARTY, JACK**  
KORE, Edinburg, Tex.

**McCOY, B. C.**  
WBR, Birmingham, Ala.

**McCURLEY, LANSSE**  
WJAS, Philadelphia, Pa.

**McDONALD, ARCH**  
WJSA, Washington, D. C.

**McGHEE, ADDISON Jr.**  
WKAT, Miami Beach, Florida.

**McGOFFIN, MAC**  
KXRO, Aberdeen, Wash.

**McGREGOR, HORACE**  
WMSD, Sheffield, Ala.

**McKAY, J.**  
WMEC, Detroit, Mich.

**McKEAN, EDDIE**  
KPH, Wichita, Kans.

**McLINN, GEORGE**  
WIP, Philadelphia, Pa.

**McMAHON, TOM**  
WBNE, Birmingham, N. Y.

**McMILLAN, DON**  
CKRC, Regina, Saskatchewan, Canada.

**McMULTY, CHARLES**  
WDBF, Roanoke, Va.

**McTIGUE, HARRY**  
WHAM, Rochester, N. Y.

**MACBETH, ALEN G.**  
WLAW, Lawrence, Mass.

**MacCREADY, HERBERT B.**  
WEW, St. Louis, Missouri.

**MacDILL, WILFRED**  
WTAD, Quincy, Ill.

**MACK, JOHNNY**  
KMTR, Hollywood, Calif.

**MACKAY, DON**  
CJG, Calgary, Alta.

**MacMILLAN, LOWELL**  
WHEC, Rochester, N. Y.

**MANNING, TOM**  
NBC, World Series All Star Baseball Game, WTAM, Cleveland, Ohio.

**MARBLE, HARRY**  
WCAE, Philadelphia, Pa.

**MARGET, MANNY**  
KVOX, Moorhead, Minn.

**MARIANA, NICK**  
KGVO, Missoula, Mont.

**MARKEY, RAY**  
WHTT, Hartford, Conn.

**MARKS, GARNETT**  
WMCA, New York, N. Y., General Mills.

**MARWARD, BILL**  
WVAM, Camden, N. J.

**MARTIN, O.O.**  
CHLP, Montreal, Quebec, Canada.

**MARTIN, REGGIE**  
WJNO, West Palm Beach, Florida.

**MARTIN, GIL**  
WDR, Hartford, Conn.

**MARTINO, PEDRO**  
WNEI, San Juan, Puerto Rico.

**MAYNARD, JACK**  
KSTP, Br. Springs, Texas.

**McHEE, AL**  
WTAQ, Green Bay, Wisconsin.

**McHEE, WHEEY**

**MILDER, NATE**  
WALR, Zanesville, O.

**MILLER, HOWARD A.**  
WGHL, Galesburg, Ill.

**MILLER, JOHN**  
WSSJ, Winston-Salem, N. C.

**MILLS, FRANK**  
KGCO, Fort Worth, Texas.

**MITCHELL, JACK**  
WRR, Dallas, Texas.

**MOCK, BILL**  
KEN, Portland, Oregon.

**MOCK, BILL**  
KGW, Portland, Oregon.

**MONTELL, DOUG**  
KSFQ, San Francisco, Calif.

**MOORE, HENRY**  
KPLT, Paris, Texas.

**MORALES, MIGUEL A.**  
WNEI, San Juan, Puerto Rico.

**MORAN, JACK**  
WABT, Bangor, Me.

**MORRY, ART**  
KWJJ, Portland, Ore.

**MORRISON, ARTHUR**  
CKRC, Winnipeg, Manitoba, Canada.

**MOSHIER, JEFF**  
WSPN, St. Petersburg, Florida.

**MULLINAX, EDWIN**  
WHMA, Anniston, Ala.

**MULVAHILL, MARV**  
KFXX, Grand Junction, Colo.

**MURRAY, JACK**  
WAYX, Waycross, Georgia.

**MURRAY, JIM**  
WCAE, Pittsburgh, Pa.

**MURRAY, KEN**  
CJRC, Winnipeg, Manitoba,  
Canada.

**MYERS, JOE**  
KFEL, Denver, Colo.

**MYERS, JOE**  
KOA, Denver, Colo.

— N —

**NASH, WILLIAM**  
KOH, Reno, Nev.

**NASSAU, JOE**  
WIBG, Glenside, Pa.

**NEBLETT, JOHN**  
WBNS, Columbus, Ohio.

**NELSON, RALPH**  
KCKN, Kansas City, Kans.

**NEVES, M. A.**  
WPRP, Ponce, Puerto, Rico.

**NOLL, HERMAN**  
WKOK, Sunbury, Pa.

**NORMAN, NEIL**  
WLL, St. Louis, Missouri.

**NORMAN, RUSS**  
WHIS, Bluefield, W. Va.

**NORRIS, BOBBY**  
WMAZ, Macon, Georgia.

**NORRIS, PAUL**  
WSIC, Charlotte, N. C.

— O —

**OAKES, BARNEY**  
WATL, Atlanta, Ga.

**O'CALLAHAN, GENE**  
WCNW, Brooklyn, N. Y.

**OGLESBY, WARWICK**  
WHAT, Philadelphia, Pa.

**O'HARA, JOHN**  
KWK, St. Louis, Missouri.

**OLDAKER, LYNN**  
KGFX, Pierre, S. Dak.

**OTT, WOODY**  
WESG, Elmira, N. Y.

**OWEN, GORDON**  
KUTA, Salt Lake City, Utah.

**OWENS, MAURICE P.**  
WROK, Rockford, Ill.

— P —

**PAGET, JOE**  
WJDX, Jackson, Mississippi.

**PALANGE, ANGELO**  
WINS, New York, N. Y. Ad-  
ams Hats Programs.

**PARKER, BEN**  
KWEW, Hobbs, New Mexico.

**PARKER, EARL**  
WDZ, Tuscola, Ill.

**PARKES, HAL**  
KUTA, Salt Lake City, Utah.

**PARTNER, DAN**  
KSAC, Manhattan, Kans.

**PASCOE, PALLIE**  
CHAB, Moose Jaw, Sask. Go-  
ing Places with the Millers.

**PATRICK, VAN**  
KRMD, Shreveport, La.

**PEARSON, ED.**  
WCOF, Boston, Mass.

**PEARSON, FORT**  
WMAQ-WENR, Chicago, Ill.

**PENFIELD, AD.**  
WDNC, Durham, N. C.

**PENSON, J. C.**  
CFAR, Flin Flon, Man.

**PERRY, ROBERT N.**  
WORL, Boston, Mass.

**PETRANKA, JOE**  
WSFA, Montgomery, Ala.

**PHILLIPS, D. G.**  
WFBC, Greenville, S. C.

**PIGUE, BOB**  
WMC, Memphis, Tenn.

**POOLE, BILL**  
WGPC, Albany, Georgia.

**POPE, BILL**  
WESG, Elmira, N. Y.

**POWELL, BUD**  
CFGP, Grand Prairie, Alberta,  
Canada.

**POWERS, JIMMY**  
WACA, New York, N. Y.

**POYNER, GRABAM**  
WPTF, Raleigh, N. C.

**PROUGH, ED**  
WDAY, Fargo, N. D.

**PUCKETT, BERT**  
WMT, Cedar Rapids-Waterloo,  
Iowa.

**PURCELL, BURKE**  
KGFX, Pierre, S. Dak.

— R —

**REAMS, TED**  
WRVA, Richmond, Va.

**RED, TIM**  
CKSO, Sudbury, Ont.

**REUNING, FRED**  
WOPI, Bristol, Tenn.

**REVELL, ORVILLE**  
WKAT, Miami Beach, Florida.

**RIBB, JIMMIE**  
KNOW, Austin, Texas.

**RICHARDS, JACK**  
KEUB, Price, Utah.

**RICHARDSON, BOB**  
KWK, St. Louis, Missouri.

**RIDER, MAURICE**  
KIRO, Seattle, Wash.

**RILEY, LEN**  
WFBM, Indianapolis, Ind.

**RING, BILL**  
KWTO - KGBX, Springfield,  
Mo.

**RISS, DAN**  
WRUF, Gainesville, Florida.

**ROBB, MAJOR**  
WSAL, Salisbury, Md.

**ROGERS, EDLY**  
KALB, Alexandria, La.

**ROGERS, IRV.**  
KALB, Alexandria, La.

**ROLL, DICK**  
WHIO, Dayton, Ohio.

**ROSKIN, LEWIS**  
CJOC, Lethbridge, Alta.

**ROUSH, CHARLES**  
WIBC, Indianapolis, Indiana.

**ROWENS, JR., W. E.**  
KRRV, Sherman, Texas.

**RUDOLPH, JOE**  
WCBF, Chicago, Ill.

**RUGH, VIC**  
KFH, Wichita, Kans.

— S —

**ST. JAMES, CHRIS**  
WCNW, Brooklyn, N. Y.

**SAKRY, CLIFFORD**  
KFAM, St. Cloud, Minn.

**SAMP, EDWARD**  
WHA, Madison, Wisconsin.

**SARFF, BOB**  
KVOX, Moorhead, Minn.

**SCHMIDT, RAY**  
KWK, St. Louis, Missouri.

**SCHRODER, BILL**  
KECA, Los Angeles, Cal.

**SCHUDD, R. E.**  
WHAZ, Troy, N. Y.

**SCOFFIELD, DAVE**  
KFRC, San Francisco, Calif.

**SCOTT, ALAN**  
WCAU, Philadelphia, Pa.

**SEIOTA, SAM**  
WHAT, Philadelphia, Pa.

**SHAFFER, JOHN C.**  
WKY, Oklahoma City, Okla.

**SHANNON, BOB**  
KWNO, Winona, Minn.

**SHELTON, JIM**  
WSAU, Wausau, Wisc.

**SHERMAN, BILL**  
WAVE, Louisville, Ky.

**SHERMAN, BUD**  
WBAP, Ft. Worth, Texas.

**SHREVE, LEONARD**  
KWLK, Longview, Wash.

**SHUMATE, GENE**  
KRNT-KSO, Des Moines, Ia.

**SIEBERT, HERB**  
KWYO, Sheridan, Wyo.

**SIEGEL, BUDDY**  
KOME, Tulsa, Okla.

**SILVA, FRANK**  
WSAY, Rochester, N. Y.

**SIMMONS, P.**  
KFNF, Shenandoah, Ia.

**SIMONDS, HAL**  
WFIL, Philadelphia, Pa.

**SINGLE, IRWIN**  
WHN, New York, N. Y.

**SPES, LEON**  
KELD, El Dorado, Ark.

**SLATER, BILL**  
KFPW, Fort Smith, Ark.

**SMALL, FRANK**  
WAKD, Brooklyn, N. Y.

**SMITH, BERT**  
WYAW, Omaha, Nebraska.

**SMITH, BOB**  
WOOD-WASH, Grand Rapids, Mich.

**SMITH, ERNIE**  
KYV, San Francisco, Calif.

**SMITH, TOM**  
WPHN, Philadelphia, Pa.

**SPARKS, H. A.**  
WJLI, Jackson, Miss.

**SPENCER, CHARLIE**  
WHTS, Bluefield, W. Va.

**SPENCER, LESTER**  
WHHO, Dayton, Ohio.

**SPRAGUE, ED. A.**  
WVA, Wheeling, W. Va.

**STABI, GEO.**  
WKOK, Sunbury, Pa.

**STANTON, BOB**  
WV, Detroit, Mich.

**STARR, JACK**  
KMB, Kansas City, Mo.

**STEARNS, BILL**  
WHEB, Portsmouth, New Hampshire.

**STEELE, ROBERT**  
WTR, Hartford, Conn.

**STEMMLER, NICK**  
WSYR, Syracuse, N. Y.

**STEPHENSON, STUART X.**  
WSPA, Monticomey, Ala.

**STERN, BILL**  
XBP, Sports Scrap.

**STEVENS, JACK**  
WDFC, Hartford, Conn.

**STEWART, CLARENCE**  
KFOR, Colorado Springs, Colo.

**STIMERS, KEN**  
CRTB, St. Catharines, Ont.

**STOUT, ALLEN**  
WKRC, Cincinnati, Ohio.

**STULLA, WILLIAM**  
KOA, Denver, Colo.

**SULLIVAN, JOHN**  
KPDN, Pampa, Texas.

**SUTHERLAND, BILL**  
KDKA, Pittsburgh, Pa.

**SUTHERLAND, GEORGE**  
WMBX, Boston, Mass. Sutherland Sports Trail.

**SUTTERFIELD, PHIL**  
WCSA, Charleston, S. C.

**SWEENEY, BUDD**  
WHGC, Columbus, Ohio.

**SWEET, EDGAR E.**  
WFBG, Altoona, Pa.

— T —

**TAUB, SAM**  
WHN, New York, N. Y.

**TERRY, BILL**  
WSGN, Birmingham, Ala.

**THOMPSON, BILL**  
KWYO, Sheridan, Wyo.

**THOMPSON, HAL**  
WFAA, Dallas, Texas.

**THOMPSON, JIMMIE**  
WFBG, Greenville, S. C.

**THOMPSON, ROY**  
WFBG, Altoona, Pa.

**THORNBERGH, VERNON**  
WCFD, Cincinnati, Ohio.

**THORP, JOHN**  
KWV, Philadelphia, Pa.

**TIDWELL, EDGAR**  
KGB, San Diego, Calif.

**TOBOLA, JOHN J.**  
WAYX, Waycross, Georgia.

**TONGE, R. E.**  
KPSA, San Antonio, Texas.

**TOTTEN, HAL**  
NBC, Baseball.  
WMAQ-WENR, Chicago, Ill.  
WCFB, Chicago, Ill.

**TRAYSER, DON**  
WMEF, Philadelphia, N. Y.

**TREDWAY, BILL**  
KTRI, Sioux City, Iowa.

**TRUETT, ROLLIE**  
KEX, Portland, Oregon.

**TRUETT, ROLLIE**  
KGW, Portland, Oregon.

**TRISNER, CLAUDE**  
KGGG, Manday, North Dakota.

**TVSON, TY**  
WVJ, Detroit, Mich.

— V —

**VACKNER, CHARLES**  
WHN, New York, N. Y.

**VANCE, KENNETH**  
WGM, Mississippi City, Mississippi.

**VEDDER, CHESTER**  
WGY, Schenectady, N. Y.

**VELA, WILLIE**  
KPAB, Laredo, Texas.

**VENTER, MEL**  
KFRG, San Francisco, Calif.

**VINEY, HENRY**  
CJOC, Lethbridge, Alta.

**VOLTZ, LUTHER**  
WIOD, Miami, Florida.

**VON ROTH, ROGER**  
WAIR, Winston-Salem, N. C.

— W —

**WAGNER, CHARLEY**  
WCAM, Camden, N. J.

**WAGNER, JACK**  
KHLB, Watsonville, Calif.

**WAGNER, RALPH**  
WOW, Omaha, Nebraska.

**WALLACE, JACK**  
KBSF, Big Spring, Texas.

**WALSH, GEORGE**  
WHAS, Louisville, Ky.

**WALTMAN, J. A. VELL**  
KFAM, St. Cloud, Minn.

**WALTON, LUKE**  
WBOW, Terre Haute, Ind.

**WARREN, AL**  
KLO, Ogden, Utah.

**WARREN, CHARLES**  
WCOL, Columbus, Ohio.

**WEBBE, TED**  
WJNS, New York, N. Y.

**WEGMAN, ED**  
WSAY, Rochester, N. Y.

**WELSH, BILL**  
KFEL, Denver, Colo.

**WESLEY, JAY**  
WEEL, Boston, Mass.

**WHISENANT, A. D.**  
KRBB, Abilene, Texas.

**WILBUR, GORDON**  
WNLG, New London, Conn.

**WILLIAMS, BILL**  
WNBZ, New Britain, Conn.

**WILLIAMS, GLAN**  
KORC, Enid, Okla.

**WILLIAMS, PAUL**  
KOCY, Oklahoma City, Okla.

**WILLIAMSON, GORDON**  
CFRN, Edmonton, Alta. The Best in the West Program.

**WILLIAMSON, W. S.**  
KPKA, Greeley, Colorado.

**WILMS, ED**  
WLAP, Lexington, Ky.

**WILMS, CAPTAIN WALTER**  
WHN, New York, N. Y.

**WILMS, PAUL**  
WTMY, East St. Louis, Ill.

**WISMER, HARRY**  
WJR, Detroit, Mich.

**WOLF, HAL**  
KJR, Seattle, Washington.

**WOLF, HAL**  
KOMO, Seattle, Washington.

**WOLF, SOL**  
WKAK, Williamsport, Pa.

**WOOD, FRED**  
WNSJ, Bridgeton, N. J.

**WOODHOUSE, WOODA**  
WDNC, Durham, N. C.

**WOODS, JAMES M.**  
KGLD, Mason City, Ia.

**WOODWARD, LEROY**  
WOMI, Owensboro, Ky.

**WOOLFRIES, A. G.**  
WOL, Ames, Ia.

**WYNNE, FLOYD**  
KLPD, Mount, N. D.

**WYNNE, RICHARD**  
KYA, San Francisco, Calif.

— Y —

**YONDT, MAX**  
KGVQ, Missoula, Mont.

**YOUNG, JAMES W.**  
WIS, Columbia, S. C.

**YOUNG, RUSTY**  
CJRC, Winnipeg, Manitoba, Canada.

**YOUNG, "TUCK"**  
WSPA, Spartanburg, S. C.

**YOUSE, ROBERT**  
WDBJ, Roanoke, Va.

# Backstage

★ Those Engaged in Radio Production and their work during 1938 ★



## — A —

**ABELOFF, IRWIN**  
WRVA, Richmond, Va.

**ADAMS, CHARLES LEE**  
WHB, Kansas City, Missouri

**ADAMS, FELIX**  
WLW, Cincinnati, Ohio

**ADAMS, WILLIAM J.**  
WDAN, Danville, Ill.

**ADAMSON, W. G.**  
WKTG, St. Catharines, Ont.

**ALBER, PAUL**  
WSNJ, Bridgeton, N. J.

**ALEXANDER, JOHN**  
KFBB, Great Falls, Mont.

**ALEXANDER, ALTON**  
The Hour of Charm, NBC.  
General Motors Concert, NBC.  
Five Star Final, CBS. Sweet-  
heart Time, MBS-CBS. Fun  
in Swingtime, MBS.

**ALISON, ADAH SMITH**  
WICC, Bridgeport, Conn. Con-  
necticut Federation of Music  
Clubs Program.

**ALLABOUGH, JR., J. L.**  
WJJD, Chicago, Ill.

**ALLEN, BOB**  
KSTP, St. Paul-Minneapolis,  
Minn.

**ALLEN, EDGAR L.**  
KTRI, Sioux City, Iowa.

**AMAULI, GUILIO**  
WHOM, Jersey City, N. J.

**AMUNDSEN, ALBERT**  
WMBH, Joplin, Missouri

**ANDERS, WAYNE**  
KWNO, Winona, Minn.

**ANDERSON, DICK**  
WHO, Des Moines, Iowa.

**ANDERSON, ORVAL**  
WRUF, Gainesville, Florida.

**ANDRIA, SABRI**  
WBBC, Brooklyn, N. Y.

**ARMSTRONG, BERNIE**  
KDKA, Pittsburgh, Pa.

**ARNOLD, DENMAN**  
WSAU, Wausau, Wisc.

**ARNOLD, JUNE**  
WGH, Newport News, Va.

**ARTHUR, RENE**  
CKCV, Quebec, Que.

**ASHLEY, ARTHUR**  
WHOM, Jersey City, N. J.

**AUSTIN, CLAUDE**  
Voice Coach.

**AUSTIN, MADELINE**  
CFAG, Calgary, Alberta, Can-  
ada.

## — B —

**BADALOTI, MARIO**  
WOV, New York, N. Y. La  
Perla, Procter and Gamble  
Oxydol Program.

**BALDWIN, LEON**  
CKCV, Quebec, Que.

**BARBER, JAMES ALDEN**  
KGVO, Missoula, Mont.

**BARNES, FRANK W.**  
KGIW, Alamosa, Colo.

**BARNHART, CHARLES E.**  
WTMV, East St. Louis, Ill.

**BARNHART, L. D.**  
WMAQ-WENR, Chicago, Ill.

**BARRETT, MAURICE**  
WHN, New York, N. Y.

**BARRY, CHARLES**  
WMAL-WRC, Washington, D.  
C.

**BARTELL, GERALD**  
WHA, Madison, Wisc.-WKBM,  
Stevens Point, Wisc. Wiscon-  
sin School of the Air, Wiscon-  
sin College of the Air.

**BASS, FRED C.**  
CKWX, Vancouver, B. C.

**BATCHELDER, KATHERINE**  
WCOP, Boston, Mass.

**BATSON, CHARLES**  
WFBC, Greenville, S. C.

**BAXTER, LIONEL**  
WAPI, Birmingham, Ala.

**BAXTER, PAT**  
KTEM, Temple, Texas.

**BEAL, BILL**  
KDKA, Pittsburgh, Pa.

**BEARD, JAY P.**  
KBEM, Jonesboro, Ark.

**BEAVERS, WALLACE**  
WCOL, Columbus, Ohio.

**BEDFORD, HOWARD**  
CKNX, Wingham, Ontario,  
Canada.

**BELL, VICTOR**  
KUTA, Salt Lake City, Utah.

**BENANDER, MILTON**  
WMC, Memphis, Tenn.

**BENNETT, DONN**  
WNBP, Binghamton, N. Y.

**BENNETT, JOHN**  
KHUB, Watsonville, Calif.

**BENNETT, RUSSELL**  
WKAT, Miami Beach, Fla.

**BENNETT, THURSTON**  
WRDW, Augusta, Ga.

**BENTLEY, ROBERT**  
WCPO, Cincinnati, Ohio.

**BERLIZA, RAFAEL**  
WNEL, San Juan, Puerto  
Rico.

**BERNARD, DON**  
KNX, Los Angeles, Calif.

**BERRY, CHARLES**  
WBLL, New York, N. Y.

**BERRY, JACK**  
WORL, Boston, Mass.

**BETTS, FRANKLIN L.**  
WCHV, Charlottesville, Va.

**BIONDI, FERDINAND**  
CKAC, Montreal, Quebec, Can.

**BISHOP, JULIAN**  
KFRD, Longview, Texas

**BITTKOFER, TALMAGE J.**  
WMBI, Chicago, Ill.

**BIXBY, CARL**  
CBS. Life Can Be Be Beauti-  
ful, This Day Is Ours.

**BLACKWELL, GEORGE C.**  
WOMI, Owensboro, Ky.

**BLAIR, FRANK**  
WOL, Washington, D. C.

**BLAKE, AFTON**  
KFPW, Fort Smith, Ark.

**BLAKELY, CLINT**  
WAPI, Birmingham, Ala.

**BLANCHARD, LOWELL**  
WNOX, Knoxville, Tenn.

**BLAND, LEE**  
WERC, Cincinnati, Ohio.

**BLENDER, MORTON**  
WCOP, Boston, Mass.

**BLISS, MILTON**  
WHA, Madison, Wisc.-WLBL,  
Stevens Point, Wisc. Wiscon-  
sin College of the Air.

**BOLEY, JOSEPH**  
WBLL, New York, N. Y.

**BOLEY, JOSEPH**  
WOV, New York, N. Y.

**BOONE, JULIAN H.**  
**BOOTON, FRAN**  
WDZ, Tuscola, Ill.

**BOTTERILL, NORMAN**  
CJCA, Edmonton, Alta.

**BOSMAN, JOHN**  
WMBG, Richmond, Virginia.

**BOURASSA, YVES**  
CKAC, Montreal, Quebec, Can.

**BOWER, C. ROGER**  
WOR, Newark, N. J.

**BOYLE, HARRY J.**  
CKNX, Wingham, Ontario,  
Canada.

**BOYLING, J. S.**  
CHAB, Moose Jaw, Saskatch-  
ewan, Canada.

**BRADLEY, ROLAND**  
KJR, Seattle, Wash.

**BRADLEY, ROLAND**  
KOMO, Seattle, Wash.

**BRADSHAW, VAUGHN**  
WTAR, Norfolk, Va.

**BRAUN, EDMUND**  
WBLY, Lima, Ohio

**BRENTON, JACK**  
WFLD, Rocky Mount, N. C.

**BRECKNER, GARY**  
KXN, Los Angeles, Calif.

**BREFFNE, GRACE**  
WTC, Fort Worth, Texas  
Thruout Theatre

**BRESE, GEORGE**  
KFBK, Sacramento, Calif.

**BRENNER, ROBERT**  
WMBX, Boston, Mass.

**BREN, P. EDWARD**  
WELI, Erie, Pa.

**BRIGGS, FRED**  
KVCQ, Santa Ana, Calif.

**BROSEK, ANTON**  
WFRD, Waterloo, Ill.

**BROWN, ALLEN**  
WEMA, Arlington, Ala.

**BROWN, ART**  
WOL, Washington, D. C.

**BROWN, LEJAND**  
KGY, Olympia, Wash.

**BROWN, AL RAY**  
KATK, Aberdeen, S. Dak.

**BROWN, BEVERLY**  
WML, New Orleans, La.

**BROWN, GORDON**  
KSLG, Santa Rosa, Calif.

**BROWN, HOWARD**  
WTF, Philadelphia, Pa.

**BROWN, LORRAINE**  
WBC, Fort Worth, Texas  
Broadcasters' Program

**BROWN, MARY MCCORD**  
KPEL, Denver, Colo.  
Womans' Page Program

**BRYAN, WM. C.**  
KLSA, San Antonio, Texas

**BRANE, WOODRUFF**  
WIS, Columbus, Ohio

**BRAYSON, M. CONREY**  
KFSM, El Paso, Texas

**BURGEM, EDWARD**  
WNEZ, Saratoga Lake, N. Y.

**BURGER, FRANK**  
WIS, Columbus, Ohio

**BURKE, BOB**  
WMBH, Joplin, Mo.

**BURKE, HARRY**  
WOW, Omaha, Neb.

**BURT, BILLY**  
WLAQ, Geneva, Ind.  
WBBA

**BUSS, ROBERT**  
CLOU, Philadelphia, Ala.

— C —

**CADY, MIKE**  
KTKL, Sioux City, Iowa

**CALLISON, GLENN**  
WGTH, Gulfport, Ill.

**CANNIZZO, ROY**  
WFLC, Chicago, Ill.

**CAMERON, LAYMAN**  
KWK, St. Louis, Mo.

**CAPPIELLO, SAVERIO**  
WARD, Brooklyn, N. Y., Ital-  
ian Director

**CAPPS, HORACE**  
WBOW, Terre Haute, Ind.

**CARR, HAROLD**  
WLAW, Cincinnati, Ohio

**CARRAWAY, HOWARD**  
KGRD, Fort Worth, Texas

**CARRIGAN, EDWARD J.**  
WBBG, Glenboro, Pa.

**CARTER, OPAL**  
WHIS, Bluffton, W. Va.

**CATTON, STAN**  
COUR, Vancouver, B. C.

**CAVANOR, HAVIE C.**  
WCCO, Minneapolis-St. Paul,  
Minn.

**CENTOLA, GREG**  
WMCX, New York, N. Y.

**CHAPMAN, JAMES**  
KSAW, Manhattan, Kans.

**CHAPPELL, ERNEST E.**  
MBS, The Show of the Week

**CHAM, SUMNER**  
WMBX, Boston, Mass.

**CHOATE, C. A.**  
KWNQ, Wilton, Minn.

**CHORLUK, DMATRO**  
WARD, Brooklyn, N. Y., Ak-  
ronian Director

**CHRISTMAN, EARL**  
WPHO, Dayton, Ohio, Tenness  
and Englepos

**CHURCH, WENY**  
WGEM, Wilton, N. C.

**CLARK, ALLAN**  
WKY, Oklahoma City, Okla.

**CLARK, DAVE**  
KGN, Amarillo, Texas

**CLARK, HOWARD**  
KRSO, Southbury, Conn.

**CLARK, T. G.**  
KBEK, Vancouver, British Co-  
lombia, Canada

**CLENE, CALDWELL**  
WFT, Charlotte, N. C.

**COFFIN, FRANK**  
KWLK, Lakeview, Wash.

**COGGESHALL, A. O.**  
WGY, Schenectady, N. Y.

**COLLINS, TED**  
CBS, Kati, Smith Sea

**COLLINS, THOMAS**  
WVAD, Norman, Okla.

**COMPELL, JOE**  
KSRD, Santa Rosa, Calif.

**COMPTON, WALTER**  
WGL, Washington, D. C.

**CONNOLLY, JAMES**  
WMSD, Shepherd, Va.

**CONRAD, RICHARD W.**  
WJRN, Reno, Wash.

**CONWAY, CAL**  
WBB, Canton, Ohio

**COOKE, E. TURNER**  
WMAS, Springfield, Mass.

**COOL, GOMER**  
KMBR, Kansas City, Mo.

**COGNTZ, EDDIE**  
KVOD, Tulsa, Okla.

**COOPER, ERNEST**  
WBAI, Baltimore, Md.

**COOPER, SAM**  
WMCX, New York, N. Y.

**CORBIN, PAUL**  
KELA, Letwin, Centre, and  
Clarks, Wash.

**COREY, ARGUE**  
KANS, Wichita, Kans.

**CORNING, WALTER**  
WNOX, Knoxville, Tenn.

**COTT, TED**  
WNYC, New York, N. Y.,  
America's Home of Dramatic  
Radio, Playhouse Workshop,  
The White Plains Hall of  
Fame

**COTTON, BOB**  
WJNS, New York, N. Y.

**COUTLEE, J. RENE**  
CHRC, Quebec, Que.

**COZINE, LEN**  
KRM, Reno, Sask.

**CRABTREE, CHARLES**  
KTFH, Twin Falls, Idaho

**CRAWFORD, VERNON**  
WFLH, Philadelphia, Pa.

**CREASMAN, JAMES**  
KVAR, Phoenix, Ariz.

**CRIZELL, TITO**  
KGLU, Brownsville, Texas

**CROWELL, GEORGE**  
WORT, Boston, Mass.

**CRUTCHFIELD, CHAS. H.**  
WFT, Charlotte, N. C.

**CUBBERIA, DAN**  
KGY, Olympia, Wash.

**CUNNINGHAM, B.**  
WSEN, St. Petersburg, Fla.

**CUTT, ROD**  
WLS, Chicago, Ill.

**CURTIS, TOM**  
KEYO, Lubbock, Texas

— D —

**DALLAS, A. V.**  
KGLW, Alamosa, Colo.

**DALA, ARTHUR**  
WMAI, WRC, Washington, D. C.

**DANE, HARRY**  
KRM, Reno, Sask.

**DAN MILLER, HERMAN**  
WTAQ, Green Bay, Wis.

**DAVENPORT, JAMES**  
WFDW, Augusta, Ga.

**DAVIDSON, BILL**  
KFER, San Francisco, Calif.

**DAVIS, PATSY**  
KWSO, Pullman, Wash. Class-  
room Actress

**DAWSON, DON**  
CKK, Regina, Saskatchewan,  
Canada

**DAWSON, MILLS**  
WCSW, Brooklyn, N. Y.

**DEAN, BEV**  
WKY, Cincinnati, Ohio

**DEHMER, FRED**  
KFRD, Longview, Texas

**DeLASAUN, HARRY**  
KVCV, Redding, Calif.

**DEL CASTILLO, I. G.**  
WELI, Boston, Mass.

**DELTA, FRED**  
WMLD, Richmond, Va.

**DEL TARO, G.**  
WPRP, Puerto Rico, Puerto Rico

**DeMOSS, LALE**  
WOW, Omaha, Neb.

**DeMOTTE, JOE B.**  
WSEY, Monticomey, Ala.

**DENNIS, LLOYD**  
WJWS, Washington, D. C.

**DAVANEY, FRANK**  
WMLN, St. Paul, Minnesota,  
Minn.

**DeVORE, THOMAS**  
WBNS, Columbus, Ohio

**DICKSON, A. S.**  
CFBY, Charlottesville, P. R. L.,  
Canada.

**DICKSON, SAMUEL**  
KGO, San Francisco, Cal.  
KPO

**DIELL, BOB**  
WHP, Harrisburg, Penn.

**DIESPECKER, DICK**  
CJOB, Vancouver, B. C.

**DILLAHUNTY, THOMAS**  
KCMC, Texarkanna, Texas.

**DISNEY, PETER R.**  
WHAS, Louisville, Ky.

**DIXON, BERT**  
WNYC, New York, N. Y.

**DIXON, DON**  
KDKA, Pittsburgh, Pa.

**DIXON, MASON**  
WFBC, Greenville, S. C.

**DOLBIER, MAURICE**  
WABI, Bangor, Me.

**DONNELLY, WILLIAM**  
WICC, Bridgeport, Conn. Tom Thumb Theatre.

**DONOHUE, HOWARD**  
WMMN, Fairmont, W. Va.

**DORSEY, HOWARD**  
WMBD, Peoria, Ill.

**DOUGAL, TOM**  
WXYZ, Detroit, Mich.

**DRAKE, MAURICE**  
WCNW, Brooklyn, N. Y.

**DREYFUS, WOODS**  
WISN, Milwaukee, Wisc.

**DRUMMOND, DAVID**  
KGO, San Francisco, Cal.  
KPO.

**DWAN, ROBERT**  
KGO, San Francisco, Calif.  
KPO.

— E —

**EBERT, BOB**  
WLBC, Muncie, Ind.

**EBI, EARL**  
WWJ, Detroit, Mich.

**EDMONDS, JACK**  
WLW, Cincinnati, Ohio.

**EDWARDS, BILL**  
WMMN, Fairmont, W. Va.

**EDWARDS, C. WESLEY**  
KSAN, San Francisco, Calif.

**EDWARDS, EDDIE**  
KMBC, Kansas City, Mo.  
Sound effects.

**EDWARDS, GENE**  
WDAS, Philadelphia, Pa.

**EDWARDS, JOHN I.**  
KECA, Los Angeles, Calif.  
KFI.

**EGGLESTON, STUART**  
KMBC, Kansas City, Mo.

**ELLIOTT, WILLIAM**  
WICC, Bridgeport, Conn.

**ELLIOTT, W. W.**  
KSAL, Salina, Kans.

**ELLSWORTH, SHERRILL**  
KGIW, Alamosa, Colo.

**ELMAN, DAVE**  
NBC, Hobby Lobby.

**ENGEL, HAROLD A.**  
WHA, Madison, Wisc.-WLBL,  
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College of the Air.

**EREKSON, REID**  
WLB, Minneapolis, Minn.

**EUBANKS, EUGENE**  
WMAQ-WENR, Chicago, Ill.

**EVANS, FLEM**  
WCBS, Charleston, W. Va.

**EVANS, TREVOR**  
KJR, Seattle, Wash.

**EVANS, TREVOR**  
KOMO, Seattle, Wash.

**EVANS, VIRGIL**  
KALB, Alexandria, La.

— F —

**FARRELL MAURY**  
WAPI, Birmingham, Ala.

**FAWCETT, GILBERT**  
KDAL, Duluth, Minn.

**FENNER, BERNARD**  
WAAW, Omaha, Nebr.

**FENNIMORE, GENE**  
KPYO, Lubbock, Texas.

**FEYHL, HORACE**  
WCAU, Philadelphia, Pa.

**FIDLAR, ROBERT**  
WHIO, Dayton, Ohio.

**FIELDING, BILL**  
WMC, Memphis, Tenn.

**FIELDS, MERLE**  
WTRC, Elkhart, Ind.

**FILLING, GEORGE**  
WCAO, Baltimore, Md.

**FINGER, LEN**  
KPFZ, Port Worth, Texas.

**FINGER, LEN**  
KPAT, Ft. Worth, Texas.

**FLANAGAN, ALVIN**  
WRUF, Gainesville, Fla.

**FLETCHER, NEIL**  
KIGB, Tyler, Texas.

**FLINT, H. HARRISON**  
WLAW, Lawrence, Mass.

**FLINT, JAMES C.**  
WHA, Madison, Wisc.-WLBL,  
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School of the Air.

**FOLL, CHARLES**  
KWLK, Longview, Wash.

**FONDREN, ELMER**  
KGGM, Albuquerque, N. M.

**FORTIER, ALINE M.**  
CHRC, Quebec, Que. The  
Memoirs of Dr. J. O. Lambert,  
Quebec on Parade, Old Folks  
at Rome.

**FOSTER, DAY**  
KORE, Eugene, Ore.

**FRAKER, WILLARD W.**  
WFBG, Altoona, Pa.

**FRAMER, WALTER**  
WFSW, Pittsburgh, Pa.

**FRANK, DON**  
WAPI, Birmingham, Alta.

**FRECKLETON, SLIM**  
CKCL, Toronto, Ontario, Can.

**FREEMAN, PAT**  
CFAC, Calgary, Alberta, Can.

**FREEMAN, R. A.**  
WEEL, Boston, Mass.

**FRENCH, KEN**  
WHEC, Rochester, New York.

**FRENCH, ROBERT S.**  
WHRC, Columbus, Ohio.

**FRESCHEL, MAX**  
WBBR, Brooklyn, N. Y.

**FRITZ, CARL**  
WFLA, Tampa, Fla.

**FROST, PAUL**  
CKTB, St. Catharines, Ont.

**FRY, EVAN**  
KCKN, Kansas City, Kans.

**FRY, PAUL**  
WAAW, Omaha, Nebr.

**FULLER, J. R.**  
CKSO, Sudbury, Ont.

**FULLER, SAM**  
WLW, Cincinnati, Ohio.

**FULTON, FRED**  
KELA, Betw. Centralia and  
Chehalis, Wash.

**FUSON, JAMES**  
KOME, Tulsa, Okla.

— G —

**GALLAGHER, MIKE**  
KGTI, Brownsville, Texas.

**GALLIPO, CLINTON**  
KPAM, St. Cloud, Minn. Di-  
rector of Dramatics.

**GARDNER, DON**  
WAJR, Winston-Salem, N. C.

**GARDNER, LUCILLE**  
WNLC, New London, Conn.

**GARNEAU, BERTHE**  
CHRC, Quebec, Que. Entro-  
Nous Mesdames.

**GASKILL, JOHN HENRY**  
WBLY, Lima, Ohio.

**GAVIN, WILLIAM**  
KJR, Seattle, Wash.

**GAVIN, WILLIAM**  
KOMO, Seattle, Wash.

**GAY, BILL**  
KNX, Los Angeles, Calif.

**GENSEL, CARL**  
WXYZ, Detroit, Mich.

**GEORGE, ROY**  
KRLD, Dallas, Texas.

**GILFOY, JAMES E.**  
KGCU, Mandan, N. D.

**GILLINGHAM, JOHN**  
KYA, San Francisco, Calif.

**GIRARD, PAUL**  
WBAL, Baltimore, Md.

**GLORIA, ANGELO**  
WBL, New York, N. Y. Ma-  
daglia D'Oro.

**GODFREY, GROVER**  
KGTI, Brownsville, Texas.

**GOFF, HENRY**  
WLAK, Lakeland, Fla.

**GOLD, W. E.**  
WCPO, Cincinnati, Ohio.

**GOLDSMITH, C. H.**  
WCHV, Charlottesville, Va.

**GOLDSMITH, LEE**  
KFEL, Denver, Colo.

**GOLUBOFF, SIDNEY**  
WELL, New Haven, Conn.

**GOODRICH, BILL**  
WAAW, Omaha, Nebr.

**GOODWIN, BILL**  
KNX, Los Angeles, Calif.

**GOODWIN, SID**  
KNX, Los Angeles, Calif.

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**GOTTLIEB, JOSEPH**  
WCAU, Philadelphia, Pa.

**GOULD, J. FOREST**  
WKZO, Kalamazoo, Mich.

**GOW, GEORGE**  
WCHS, Charlestown, W. Va.

**GRAHAM, A. W.**  
WKST, New Castle, Pa.

**GRAMLEY, LILLIAN**  
WRAC, Williamsport, Pa.

**GRANT, AUSTIN**  
WWJ, Detroit, Mich.

**GRASSO, FRANK**  
WFLA, Tampa, Fla.

**GREEN, CHARLES P.**  
**GREEN, JUDD N.**  
KMOX, St. Louis, Mo.

**GREENWOOD, WARREN**  
WHAL, Greenfield, Mass.

**GREGSON, JACK**  
KDYL, Salt Lake City, Utah

**GREV, ROBERT**  
KMO, Kansas City, Mo.

**GROLLER, JOHN**  
WGHI, Scranton, Pa.

**GRIZZARD, TED**  
WLAP, Lexington, Ky.

**GROOM, DALE**  
WRTD, Richmond, Va.

**GROSJEAN, FRANK**  
WJBC, Canton, Ohio.

**GRIENBERG, AXEL**  
WWJ, Detroit, Mich.

**GUEST, J. EDGAR**  
CKFL, Toronto, Ontario.

**GUNDAKER, ED**  
WHF, Harrisburg, Penna.

**GUY, PAUL**  
CFGP, Grand Prairie, Alberta, Canada.

**GUWAN, GEORGE**  
KFEL, Columbia, Mo.

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**HAAS, GRANT C.**  
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**HAASE, WALTER**  
WDR, Hartford, Conn.

**HACKWORTH, ERNEST**  
KFD, Fort Worth, Texas.

**HAIGHT, ALDEN H.**  
WELB, Battle Creek, Mich.

**HALL, ARTHUR**  
WCOP, Boston, Mass.

**HALL, LEON**  
KPPC, Pasadena, Calif.

**HALL, RADCLIFFE**  
WGY, Schenectady, N. Y.

**HAMILTON, JAMES**  
WLEU, Erie, Pa.

**HANEY, J.**  
WREZ, Muskegon, Mich.

**HANSON, TOM**  
KNX, Los Angeles, Calif.

**HANSEN, C.**  
KRKO, Everett, Wash.

**HANSON, GERTIE I.**  
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**HANSEN, JOHN F.**  
KFOR, Lincoln, Neb.

**HANKJE, ALICE**  
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**HARDING, GEORGE**  
KRFD, Dallas, Texas.

**HARGIS, THOMAS**  
WMAQ WENR, Chicago, Ill.

**HARRIS, BEN**  
KFGS, San Francisco, Calif.

**HARLOW, RUBY**  
KJR, Seattle, Wash.

**HARNACK, BOB**  
KEHL, Los Angeles, Calif.

**HARRIS, BRADLEY**  
KGB, San Diego, Calif.

**HARRIS, HARRIETT**  
KFWB, Los Angeles, Calif.; Grandmother's Fairytales.

**HARRIS, L. G.**  
WMAQ WENR, Chicago, Ill.

**HARRIS, LESLIE**  
WQAM-Miami, Florida.

**HART, W. R.**  
CKRI, Prince Albert, Sask.

**HARTLEY, ARNOLD**  
WGES, Chicago, Ill.

**HARVEY, JAMES**  
KYW, Philadelphia, Pa.

**HAWTHORNE, BEN**  
WTIC, Hartford, Conn.

**HAYDEN, JAMES A.**  
WARD, Brooklyn, N. Y.; Irish Director.

**HAYES, MAURICE F.**  
WSN, St. Petersburg, Fla.

**HEBERER, H. MILES**  
KSAC, Manhattan, Kans.

**HENDERSON, BROOKS**  
KSTP, St. Paul-Minneapolis, Minn.

**HENRY, EVELYN**  
KGVO, Missoula, Mont.

**HEGARD, KEN**  
WRJN, Racine, Wis.

**HEISCH, GLAN**  
KECA, Los Angeles, Calif.; KFL.

**HENDRICKSON, ERNEST**  
RGCU, Madison, N. D.

**HERBUVEAU, JULES**  
WMAQ WENR, Chicago, Ill.

**HERSON, WILLIAM**  
WBAL, Baltimore, Md.

**HEYSER, ERAN**  
KMBG, Kansas City, Mo.

**HESTAND, ROBERT**  
KECA, Los Angeles, Calif.; KFL.

**HIGGINS, KENNETH**  
KEHE, Los Angeles, Calif.

**HINKLE, WILDA**  
WLW, Cincinnati, Ohio.

**HODGES, PAUL**  
WCFO, Cincinnati, Ohio.

**HOLMES, WILLIAM**  
KGO, San Francisco, Calif.; KPO.

**HONNUM, PHIL**  
WMBIL, Joplin, Mo.

**HOOD, BILL**  
KGKO, Fort Worth, Texas.

**HOOD, MARY**  
KGVO, Missoula, Mont.

**HORN, ROBERT**  
WCAM, Camden, N. J.

**HORNBY, DAN**  
WOSL, Atlanta, Ga.

**HOUSEMAN, KEN**  
WIS, Columbia, S. C.

**HOSIL, MERLE**  
WLS, Chicago, Ill.

**HOUSTON, EDDIE**  
CJBC, Winnipeg, Manitoba, Canada.

**HOWE, BERNARD**  
WCQU, Lewiston, Me.

**HOWELL, CLIFF**  
KNX, Los Angeles, Calif.

**HOWLETT, ERIC**  
WJR, Detroit, Mich.

**HUGHES, GORDON**  
WMAQ WENR, Chicago, Ill.

**HUGHES, HELEN**  
WCOP, Boston, Mass.

**HULL, ALEXANDER**  
KOAC, Corvallis, Ore.

**HULL, DICK**  
WLB, Minneapolis, Minn.

**HULL, HARWOOD**  
WAPI, Birmingham, Ala.; Auburn Farm & Family Forum.

**HURLEY, VIC**  
KJR, Seattle, Wash.

**HURLEY, VIC**  
KOMO, Seattle, Wash.

**HUTTON, BURTON**  
KOAC, Corvallis, Ore.

— I —

**IGOU, BERT**  
KWK, St. Louis, Mo.

**INCH, MERRILL**  
KOH, Reno, Nev.

**IRVING, CHARLES**  
WTCN, St. Paul-Minneapolis, Minn.

— J —

**JASON, SAM**  
WMA, New York, N. Y.

**JENKINS, ALUN**  
WCLE, Cleveland, Ohio.

**JENKINS, ALUN**  
WIK, Cleveland, Ohio.

**JENNINGS, DUNCAN**  
KTAR, Phoenix, Ariz.

**JEWELL, JAMES**  
WWJ, Detroit, Mich.

**JOHNSTON, RUSH**  
KFKA, Greeley, Colo.

**JOHNSTONE, JACK**  
NBC, Johnny Presents.

**JONES, JIM**  
WFLA, Tampa, Fla.

**JONES, MENDEL**  
WCKY, Cincinnati, Ohio.

**JONES, TOM**  
KVA, San Francisco, Calif.

**JORDAN, CHAS. B.**  
WRR, Dallas, Texas.

**JORY, W.**  
WMBG, Detroit, Mich.

**JOYNER, FRED**  
WHKC, Columbus, Ohio.

— K —

**KALBTLEISCH, PAUL**  
WGIL, Gatesburg, Ill.

**KALMAN, PALANGE**  
WARD, Brooklyn, N. Y.; Hungarian Director.

**KANTOR, TED**  
WEDC, Chicago, Ill.

**KARL, MAX**  
WCCO, Minneapolis-St. Paul, Minn.

**KARSTEDT, CARL**  
KSTP, St. Paul-Minneapolis, Minn.

**KEHN, NEAL**  
KMB, Kansas City, Mo.

**KEESE, KEN**  
WATL, Atlanta, Ga.

**KENDALL, LEE**  
KROY, Sacramento, Calif.

**KENNEDY, SIDNEY**  
CFY, Charlotte-town, P. E. I.; The Early Birds.

**KENSKI, M.**  
WHOM, Jersey City, N. J.



**KENT, RICHEL**  
WLW, Cincinnati, Ohio.

**KIDDER, PATRICIA BURNS**  
KLZ, Denver, Colo.

**KILEY, JOHN**  
WMEX, Boston, Mass.

**KILEY, WILLIAM F.**  
WFBM, Indianapolis, Ind.

**KIMMEL, HAROLD**  
KGKO, Fort Worth, Texas.

**KING, ROGER**  
KOMA, Okla. City, Okla.

**KINGSLEY, CHARLES**  
KHUB, Watsonville, Calif.

**KINSELL, FLEETA**  
KGGM, Albuquerque, N. M.

**KNELL, J. F.**  
WELI, Boston, Mass.

**KNOKEY, JIMMY**  
KXRO, Aberdeen, Wash.  
Dreamland, Doodlebug.

**KNUTT, FRANK**  
WMMN, Fairmont, W. Va.  
Mello Moods.

**KOLITSCH, LOUISE**  
KJR, Seattle, Wash.

**KOLITSCH, LOUISE**  
KOMO, Seattle, Wash.

**KOOPMAN, ROMANCE**  
WHA, Madison, Wisc.-WLBL,  
Stevens Point, Wisc. Wisconsin  
School of the Air.

**KRAUSE, MARVIN**  
KOCY, Oklahoma City, Okla.

**KREAMER, KAYE**  
WROK, Rockford, Ill.

**KRETSINGER, JACK**  
KGKB, Tyler, Texas.

**KROSS, RICHARD HARDING**  
WCBD, Chicago, Ill.

**KRLEVELITCH, WALTER**  
WHA, Madison, Wisc.-WLBL,  
Stevens Point, Wisc. Wisconsin  
School of the Air.

— L —

**LACKEY, INEZ**  
WRR, Dallas, Texas. Maids  
of Harmony.

**LaHAYE, JUDSON**  
WICC, Bridgeport, Conn.

**LAING, GILBERT**  
KSRO, Santa Rosa, Calif.

**LAPOINTE, THERESE**  
CHRC, Quebec, Que.

**LARSEN, ARTHUR C.**  
WHA, Madison, Wisc.-WLBL,  
Stevens Point, Wisc. Wisconsin  
College of the Air.

**LATHAM, WAYNE HENRY**  
WSPR, Springfield, Mass.

**LAWRENCE, BILL**  
KNX, Los Angeles, Calif.

**LAWRENCE, MORTON**  
WCAU, Philadelphia, Pa.

**LaVALLE, GENE**  
WHK, Cleveland, Ohio.

**LEADER, TONY**  
WMCA, New York, N. Y.

**LEAKE, H. H.**  
WNAD, Norman, Okla.

**LEE, JACK**  
WHAM, Rochester, N. Y.  
True Stories of N. Y. State  
Police.

**LEISURE, CLARENCE**  
KHSL, Chico, Calif.

**LEMMERS, CHARLES**  
WLW, Cincinnati, Ohio.

**LeROY, NEIL**  
CJRC, Winnipeg, Manitoba,  
Canada.

**LETONDAL, HENRI**  
CKAC, Montreal, Quebec, Can.

**LEVENSON, ROGER**  
WCOU, Lewiston, Me.

**LEVINE, ALBERT**  
WCAM, Camden, N. J.

**LEVITAN, SAM**  
KDAL, Duluth, Minn.

**LEVY, JACK H.**  
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Stevens Point, Wisc. Wisconsin  
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**LILEE, MARDI S.**  
WLAJ, Lakeland, Fla.

**LINDQUIST, LANSING**  
WSYR, Syracuse, N. Y.

**LINDSEY, ART**  
KXRO, Aberdeen, Wash.

**LINN, OSCAR**  
WRAK, Williamsport, Pa.

**LITTLE, JACK**  
KEX, Portland, Oregon

**LITTLE, JACK**  
KGW, Portland, Ore.

**LIVINGSTON, CHARLES**  
WXYZ, Detroit, Mich.

**LONDON, LEW**  
WPEN, Philadelphia, Pa.

**LONG, DEANE S.**  
WSAL, Salisbury, Md.

**LONGENECKER, C. ROBERT**  
CBS, Lum 'n' Abner, Joe Penner  
Program, The Passing Para-  
rade, Screenscoops, In Town  
Tonight, I Was There.

**LOPEZ, JOSEPH**  
WICC, Bridgeport, Conn.

**LOSEY, GEORGE**  
WLS, Chicago, Ill.

**LOUDON, GORDON**  
KALB, Alexandria, La.

**LOWELL, MAURICE**  
WMAQ-WENR, Chicago, Ill.

**LUCAS, PAUL**  
WTIC, Hartford, Conn.

**LUDLAM, KENNEDY**  
WBIL, New York, N. Y.

**LUDLAM, KENNEDY**  
WOV, New York, N. Y.

**LUDWIG, LYELL L.**  
WOMI, Owensboro, Ky.

**LUKENBILL, W. S.**  
KOMA, Okla. City, Okla.

**LYMAN, PETER**  
KJR, Seattle, Wash.

**LYMAN, PETER**  
KOMO, Seattle, Wash.

— M —

**McALLISTER, JOHN**  
WBT, Charlotte, N. C. Briar-  
hopper Boys.

**McCAFFERTY, JAMES**  
WMCA, New York, N. Y.

**McARTHUR, H. B.**  
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**McCLOY, WARREN**  
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KFPY, Spokane, Wash.

**McCORMICK, STEPHEN**  
WOL, Washington, D. C.

**McCOY, MALCOLM**  
WXYZ, Detroit, Mich.

**McDONALD, L. A.**  
CFCY, Charlottetown, P. E. I.  
Chats with the Friendly Voice,  
The Outports Hour.

**McDONALD, R. E.**  
KPQD, Anchorage, Alaska.

**McELROY, JACK**  
KANS, Wichita, Kans.

**McGLOGAN, FRANK**  
KSTP, St. Paul-Minneapolis,  
Minn.

**McQUADE, DON**  
KJR, Seattle, Wash.

**McQUADE, DON**  
KOMO, Seattle, Wash.

**McGUIRE, R.**  
WHEB, Portsmouth, N. H.

**McKAY, J.**  
WMBC, Detroit, Mich.

**McKEOWN, JOSEPH**  
WARD, Brooklyn, N. Y.  
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**McKIBBEN, JAMES**  
KECA, Los Angeles, Calif.  
KFI.

**McLAUGHLIN, FRANCIS J.**  
WSAR, Fall River, Mass.

**McLEAN, R. D.**  
CHAB, Moose Jaw, Saskatche-  
wan, Canada.

**McMASTER, JOHN J.**  
WMEX, Boston, Mass.

**McNAMARA, DONALD**  
KMTR, Hollywood, Calif.

**McNEEL, WAKELIN**  
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**McNULTY, CHARLES**  
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**McRANEX, BOB**  
WSGN, Birmingham, Ala.

**McSWEYN, NORMAN**  
CKFC, Vancouver, British Col-  
umbia, Canada.

**McDILL, WILFRED**  
WTAD, Quincy, Ill.

**MacDOUGALL, DICK**  
CKCL, Toronto, Ontario, Can.

**MacSMITH, BURTON**  
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**MACKEY, J. WRIGHT**  
WRAK, Williamsport, Pa.

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**MADISON, CHRISTIAN**  
WCOU, Lewiston, Me.

**MANPIN, LESLIE**  
KLPN, Minto, N. D.

**MARKLEY, PHYLLIS**  
WNAD, Norman, Okla.

MARLIN, A. W.  
WMAZ Springfield, Miss.

MALLOW, JOHN  
KFDY Spokane, Wash.

MALONE, KATHIRINE  
KFYO Lubbock, Texas.

MALONEY, EDWARD  
KERN Fremont, Ala.

MARQUIS, ARNOLD  
KGO San Francisco, Calif.  
KPO

MARTA, JACK  
WJMS Greenwood, Mich.

MARTIN, DON  
WFLB Philadelphia, Pa.

MARTINEAU, LAURENT B.  
WTPP Richmond, Conn.

MASON, DOROTHY  
KIRO Seattle, Wash.

MASON, SADNEY  
WJL Detroit, Mich.

MATHENS, JAMES M.  
WFBM Indianapolis, Ind.

MAWHINNEY, LES  
KCLR Los Angeles, Calif.

MEDOFF, SAMUEL  
WARD Booklyn, N. Y. Yrd  
43rd Street

MEED, SANDY  
WOOD WASH. Grand Rapids,  
Mich.

MEGINS, WES  
WEXY Newburgh, N. Y.

MENNER, C. L.  
WMAQ WLNK Chicago, Ill.  
Meigs Ave.

MERCIER, GERMAINE  
WHA Madison, Wis. WLHL  
Stevens Point, Wis. Wisconsin  
State School of the Air

MEYERS, TED  
KTA Los Angeles, Calif.

MICHAELS, ANTHONY  
WLEH Lowell, Mass.

MILLER, ALBERT G.  
Epic Crime Club, CBS & NBC  
Book, Rogers, CBS. Postwar  
V. Party Show, NBC. American  
Bankers Program, CBS.

MILLER, HARRISON  
KFI Yakima, Wash.

MILLER, JOHN  
WJSS Winston Salem, N. C.

MILLER, LOWELL A. JIGGS  
KFAB Lincoln, Neb.

MILLER, LUCILE  
KIAM St. Cloud, Minn.

MILLER, PAUL  
WKOK Sandusky, Pa.

MILLER, PAUL J.  
WVA Wheeling, W. Va.

MILLS, FRANK  
KGRQ Fort Worth, Texas.

MINE, JAMES T.  
WFL New Haven, Conn.

MING, MORRIS  
KFRQ Longview, Texas.

MITCHELL, JACK  
WRR Dallas, Texas.

MITCHELL, KING  
KWLK Longview, Wash.

MOORE, CHRIS  
WLPJ Lexington, Ky.

MOORE, CLARENCE C.  
KOA Denver, Colo. Program  
Manager.

MOORE, LILLAN  
WSTN St. Petersburg, Fla.

MORPHY, ELAIDA  
WHA Madison, Wis. WLHL  
Stevens Point, Wis. Wisconsin  
State School of the Air.

MORTON, R. M.  
WEDW Torro Flate, Ind.

MOSS, TERRY  
KATOKBX Springfield, Mo.

MOYER, BILL  
KWN, Vancouver, B. C.

MULLEN, EDWIN  
WBMA Annapolis, Md.

MURPHY, PATRICIA  
KFRV Greeley, Colo.

MURPHY, ROBERT  
KSTP St. Paul, Minn. Quins  
Minn.

MURRAY, JACK  
WVVA Wayross, Ga.

MURTAUGH, WALTER  
WQDM St. Albans, Vt.

MUSSON, DUDLEY  
WHAS Louisville, Ky.

— V —

NAFF, E. D.  
WRVA Richmond, Va.

NAGEL, FRANK D.  
KLEZ Denver, Colo.

NAVALOR, DON  
WGSJ Memphis, Ga.

NAFF, MARTEN  
WOPF Bristol, Conn.

NEL, JEAN  
CKA Quebec, Que.

NELSON, RALPH  
CKNS Kansas City, Kans.

NETHERBY, I. B.  
CBS Stratford, Ontario, Can.

NEWTON, RALPH  
WJH Lowell, Mass.

NICHOLSON, FRANK  
KFRK Springfield, Calif.

NORMAN, RICHARD  
WEL New York, N. Y.

NORMAN, RICHARD  
WOV New York, N. Y.

NOVELS, HAROLD  
WTRF Elkhart, Ind.

NOGENT, B. H.  
WHAZ Troy, N. Y.

NUNN, GILMORE N.  
WLPJ Lexington, Ky.

— O —

O'BRIEN, GERALD  
WICA Asheville, N. C.

OLSON, DAVID W.  
WCAE Pittsburgh, Pa.

OLSON, RAY  
WOW Omaha, Neb.

OLSON, RICHARD  
WKAT Miami Beach, Fla.

O'MARA, JACK  
KVOE Santa Ana, Calif.

ORRISON, JACK  
KDKA Pittsburgh, Pa.

OSTLER, CHARLES  
WLS Chicago, Ill.

OWEN, EM  
WTAQ Green Bay, Wis.  
WBHY.

OWENS, MAURICE P.  
WROR Rockford, Ill.

— P —

PAGLIARA, NICHOLAS  
WCHS Charleston, W. Va.

PAGE, NORMAN  
KMTR Hollywood, Calif.

PALENS, LOU  
WDBS Philadelphia, Pa.

PARKER, JAMES  
KGO San Francisco, Calif.  
KPA.

PARKER, JAMES  
WYTR Waterbury, Conn.

PARKER, LESTER WARD  
WHA Madison, Wis. WLHL  
Stevens Point, Wis. Wisconsin  
State School of the Air.

PARKER, MACK  
WOC Burlington, Conn.

PARKES, HAI  
KUTA Salt Lake City, Utah.

PARISH, E. M.  
WNBZ Saratoga, N. Y.

PARGSONS, EDGAR  
KFSM St. Cloud, Minn.

PATRICELLI, LEONARD  
WTRC Hartford, Conn.

PATTERSON, GEORGE  
WYAK Louisville, Ky.

PAULSEN, VARNER  
WCOJ Lewiston, Me.

PEARSON, C.  
KTP Yakima, Wash.

PEARSON, JOHN  
KBR Seattle, Wash.

PEARSON, JOHN  
KOMB Seattle, Wash.

PEDECINI, (MRS) ANNA  
WEDC Chicago, Ill.

PEPPIN, S. L.  
CPA Chattanooga, P. I.

PERKIN, VICTOR  
WHA Madison, Wis. WLHL  
Stevens Point, Wis. Wisconsin  
State School of the Air.

PERRY, CAMERON  
CJOJ Fort Belknap, Mont.

PERRY, ROBERT N.  
WORB Boston, Mass.

PIKE, LANCELOT  
WCOJ Lewiston, Me.

PINNOCK, HARRY E.  
WBR Brooklyn, N. Y.

PITTS, ELEANOR  
KROA Sacramento, Calif.

PLUMLEY, JACK  
WSSJ Burlington, N. J.

POHAR, HARRY  
WYTL Atlanta, Ga.

POOLE, BILL  
WGPB Albany, Ga.

POOLER, WILDO  
WTAM Cleveland, Ohio.

POOR, MURRELL  
WMMN Friesen, W. Va.

POWER, ED  
CPGJ Grand Prairie, Alberta,  
Canada.

POWELL, KENNETH  
WESG Elmira, N. Y.

POYNER, GRAHAM  
WTPP Raleigh, N. C.

PRAY, RUPERT  
KFRQ San Francisco, Calif.

PREST, GERALD  
CKBH Prince Albert, Sask.

PRICE, JACK  
WBNS Columbus, Ohio.

**PRICE, R.**  
CKBI, Prince Albert, Sask.

**PROVAN, BOB**  
WDRG, Hartford, Conn.

**PROVOL, GEORGE**  
KDYL, Salt Lake City, Utah.

**PRUDHOMME, CAMERON**  
KBO-KPO, San Francisco, Calif.

**PUDNEY, EARL**  
WAGA, Atlanta, Ga.

**PUTNAM, GEORGE**  
KSTP, St. Paul-Minneapolis, Minn.

**PYLE, J. HOWARD**  
KTAR, Phoenix, Ariz.

— Q —

**QUINNEY, GERRARD**  
CJRM, Regina, Sask.

**QUINONES, MARGARITA**  
WNEL, San Juan, Puerto Rico.

**QUINTANA, PASCUAL**  
WARD, Brooklyn, N. Y. Spanish Director.

— R —

**RAND, MARCIA**  
WHEB, Portsmouth, N. H.

**RANIERI, J.**  
WHOM, Jersey City, N. J.

**RAPKIN, MAURICE**  
CKCL, Toronto, Ontario, Can.

**RATE, FRED**  
CHRC, Quebec, Que.

**REDMOND, DICK**  
WHP, Harrisburg, Penna.

**REED, MILES**  
WCFL, Chicago, Ill.

**REED, VERNON E.**  
KFH, Wichita, Kans.

**REGELUND, FRED**  
KGO, San Francisco, Calif.

**REID, LEW**  
KMBC, Kansas City, Mo.

**REIS, IRVING**  
CBS, Producer

**REPAID, W.**  
WMBC, Detroit, Mich.

**REPINE, BERT**  
WRVA, Richmond, Va.

**REYNOLDS, M.**  
CKCK, Regina, Saskatchewan, Canada.

**REYNOLDS, PAUL**  
WDBJ, Roanoke, Va.

**RIANHARD, CONRAD**  
WRTD, Richmond, Va.

**RIBBE, JOHN**  
KGO, San Francisco, Calif.

**RICAU, LIONEL**  
WWL, New Orleans, La.

**RICHARDS, ROBERT**  
WSPD, Toledo, Ohio.

**RIDER, MAURICE**  
KIRO, Seattle, Wash.

**RIEBLING, AL**  
WMBC, Detroit, Mich.

**RIVERO, BLANCA A.**  
WNEL, San Juan, Puerto Rico.

**ROBE, ARCH**  
WHIO, Dayton, Ohio.

**ROBERTS, H. S.**  
WTRC, Elkhart, Ind.

**ROBERTS, I. S.**  
KRGV, Weslaco, Texas.

**ROBERTSON, E. C.**  
KARM, Fresno, Calif.

**ROBERTSON, LARRY**  
KFBK, Sacramento, Calif.

**ROBERTSON, NED**  
KWEW, Hobbs, N. M.

**RODDA, WALLY**  
WKZO, Kalamazoo, Mich.

**RODENBERGER, M. L.**  
KSAL, Salina, Kans.

**RODENWOLD, ZELTA F.**  
KOAC, Corvallis, Ore.

**ROGERS, K. S.**  
CFCY, Charlotetown, P. E. I. The Sacred Heart.

**ROGERS, RALPH**  
KCRG, Enid, Okla.

**ROGERS, ROBERT**  
WSAL, Salisbury, Md.

**ROMANO, FELIX**  
WEDC, Chicago, Ill.

**ROMEU, JOSE A.**  
WNEL, San Juan, Puerto Rico

**ROSS, DICK**  
KMO, Tacoma, Wash.

**RUTZ, FRANK**  
KNOW, Austin, Texas.

**RUGGLES, WALLACE**  
KGO, San Francisco, Calif.

**RUGH, YIC**  
KTUL, Tulsa, Okla.

**RUSSELL, EMMERSON**  
WDZ, Tuscola, Ill.

**RUSSELL, TED**  
CKCL, Toronto, Ontario, Can.

**RUSSEY, HAROLD**  
WHMA, Anniston, Ala.

— S —

**SARRY, CLIFFORD**  
KFAM, St. Cloud, Minn.

**SANDERS, WAYNE A.**  
WWVA, Wheeling, W. Va.

**SANDS, JAMES Z.**  
WHK, Cleveland, Ohio.

**SCHERING, GORDON**  
WCAO, Baltimore, Md.

**SCHINDLER, WILHELMINA**  
KFAM, St. Cloud, Minn.

**SCHMELZER, R. W.**  
WHAZ, Troy, N. Y.

**SCOTT, A. D.**  
WMAQ-WENR, Chicago, Ill.

**SCOTT, RALPH**  
KNX, Los Angeles, Calif.

**SCHULTZ, STANLEY N.**  
WLAW, Lawrence, Mass.

**SCHWALBACH, JAMES**  
WEA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.

**SCHWARTZ, JERRY**  
KMPC, Beverly Hills, Calif.

**SCHWARTZ, R.**  
WKBZ, Muskegon, Mich.

**SENER, WILLIAM**  
WLB, Minneapolis, Minn.

**SEROTA, SAM**  
WFIL, Philadelphia, Pa.

**SEROTA, SAM**  
WHAT, Philadelphia, Pa.

**SERVATIUS, RAYMOND**  
WSYR, Syracuse, N. Y.

**SEXTON, JACK**  
WMDD, Peoria, Ill.

**SHACKLEY, GEORGE**  
Moonbeams, WOR, Choir Invisible, WOR.

**SIANFIELD, FLORENCE**  
WCNW, Brooklyn, N. Y.

**SHARP, IRVING**  
WDBJ, Roanoke, Va.

**SHAYON, ROBERT L.**  
WOR, Newark, N. J.

**SHREVE, HAROLD**  
KTOK, Oklahoma City, Okla.

**SIPES, LEON**  
KELD, El Dorado, Ark.

**SIVERSON, CHARLES**  
WHAM, Rochester, N. Y.

**SLATER, NORVELL**  
KVOO, Tulsa, Okla.

**SLATER, NORVEL**  
WHB, Kansas City, Missouri.

**SMITH, ALBERT W.**  
WCSB, Portland, Me.

**SMITH, DICK**  
WHB, Kansas City, Mo.

**SMITH, ED**  
WHP, Harrisburg, Penna.

**SMITH, THOMAS B.**  
WPEN, Philadelphia, Pa.

**SMITHSON, HAROLD**  
KHSL, Chico, Calif.

**SNOWDEN, BYRON**  
WQDM, St. Albans, Vt.

**SNOWDEN, TOMMY**  
WEED, Rocky Mount, N. C.

**SOLLARS, RAY**  
KTUL, Tulsa, Okla.

**SPECHT, EDDIE**  
KELA, Betw. Centralia and Chehalis, Wash.

**STEEER, JOHN R.**  
KFH, Wichita, Kans.

**SPENCER, JOSEPHINE**  
WWNC, Ashville, N. C.

**SPENCER, LESTER**  
WHIO, Dayton, Ohio.

**SPENCER, WILLIAM H.**  
WDWS, Champaign, Ill.

**SPIEGLE, STANLEY**  
KXRO, Aberdeen, Wash.

**STAHORNE, LEE**  
KGO, San Francisco, Calif.

**STANLEY, J. C.**  
WMAQ-WENR, Chicago, Ill.

**STEADMAN, BILLY**  
WGTM, Wilson, N. C.

**STEADMAN, JOHN**  
WSEC, Chicago, Ill.

**STEARNS, WILLIAM**  
WHEB, Portsmouth, N. H.

**STEELE, F.**  
KRKO, Everett, Wash.

**STEINERT, OTTO**  
WDBC, Brooklyn, N. Y.

**STERNI, GIUSEPPI**  
WOV, New York, N. Y. La Rosa Macaroni Program.

**STEVE, FANNIE**  
WEA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.

**STEWART, E. CALDWELL**  
WSFA, Montgomery, Ala.

**STEWART, JAMES**  
KMOX, St. Louis, Mo.

**STEWART, LILLIAN**  
WOR, Moonbeams.

**STICKLES, MELVIN**  
WDEV, Waterbury, Vt.

**STULES, PAUL**  
WNBH, New Bedford, Mass.

**STOCKTON, ROSCOE K.**  
KOA, Denver, Colo.

**STOWE, ARTHUR**  
KEHE, Los Angeles, Calif.

**STRATTON, ALAN**  
WBIL, New York, N. Y.

**STULLA, WILLIAM**  
KOA, Denver, Colo.

**SULLIVAN, JOHN**  
KPDN, Pampa, Texas

**SUR, WILLIAM R.**  
WHA, Madison, Wis., WLBL,  
Stevens Point, Wis., Wisconsin  
State School of the Art, Wisconsin  
State College of the Art  
**SUTTON, ART**  
KMOX, Beverly Hills, Calif.  
**SWAN, ROBERT W.**  
KFMY, Los Angeles, Calif.  
**SWARTZ, W. R.**  
KPHO, Pasadena, Calif.

— T —

**TAFLEY, BILL**  
KUMA, Yuma, Ariz.  
**TAFLEY, S. E.**  
CBS, Stratford, Ontario, Can.  
**TAPLINGER, SALVAN**  
CBS, Kansasville, Mo.  
**TAYLOR, CLAUDE**  
WFLD, Rocky Mount, N. C.  
**TAYLOR, J. LEONARD**  
WKST, New Castle, Pa.  
**TAYLOR, PAUL**  
NBC, Chicago, Director  
**TAYLOR, SAM**  
KAWL, Portland, Ore.  
**FEDDIE, PETE**  
WBR, Dallas, Texas  
**FERRY, BILL**  
WSTN, Birmingham, Ala.  
**FUYERGER, J. N.**  
CHRB, Quebec, Que.  
**THOMAS, TOMMY**  
KBPB, Seattle, Wash.  
**THOMPSON, DON**  
WMAQ WENR, Chicago, Ill.  
**THOMPSON, JACK**  
CKL, Toronto, Ontario, Can.  
**THOMPSON, VI**  
KGVO, Missouri, Mo.  
**THOMPSON, WADE**  
KYD, Toonah, Wash.  
**THORSTEINSON, A. L.**  
CFLR, Elm Point, Minn.  
**TIDWELL, EDGAR**  
KGB, San Diego, Calif.  
**TIDFEN, FRIEDA**  
KGO, Olympia, Wash.  
**TIMMONS, CATHERINE M.**  
WBY, Madison, Wis., WLBL,  
Stevens Point, Wis., Wisconsin  
State School of the Art  
**TORIN, M. E.**  
KABR, Aberdeen, S. Dak.  
**TODD, JACK**  
KANS, Wichita, Kans.  
**TRAMM, BILL**  
WROK, Rockford, Ill.  
**TUCKER, MERLE E.**  
KSAF, Salina, Kans.  
**TUTT, WILLIAM**  
WNBG, Richmond, Va.  
**TURNER, JENNIE M.**  
WBY, Madison, Wis., WLBL,  
Stevens Point, Wis., Wisconsin  
State College of the Art  
**TURNER, PAUL**  
WHDV, Waterbury, Vt.  
**TUTTLE, WILSON M.**  
WOR, Newark, N. J.

— U —

**URICH, A. B.**  
WMAQ WENR, Chicago, Ill.  
**UNGAR, H. Z.**  
WABC, Detroit, Mich.  
**URQUIART, CHARLES**  
KPKA, Pittsburgh, Pa.

— V —

**VALENTINE, LEW**  
WQAF, San Antonio, Texas  
**VAUCE, WILLIAM**  
WTAD, Quincy, Ill.

**VANDINEER, JAMES**  
KBYA, Los Angeles, Calif.,  
KFI  
**VANDEL, GEORGE**  
Colonel on the Air, NBC,  
Baton Rouge, La., CBS, Ed-  
ward C. Hall News Parade,  
CBS, March of Time, CBS,  
Tommy Dorsey Radio-Road  
Show, NBC, Your Hit Parade,  
CBS, Melody Puzzles, NBC,  
Secret Agent K. Robbins,  
NBC

**VAN DRIEHL, BOB**  
KGGM, Abilene, Tex., N. M.  
**VARES, GEORGE**  
WEDC, Chicago, Ill.  
**VEDDER, CHESTER**  
WCV, Schenectady, N. Y.  
**VENTER, MEL**  
KFERC, San Francisco, Calif.  
**VENTERYA, VIOLET**  
WMIN, St. Paul, Minn., sports,  
Minn.  
**VON BARBAR, HILDEGARD**  
KWSO, Pullman, Wash., Vari-  
ety Show  
**VOUSAS, GEORGE**  
WMAQ WENR, Chicago, Ill.  
**VON KANNON, CHARLES**  
WMPB, Memphis, Tenn.

— W —

**WAGNER, A. K.**  
WBRB, Brooklyn, N. Y.  
**WAGNER, JACK**  
KHUE, Watsonville, Calif.  
**WALKER, BILL**  
WILL, Vancouver, B.C.  
**WALLACE, JACK**  
KPTST, La. Spring, Texas  
**WALLACE, WESLEY**  
WPTT, Raleigh, N. C.  
**WALLIS, EDWARD**  
WHP, Philadelphia, Pa.  
**WALSH, NED**  
WNBZ, Saratoga Lake, N. Y.  
**WALTZ, GORDON**  
WUW, Cincinnati, Ohio  
**WAMBOLDT, M. P.**  
St. Paul Parade, Trans American  
Broadcasting, K. Television  
Corp.  
**WANNAMAKER, ALLEN**  
WGTN, Wilson, N. C.  
**WARREN, CARLTON A.**  
WOR, Newark, N. J.  
**WARREN, ELLEN**  
KSM, March Hill, Kans.  
**WARREN, WILLARD**  
KJR, Seattle, Wash.  
**WARREN, WILLARD**  
KOMO, Seattle, Wash.  
**WATKINS, DICK**  
KGGV, Waco, Texas  
**WATTON, ALFRED**  
KYW, Philadelphia, Pa.  
**WEATHERMAN, BEN K.**  
KNDU, Aberdeen, Wash.  
**WEBSTER, MAURICE ELTON**  
CBS, Columbia, Connecticut, CTRB,  
Young Strangely  
**WEERS, E. W.**  
KABR, Aberdeen, S. D.  
**WEGENER, DICK**  
KARM, Fresno, Calif.  
**WEICH, HOMER**  
KEX, Portland, Oregon  
**WEICH, HOMER**  
KGA, Portland, Oregon  
**WELLS, W. A.**  
CHAB, Moose Jaw, Saskatchewan,  
Wm. Canada  
**WELTMER, FRANK**  
ROY, Phoenix, Ariz.  
**WHITE, NORMAN E.**  
WBR, Detroit, Mich.

**WHITE, M. RIED**  
KWSR, Pullman, Wash.  
**WHITE, ROBERT**  
WMAQ WENR, Chicago, Ill.  
**WIDNER, STAN**  
WBO, Des Moines, Iowa.  
**WIGGINS, WALLACE S.**  
KVOE, Santa Ana, Calif.  
**WILHELM, GEORGE**  
KWLJ, Portland, Ore.  
**WILL, BOB**  
WJZ, Tuscola, Ill.  
**WILLIAMS, JACK**  
ROY, Phoenix, Ariz.  
**WILLIAMS, M. J.**  
WHS, Bluefield, W. Va.  
**WILLIAMS, ROGLER R.**  
KMOX, St. Louis, Mo.  
**WILLIAMS, WALLY**  
WTFD, Rocky Mount, N. C.  
**WILLIS, EDGAR E.**  
WBY, Madison, Wis., WLBL,  
Stevens Point, Wis., Wisconsin  
State College of the Art  
**WILLS, HARRY**  
WJMS, Ironwood, Mich.  
**WILSON, JIMMIE**  
KPAR, Laredo, Texas  
**WILSON, JIMMIE**  
WAV, N. W. Orleans, La.  
**WILSON, B.**  
WFBZ, Muskegon, Mich.  
**WILSON, FRED**  
WTAM, Cleveland, Ohio  
**WILSON, GEORGE EARLE**  
KWTO KGBX, Springfield, Mo.  
**WILSON, HAL**  
WGTN, Wilson, N. C.  
**WILSON, RAY**  
WJW, Cincinnati, Ohio  
**WINSOR, ROY W.**  
WCOO, Minneapolis-St. Paul,  
Minn.  
**WINTERS, EMERSON**  
WJTN, Jarristown, N. Y.  
**WITOWSKI, ANTHONY**  
WARD, Brooklyn, N. Y., Pol-  
ish Emigrant  
**WOODARD, HOWARD E.**  
WMA, East St. Louis, Ill.  
**WOODFORD, A. M.**  
WBP, Ft. Worth, Texas  
**WOODLE, HAMILTON**  
WFER, Buffalo, N. Y.  
**WOODPERT, KELLY**  
KGR, Long Beach, Calif.  
**WRAGE, JOHN**  
WBY, Madison, Wis., WLBL,  
Stevens Point, Wis., Wisconsin  
State School of the Art  
**WRIGHT, DON**  
CHRM, Regina, Sask.  
**WRIGHT, ROY H.**  
CFRN, Edmonton, Alb.  
**WRIGHT, WANN**  
WMAQ WENR, Chicago, Ill.  
**WYLA, RUSSELL E.**  
KGGO, Fort Worth, Texas

— Y —

**YOUNG, DAVID R.**  
KGB, San Diego, Calif.  
**YOUNG, JAMES W.**  
WIS, Columbia, S. C.  
**YOUSIE, ROBERT**  
WDEL, Roanoke, Va.

— Z —

**ZELLMER, LESTER**  
WJTO, Elkton, Ind.  
**ZIEBARTH, E. W.**  
WLB, Minneapolis, Minn.  
**ZIMMERMAN, L. W.**  
WHR, Cleveland, Ohio  
**ZINK, ALBERT**  
WFER, Buffalo, N. Y.

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# INSTANTANEOUS ★ RECORDING ★

By

**M. M. POCHAPIN**

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*President, Federal Recorder Co.*

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**T**O PROPHECY the future of instantaneous recording . . . we need but look to the past. A careful analysis from 1933 to 1939 brings us to one conclusion—instantaneous recording as an industry is growing up.

The progress that has been made, and the progress of the future will be made because of three outstanding factors:

## **Engineering Progress**

1. The research and scientific development in the electronic and sound engineering field.

2. The gigantic strides made in the field of Radio, and the tremendous mass production of radio tubes and parts.

3. The simplification of operation—a development resulting from advances in the sound engineering field — enabling the average person to operate a Recorder without any technical training.

As a result of these three dominant factors there can be found many similarities in the progress of recording to the progress we all know occurred in Radio. For example, when Radio was in its early stages, a good Console model cost at least \$500 and in many cases as high as \$1000. Today, a vastly improved unit can be purchased anywhere from less than \$100 to \$300. If we were to take a 1939 model Recorder and attempt to build the same unit 10 years ago, we would be fortunate if it could be manufactured for less than \$750 to \$1000. While it is true that recording has not reached the high level of development in production that radio has obtained, qual-

ity units are now available well below \$200.

## **Disks in Education**

Looking upon instantaneous recording as a future major industry, it might be well to consider the many uses to which recording today is being put. Instantaneous recording is rapidly becoming a very important phase in our educational system.

Many schools are adopting the recording method of letting the students hear themselves as others hear them. Whether it be in public speaking, foreign language, dramatic or music departments, instantaneous recording permits a definite check on advance, marks progress, and remains a permanent reference at all times.

## **Disk Uses**

Soloists and ensembles can record their numbers and correct mistakes they do not hear when playing. Band and orchestra directors can make recordings of classical numbers, and when they are broadcast by outstanding musical organizations, they are able to use them as guides in interpretation, tempo, etc.

Modern dance orchestras use recordings to aid them in their rehearsals—making an initial recording of the number, and then playing it back so that each member may hear his own playing and make changes and corrections easily and quickly. Vocalists and entertainers make records of their best offerings to send to prospective sponsors.

Many conventions now have the entire proceedings recorded both for future reference and to send to groups who were not in attendance. Banquets, political speeches and other occasions are places where instantaneous recording is becoming quite common.

### ***Amateur Use***

Most important of all, every fairly prosperous home, every amateur movie enthusiast is a prospect for this type of equipment. It gives parents a permanent record of the voices of their children, and permits the recording of favorite radio programs as a hobby.

The above are the dominant factors in the development of instantaneous recording as a major industry. The elements of entertainment, pedagogy and vanity have already made the instantaneous Recorder acceptable not only to the thousands who are already Recorder conscious, but to the average home owner who can afford to spend upwards of \$175.

For those who are skeptical of consumer acceptance, let us paint a word picture of a typical 1939 model Recorder, now marketed. This model consists of a Recorder, complete with cutting head, amplifier, speaker, microphone and stand. In reality, it is a multiple recording unit combining four distinct units in one:

- High Fidelity Recorder
- Public Address System
- Radio
- Electric Phonograph

All that Mr. Consumer need do to record "little Susie's" recitation, is to turn a "Toggle Switch" to "Microphone." To record a desirable program coming over the air, he turns the switch to "Radio." Should Mr. Consumer have political aspirations, he can take the Recorder and Microphone to an auditorium and "blast away" with the help of a 15-watt amplified Public Address System. Should he possess a collection of fine classical records, he can get a new thrill by hearing them played as he never thought possible.

### ***Improved Disks***

A further contributing factor for 1939 Fidelity Recording is the improvement in the manufacture of recording discs, which are now sufficiently improved in quality to guarantee the almost entire elimination of surface noise, and hundreds of satisfactory playbacks. Most important in the development of discs has been the semi-automatic manufacture and the creation of discs retailing as low as 25c for two sides. This has eliminated the one serious objection to popularly priced recording . . . namely, the old-fashioned aluminum disc.

### ***Mature Recordings***

It is, therefore, the author's belief that the field of recording has already passed the period of its birth pangs. Much experimental development can still be done, but the past year has seen the realization that, what was once a professional's specialty, now warrants the application of the most modern merchandising methods in distribution. With the establishment of its commercial "citizenship," recording now stands on a threshold as limelightless as the field of radio two decades ago.

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# AFRA CODE OF FAIR PRACTICE

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*"AFRA Code of Fair Practice for Commercial Broadcasting Minimum Terms and Conditions for Radio Artists" and the "qualifications," were signed February 2, 1939 by AFRA, CBS and NBC. It is binding upon advertising agencies and their clients.*

## **CODE OF FAIR PRACTICE FOR COMMERCIAL BROADCASTING MINIMUM TERMS AND CONDITIONS FOR RADIO ARTISTS**

We, the undersigned, on this . . . . . day of . . . . . 1939, agree with the American Federation of Radio Artists that we will accept and conform to the Code of Fair Practice and the minimum terms and conditions promulgated by them for the engagement of radio artists on commercial broadcast programs produced under our auspices on the network systems and their several stations. We hereby accept notice of the minimum terms and conditions as specified in the schedules annexed to this Code, which schedules are included herein and are hereby made a part of this Code.

The American Federation of Radio Artists (herein called AFRA) agrees and represents that it is and will continue to be an open union. AFRA agrees that it will keep its membership rolls open and will admit to membership all eligible radio artists whom we engage to appear on such commercial broadcasts. We agree that on all present and future commercial broadcasts produced by us, or under our auspices, we will use the services only of performers, including actors, singers and announcers, who are members in good standing of AFRA or become such members prior to their appearance on such broadcasts. AFRA agrees not to impose unreasonable entrance fees or dues upon its members.

It is mutually agreed that it is a part of this Code of Fair Practice that the engagement of radio performers for all such present and future commercial broadcasts can be made only under the minimum terms and conditions provided herein or better.

We agree that we will not, for the purpose of evading performance under this Code, sublet or transfer responsibility for commercial network programs produced by us to any third person, and that we will not transfer our operations to any other points of origination for the purpose of defeating or evading this Code.

This agreement is in effect beginning with February 10, 1939, until and including February 10, 1941.

We agree with the American Federation of Radio Artists for this period to submit to arbitration all questions relating to wages and working conditions affecting live commercial broadcasts not covered by this agreement and Code, as well as any controversy or dispute between AFRA and ourselves arising with respect to this Code or the interpretation or breach thereof.

Such arbitration shall be conducted under the rules then obtaining, of the American Arbitration Association, with the following specific provisions:

Either party may demand such arbitration in writing, which demand shall include the name of the arbitrator appointed by it. Within three days after such demand, the other party shall name its arbitrator, or in default of such appointment, such arbitrator shall be named forthwith by the Arbitration Committee of the American Arbitration Association. The two arbitrators so appointed shall select a third within a period of five days, from a panel submitted to them by the Arbitration Committee of the American Arbitration Association, and in lieu of their agreement upon such third arbitrator, he shall be appointed by the Arbitration Committee of the American Arbitration Association. The hearing shall be held on two days' notice and shall be concluded within fourteen days unless otherwise ordered by the arbitrators. The award of the arbitrators shall be made within seven days after the close of the submission of evidence. An award agreed to by a majority of the arbitrators so appointed shall be binding upon both parties, during the period of this agreement, and judgment upon such award may be entered by either party in the Highest Court of the Forum, State or Federal, having jurisdiction.

This agreement and Code of Fair Practice shall be construed by the laws of the State of New York.

IN WITNESS WHEREOF we have signed this agreement and Code of Fair Practice on the day and year above stated.

By \_\_\_\_\_  
 \_\_\_\_\_  
 Producer  
 By \_\_\_\_\_  
 American Federation of Radio Artists

**SCHEDULE OF MINIMUM FEES AND CONDITIONS FOR RADIO ARTISTS APPEARING ON COMMERCIAL PROGRAMS USING THE FACILITIES OF THE NATIONAL BROADCASTING COMPANY, THE COLUMBIA AND MUTUAL BROADCASTING SYSTEMS AND THEIR SEVERAL STATIONS**

**ACTORS**

Length of program	Fee	Re-broadcast fee
15 minutes or less	\$15.00	\$10.00
16 to 30 minutes	25.00	12.50
31 to 60 minutes	35.00	17.50

**Rehearsal:** \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid in half hour periods at the rate of \$3.00 per half hour or part thereof. Rehearsal for programs in excess of 15 minutes, may be held in two sessions, each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be on the basis of time contracted for, but additional rehearsal time may be requested and if agreed to paid for.

In the event that an actor is engaged and paid for five 15-minute programs per week, then and only in that event the rehearsal time shall be computed at \$5.00 per hour, the first hour being required, and thereafter rehearsals may be computed and paid in half-hour periods at the rate of \$2.50 per half hour or part thereof.

**Thirteen Weeks' Continuous Guarantee:**

(a) Where a producer on a fifteen-minute dramatic strip show by written contract with the actor guarantees a thirteen weeks' continuous non-cancelable engagement on such show, the producer may discount the actor's scales to the extent shown in the following schedule if the producer guarantees the actor the minimum amounts shown in the schedule, no matter whether he plays or rehearses or not. Base rate on rehearsals where such discount is effective is six dollars per hour. The schedule follows:

**Single Broadcast Per Day**

Number of Appearances per Week	Discount Per Cent	Guaranteed Minimum
5	15	\$105.00
4	10	100.00
3	5	80.00

**Broadcast and Repeat**

Number of Appearances per Week	Discount Per Cent	Guaranteed Minimum
5	15	\$140.00
4	10	125.00
3	5	100.00

**Advance Recording Plus Live Network Broadcast**

(Each appearance means one for recording and one for live)

Number of Appearances per Week	Discount Per Cent	Guaranteed Minimum
5	15	\$160.00
4	10	145.00
3	5	115.00

The compensation which shall be paid to the performer under a thirteen weeks' continuous guarantee contract as above specified, shall be the applicable fees plus rehearsal pay, less the discount above set forth, or the guaranteed minimum, whichever is higher.

(b) On written guaranteed continuous thirteen weeks non-cancelable engagement of actors for

half hour and hour shows, a discount from scale of ten per cent of the basic scale is allowed.

(c) On half hour shows after four hours rehearsal per appearance, rehearsal rate drops to three dollars an hour beginning with the fifth hour of rehearsal, and on hour shows, the same is true after six hours, beginning with the seventh hour of rehearsal.

**Program Auditions:** Shall be paid for at one-half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts. This compensation is for program auditions; voice tests may be made without compensation but the producer shall not use this privilege unreasonably.

**Recordings:** Off the-line recordings may be made and used only by the original sponsor or his affiliated companies. They must be used without extra fees to the performer under the following conditions:

(a) Providing that such recordings are not broadcast on any major station in the city of origination, or broadcast to a net work from the city of origination or broadcast to any network providing national facilities, and providing further that such recordings are used once only for the original sponsor and are not broadcast on any major station affiliated with the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., or the Mutual Broadcasting System, Inc., in New York, Chicago, San Francisco, Hollywood or Los Angeles. Further providing, however that this latter restriction shall not apply if recordings are made by network stations for later broadcast only on that station because of unavailability of facilities at time of live broadcast, and such operations are billed to the sponsor as a network operation without recording charges.

If off-the-line recordings are made and broadcast, except under the provisions outlined above, the performer shall be paid not less than the re-broadcast fee for such recording broadcast unless he has already been paid a fee for a live re-broadcast.

(b) Providing that such recordings are not broadcast later than two months after the discontinuance of the program on a live basis.

(c) Where a record is made either prior to or subsequent to a live broadcast or re-broadcast, and an extra performance is thereby required, the actor should be paid under the advance recording date and rehearsal time as specified heretofore in this scale.

**Dramatized Commercials:** Where the actor is engaged for a dramatized commercial, the following minimum scale shall apply:

Length of program	Fee	Re-broadcast fee
15 minutes or less	\$15.00	\$7.50
16 to 30 minutes	20.00	10.00
31 to 60 minutes	25.00	12.50

A fifteen-minute rehearsal period prior to the dress rehearsal may be included in the foregoing scale.

**SINGERS**

**Class I—Groups of 9 or More Voices:**

Length of program	Fee	Re-broadcast fee
15 minutes or less	\$14.00	\$7.00
16 to 30 minutes	16.00	8.00
31 to 45 minutes	18.00	9.00
46 to 60 minutes	20.00	10.00

**Rehearsal:** Orchestra and all coaching rehearsals \$4.00 per hour, first hour required and paid for in quarter-hour periods at the rate of \$1.00 per quarter hour or part thereof.



**Class 2—Groups of 5 to 8 Voices Inclusive:**

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$24.00	\$8.00
16 to 30 minutes	28.00	10.00
31 to 45 minutes	32.00	12.00
46 to 60 minutes	36.00	14.00

**Rehearsal:** Orchestra rehearsal \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour or periods at the rate of \$1.50 per quarter-hour or part thereof.

**Program Additions:** Shall be paid for at one-half the broadcast fee and one-half the broadcast rehearsal fee for all time required. Individual voice tests may be had without compensation.

**Special Minimum Working Conditions for Singers:** Any performance must begin within twenty-four hours of the original to be considered a re-broadcast, otherwise, first performance fee prevails.

No rehearsal shall be considered as less than one hour in duration except such rehearsal, as is called immediately before or after performance. However, a singer may be required to stand by fifteen (15) minutes before a performance without payment of rehearsal fee.

Orchestra rehearsal may not be divided into more than two sections.

There must be a rest period of five minutes each hour in rehearsals of more than one hour in duration.

Any member who auditions for a program, as a member of a group, shall, in the event that said group is accepted for the program, be considered to be a member of said group and may not be discharged without AFRA's consent as long as group remains on said program or for a period of thirteen (13) weeks, whichever is less.

Coaching rehearsal is the designation applied to any rehearsal session other than rehearsal with orchestra or other acts in which material is prepared for a specific broadcast or addition.

On written guaranteed continuous thirteen weeks' non-cancellable engagements of singers for 15-minute, half-hour and hour shows, a discount from scale of ten per cent of the basic scale is allowed.

Signature numbers shall be at the rate of \$15.00 for the broadcast and \$7.50 for the re-broadcast, with dress rehearsal included. Exceptional situations such as traveling on the road will be met by waivers under paragraph "8" of the Rules.

**ANNOUNCERS**

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$15.00	\$10.00
16 to 30 minutes	25.00	12.50
31 to 60 minutes	35.00	17.50

**Rehearsal:** \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid in half-hour periods at the rate of \$3.00 per half-hour or part thereof. Rehearsals for programs in excess of 15 minutes, may be held in two sessions, each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be based on the time contracted for, but additional rehearsal time may be requested and if agreed to, paid for.

Where announcer is engaged for a commercial program for guaranteed terms of not less than thirteen (13) weeks, on 15-minute programs broadcast five (5) times or more a week, the following minimum weekly compensation may be provided:

Times a week	Weekly Minimum Compensation	Weekly fee for re-broadcast
5	\$75.00	\$37.50
6	85.00	42.50

In such cases of guaranteed term engagements at the weekly rate, 45-minute rehearsal time per day is included.

**Network Commercial Cut-In Announcements:** Shall be paid at the rate of \$10.00 for each such announcement.

**Program Additions:** Shall be paid for at one-half the broadcast fee. Rehearsal time for additions at the same rate as specified for regular broadcasts. Voice tests may be had without compensation.

**Special Provisions Regarding Announcers:**

(a) Where a prior record is made in connection with a five-time-a-week live broadcast, the fee for five such recordings shall be \$50.00.

(b) The 45-minute rehearsal allowed for each of five broadcasts may be computed at 225 minutes to be used by producer as desired within five days. If producer desires, he may use such rehearsal time for prior recordings and announcer agrees to allow 15-minute rehearsal for each live broadcast. These conditions apply only in connection with 13-week uncancellable contracts.

(c) On five-minute local news broadcasts with not less than two per day, the fee for the news reporter shall be \$5.00 for each such broadcast. In such cases where a supporting announcer is used, the fee for such supporting announcer shall be \$4.00 for each such broadcast.

**Rehearsal:** Orchestra rehearsal \$4.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.00 per quarter-hour or part thereof.

**Class 3—Groups of 2 to 4 Voices Inclusive:**

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$30.00	\$10.00
16 to 30 minutes	35.00	12.00
31 to 45 minutes	40.00	14.00
46 to 60 minutes	45.00	16.00

**Rehearsal:** Orchestra rehearsal \$5.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.25 per quarter-hour or part thereof.

**Class 4—Soloists:**

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$40.00	\$15.00
16 to 30 minutes	50.00	17.50
31 to 45 minutes	60.00	20.00
46 to 60 minutes	70.00	22.50

**GENERAL SCHEDULE OF RULES**

1. **Engagements:** Performer shall have specific notice of the part to be played, date, time and place of broadcast, time of re-broadcast, if any, place of rehearsal and rehearsal time contracted for. An actor or soloist is permitted to double one part per performance without additional compensation. In variety shows, or where the program consists of a series of short different episodes, such as, but not being limited to, dramatized news broadcasts or historical sequences, such program shall be considered an exception. Participation in crowd noises shall not be considered a double.

2. **Compensation:** Performer shall be paid not less than the minimum fee applicable in legal tender and not later than seven (7) calendar days after time specified for broadcast. The minimum fees shall be net to the performer and no deduction whatever may be made therefrom (except for such taxes and withholdings as are required by law). No term or provision of this Code may be waived by any performer without the prior written consent of AFRA, but nothing in this Code shall prevent any performer from

subject to any terms, conditions, and limitations covering the specific performance time specified above.

3. **AFRA Rules:** Producer agrees that he has notice that the performance is a member of AFRA and must comply with AFRA's rules which are specifically notified to the performer upon the AFRA member to render services only upon a program when all the AFRA, SAG, and AEA members are members in good standing of the American Federation of Radio Artists.

4. **Cancelled Program:** When the above producer is aware of the performance scheduled to be performed for a specified day as specified in this agreement, he/she shall have been notified by writing of the cancellation at least 4 hours in advance of the next scheduled performance.

5. **Cancelled Individual Engagements:** If the performer is being notified that the program is cancelled, Producer agrees to immediately notify the performer by mail by all appropriate means to be specified. A performer notified by this means for a performance that is cancelled by AFRA consents to such a dismissal without payment. Producer agrees that the performer shall be notified by mail by the AFRA office as soon as possible.

6. **Aburation:** Any performer who is notified by AFRA that he/she is a member of AFRA, is notified of the AFRA membership by mail by the AFRA office. The performer shall be notified by mail by the AFRA office of the AFRA membership by mail by the AFRA office. The performer shall be notified by mail by the AFRA office of the AFRA membership by mail by the AFRA office.

7. **Additional Services:** No performer shall perform any services for the AFRA office.

8. **Waivers:** AFRA will accept waivers of disputes upon application by the Producer to meet any emergency situation with respect to work conditions. Member shall be notified by mail by the AFRA office.

9. **Production Presented:** If the performer is notified by AFRA that he/she is a member of AFRA, the performer shall be notified by mail by the AFRA office of the AFRA membership by mail by the AFRA office.

10. **Alterations:** If the performer is notified by AFRA that he/she is a member of AFRA, the performer shall be notified by mail by the AFRA office of the AFRA membership by mail by the AFRA office.

11. **Bond in Certain Cases:** AFRA reserves the right to require a performer to post a bond in certain cases.

12. **Contract Producers:** Producer agrees that he/she is a member of AFRA and must comply with AFRA's rules which are specifically notified to the performer upon the AFRA member to render services only upon a program when all the AFRA, SAG, and AEA members are members in good standing of the American Federation of Radio Artists.

13. **Notice:** If the performer is notified by AFRA that he/she is a member of AFRA, the performer shall be notified by mail by the AFRA office of the AFRA membership by mail by the AFRA office.

14. **Performance:** The performer shall be notified by AFRA that he/she is a member of AFRA and must comply with AFRA's rules which are specifically notified to the performer upon the AFRA member to render services only upon a program when all the AFRA, SAG, and AEA members are members in good standing of the American Federation of Radio Artists.

15. **AFRA Rules:** Producer agrees that he has notice that the performance is a member of AFRA and must comply with AFRA's rules which are specifically notified to the performer upon the AFRA member to render services only upon a program when all the AFRA, SAG, and AEA members are members in good standing of the American Federation of Radio Artists.

16. **Cancelled Program:** When the above producer is aware of the performance scheduled to be performed for a specified day as specified in this agreement, he/she shall have been notified by writing of the cancellation at least 4 hours in advance of the next scheduled performance.

17. **Cancelled Individual Engagements:** If the performer is being notified that the program is cancelled, Producer agrees to immediately notify the performer by mail by all appropriate means to be specified. A performer notified by this means for a performance that is cancelled by AFRA consents to such a dismissal without payment. Producer agrees that the performer shall be notified by mail by the AFRA office as soon as possible.

18. **Aburation:** Any performer who is notified by AFRA that he/she is a member of AFRA, is notified of the AFRA membership by mail by the AFRA office.

19. **Additional Services:** No performer shall perform any services for the AFRA office.

20. **Waivers:** AFRA will accept waivers of disputes upon application by the Producer to meet any emergency situation with respect to work conditions. Member shall be notified by mail by the AFRA office.

21. **Production Presented:** If the performer is notified by AFRA that he/she is a member of AFRA, the performer shall be notified by mail by the AFRA office of the AFRA membership by mail by the AFRA office.

22. **Alterations:** If the performer is notified by AFRA that he/she is a member of AFRA, the performer shall be notified by mail by the AFRA office of the AFRA membership by mail by the AFRA office.

23. **Bond in Certain Cases:** AFRA reserves the right to require a performer to post a bond in certain cases.

24. **Contract Producers:** Producer agrees that he/she is a member of AFRA and must comply with AFRA's rules which are specifically notified to the performer upon the AFRA member to render services only upon a program when all the AFRA, SAG, and AEA members are members in good standing of the American Federation of Radio Artists.

25. **Notice:** If the performer is notified by AFRA that he/she is a member of AFRA, the performer shall be notified by mail by the AFRA office of the AFRA membership by mail by the AFRA office.

# CLARIFICATION OF THE AFRA CODE

*The following letter embodies all clarifications of the AFRA Code and is a vital part of that Code:*

February 2, 1939.

Columbia Broadcasting System, Inc.  
485 Madison Avenue  
New York City  
National Broadcasting Company, Inc.  
30 Rockefeller Plaza  
New York City  
Gentlemen:

This letter is written in connection with and is a part of the Code of Fair Practice for Commercial Broadcasting signed between your companies and the American Federation of Radio Artists, dated February 2, 1939, and in order to clarify the same.

The following clarifications or additional terms, as the case may be, are a part of such contract, namely:

1. On page 1, line 3, the words "pronulgated by them" means "herin contained."

2. The mere fact that your facilities are used for the broadcast of a radio program does not make such program one produced under your auspices, nor does it bring such programs under the Code.

3. The words "several stations," as used throughout the agreement are clarified and controlled by paragraph 16, and no additional obligations are imposed by the addition of the words "several stations."

4. The American Federation of Radio Artists represents that it does and will, for the duration of the agreement, represent for collective bargaining purposes, a majority of the actors, singers and announcers, as required by the National Labor Relations Act. The bargaining unit for this agreement is without prejudice to either party.

5. Throughout the Code a variety of terms are used, such as "radio artists," "performers," etc. Nevertheless, the Code is intended to cover and does cover only actors, singers and announcers.

6. In any arbitration hereunder, each side bears half the expense.

7. AFRA agrees that it has no present rule and will make no future rule in derogation of the Code, and paragraph 3 is so limited.

8. AFRA hereby consents to any arbitration requested by the producer under paragraph 6.

9. Paragraph 7 is not intended to prevent the performer from contracting for services of a kind not covered by the Code by individual contract at such rates of pay and under such conditions as the producer and the performer shall agree, subject only to the fact that it shall not be in conflict with this Code.

10. Paragraph 9 does not apply to a case where the prosecution is in respect of material furnished by the performer or acts done by the performer without the authorization of the producer.

11. Paragraph 12 is a statement by the pro-

ducer that he has notice of the facts stated in paragraph 12, and goes no further.

12. With respect to paragraph 17, AFRA agrees with the producer that if an independent contractor has signed this Code and the producer has complied with paragraph 17, AFRA will not exercise its right to strike against the independent contractor so as to create program emergencies for the producer.

13. Any more favorable terms or conditions given to competitors producing network shows at the five points of origination mentioned in paragraph 16 will be given by AFRA to the producer to the extent given such competitor. This does not apply to waivers given by AFRA in special instances, if such waivers be given in good faith and without intent either to evade this clause or to give an unfair competitive advantage.

14. So long as the producer performs this Code, AFRA, will not strike against the producer as to the performers covered by this Code in the field covered by this Code. To the extent AFRA has agreed not to strike, it will order its members to perform their contracts with the producer. This paragraph only applies to producers who sign this Code.

15. AFRA agrees to give a waiver for persons employed for no more than one performance during the term of this agreement because of reputations acquired in fields other than the amusement field.

16. At least sixty days prior to the end of the term of this Code, AFRA and the producer agrees to negotiate in good faith with respect to a new Code.

17. National Broadcasting Company, Inc., and Columbia Broadcasting System, Inc., by signing the Code, are signing such Code for and on behalf of themselves, respectively, and not for any other person, firm or corporation.

18. With respect to the last sentence of paragraph 16, the following stations and only the following stations are included in the term "major stations in New York and Chicago," namely:

New York: Stations WABC, WJZ, WEAJ, and WOR;

Chicago: Stations WBBM, WMAQ, WENR, WGN and WLS.

19. With respect to AFRA's agreement not to impose unreasonable entrance fees or dues upon its members, it agrees, wherever necessary for the producer's program purposes, to qualify members within 24 hours after notice from the producer.

20. With respect to the following respective provisions on pages 2 and 4, respectively, reading as follows, to wit: "Rehearsal for programs in excess of 15 minutes, may be held in two sessions" and "Orchestra rehearsal may not be divided into more than two sections" (misprint for "sessions"), AFRA does hereby waive such pro-

visions, but the producer agrees not to use unreasonably the privilege so granted, taking into account the necessities of the programs and the convenience of the performers, but this does not alter the fact that whenever an actor or singer is called for rehearsal, he gets a minimum of one hour's rehearsal pay, except as in the Code otherwise provided.

21. With respect to the section on "Recordings" at the top of page 3, add a sentence at the end of the second subparagraph of paragraph (a) reading as follows, to wit: "In such cases, the limitations of the first subparagraph of this paragraph (a) do not apply."

22. Further in respect to the second subparagraph of paragraph (a) on page 3, one or more sponsors other than the original sponsor or his affiliated company may be used in any off-the-line recording made but in any such event re-broadcast fees as herein provided shall be paid to the performers for each such additional sponsor so used.

23. Further in respect to "Recordings" at the top of page 3, the blank in subparagraph (b) is filled in with the word "two."

24. Further in respect to the same general section in subparagraph (c) the word "date" should be "rate."

25. With respect to the last line before the asterisks on page 3, after the phrase "dress rehearsal" insert the words "and the dress rehearsal."

26. All rates in the Code are per person and not per group.

27. In the second sentence of the second paragraph on page 4, after the word "Individual" insert the words "and group."

28. In the seventh paragraph on page 4 second line, after the word "discharged," insert the words "without justifiable cause."

29. In the same connection on page 5 paragraph 5, line 4, strike out the words "and AFRA consents to such dismissal without payment."

30. With respect to paragraph 4 strike out the last two sentences and substitute therefor the following: "Multiple doubles are permitted in variety shows or where the program consists of a series of short different episodes, such as, but not being limited to dramatized news broadcasts or historical sentences. Participation in group pieces shall not be considered a double and is permissible without additional compensation."

31. With respect to paragraph 2, the second line "seven (7)" is amended to read "ten (10)."

32. With respect to paragraph 18, amend the paragraph to read as follows: "18. Singing voices on dramatic shows shall be paid a minimum of \$50 for live programs a week and \$12.50 for the re-broadcasts, \$10 for single broadcast and \$2.50 for re-broadcast and 15 minute rehearsal, dress rehearsal included."

33. Paragraph 19 applies to both actors and announcers but not to singers.

34. Paragraph 22 also applies to singers and during the 15-minute period prior to broadcast they will rehearse for timing and effect only.

35. Change the last sentence of paragraph 22 to read as follows: "In the event of a collection

of any line due to such disciplinary action AFRA will reimburse the producer who has suffered loss due to lateness or other breach to the extent of such line.

36. When a record is made prior to the live broadcast the live broadcast fee includes 15 minute dress rehearsal immediately preceding the broadcast.

37. For the purposes of the Code an actor is a person who is employed to enact a character or perform a role or who enacts a character or performs a role, persons like Eddie Cantor who play themselves are actors, a singer is a person who is employed to sing or who uses vocal techniques of intoned recitations, announcer is defined as the term is generally understood in the industry but the commercial rates specified in the Code do not apply to the performance by employees on the staff of a broadcast company or station identification, music, comedy, games and local spots, except as specifically provided for in the Code, time signal and similar announcements, switching and timing switching cues, operating master copies of continuities, and performing similar routine duties for the broadcast company which are not part of the services rendered by announcers for sponsors or advertising agencies on commercial programs or otherwise provided for in this Code.

38. Paragraph 16 is modified so that the rates in the Code do not apply to programs originating in Hollywood, Los Angeles or San Francisco unless the same are available to stations in other than the above Western States. Organizations from throughout only subject to the Code rules on rankings of two or more stations including the station of origin.

39. Reference to the sixth paragraph on page 4, the National Broadcasting Company, Inc. or the Columbia Broadcasting System, Inc. or AFRA may refuse to arbitrate wages and working conditions for programs produced by the National Broadcasting Company, Inc. or the Columbia Broadcasting System, Inc. if any of their owned or operated stations in cities other than the originating points mentioned in paragraph 16, but AFRA reserves its complete right to strike against such programs and stations without notice.

40. The numbered paragraphs mentioned in this letter refer to the numbered paragraphs in the General Schedule of Rules of the Code.

41. AFRA may not discuss or reprint the Code to incorporate the substance of this letter but such incorporation shall first be approved in writing by the National Broadcasting Company, Inc. and the Columbia Broadcasting System, Inc.

Yours very truly

AMERICAN FEDERATION OF RADIO ARTISTS

By

Executive Secretary

Acted to and accepted  
Columbia Broadcasting System, Inc.

By

National Broadcasting Company, Inc.

By

# WORLD-TELEGRAM ANNUAL RADIO EDITORS' POLL

Conducted by Alton Cook, Radio Editor, World-Telegram, New York, with participation of radio editors in United States and Canada. (Released Feb. 4, 1939.)

## **Favorite Programs**

	Points
Jack Benny . . . . .	159
Charlie McCarthy . . . . .	138
Bing Crosby . . . . .	119
Information Please . . . . .	97
Fred Allen . . . . .	72
M.G.M. Good News . . . . .	54
Lux Radio Theater (Mon.) . . . . .	46
Orson Welles . . . . .	37
One Man's Family . . . . .	30
Kay Kyser . . . . .	28

## **Comedians**

	Points
Jack Benny . . . . .	269
Fred Allen . . . . .	177
Charlie McCarthy . . . . .	169
Bob Hope . . . . .	51
Fibber McGee . . . . .	42
Burns & Allen . . . . .	32
Robert Benchley . . . . .	25
Fanny Brice . . . . .	19
Amos 'n' Andy . . . . .	18
Frank Morgan . . . . .	16

## **Symphonic Conductors**

	Points
Toscanini . . . . .	333
John Barbirolli . . . . .	116
Frank Black . . . . .	82
Jose Iturbi . . . . .	42
Alfred Wallenstein . . . . .	41
Leopold Stokowski . . . . .	36
Andre Kostelanetz . . . . .	32
Artur Rodzinski . . . . .	23
Howard Barlow . . . . .	22
Fritz Reiner . . . . .	19

## **Bands**

	Points
Guy Lombardo . . . . .	274
Kay Kyser . . . . .	86

Horace Heidt . . . . .	73
Artie Shaw . . . . .	66
Benny Goodman . . . . .	66
Tommy Dorsey . . . . .	60
Wayne King . . . . .	37
Richard Humber . . . . .	33
Paul Whiteman . . . . .	27
Larry Clinton . . . . .	26
Andre Kostelanetz . . . . .	26

## **Girl Singers**

	Points
Frances Langford . . . . .	206
Kate Smith . . . . .	174
Connie Boswell . . . . .	102
Jane Froman . . . . .	77
Dorothy Lamour . . . . .	45
Maxine Sullivan . . . . .	26
Bea Wain . . . . .	26
Mildred Bailey . . . . .	21
Nan Wynn . . . . .	15
Lucille Manners . . . . .	14

## **Popular Male Star**

	Points
Bing Crosby . . . . .	341
Kenny Baker . . . . .	228
Frank Parker . . . . .	64
Lanny Ross . . . . .	51
Nelson Eddy . . . . .	44
Jerry Cooper . . . . .	18
Rudy Vallee . . . . .	17
Buddy Clark . . . . .	16
Frank Munn . . . . .	15
Tony Martin . . . . .	12

## **Drama**

	Points
Lux Radio Theater . . . . .	269
Orson Welles . . . . .	198
One Man's Family . . . . .	94
Edward G. Robinson ("Big Town") . . . . .	57
Columbia Workshop . . . . .	54

Silver Theater	32	Dick Tracy	27
First Nighter	26	Howie Wing	23
Tyrone Power	20	March of Games	19
Star Theater (Texaco)	20	Jack Armstrong	17
Gang Busters	15	Kaltenmeyer's Kindergarten	17

### **Classical Singers**

	<i>Points</i>
Nelson Eddy	150
Lawrence Tibbett	138
Richard Crooks	117
Lily Pons	93
Kirsten Flagstad	72
Margaret Speaks	47
Lucille Manners	44
John Charles Thomas	41
Gladys Swarthout	24
John Carter	19

### **Commentators**

	<i>Points</i>
H. V. Kaltenborn	168
Lowell Thomas	77
Edwin C. Hill	30
Dorothy Thompson	24
Walter Winchell	21
Alexander Woolleott	18
Paul Sullivan	17
Gabriel Heatter	14
Boake Carter	14

### **Sport Announcers**

	<i>Points</i>
Ted Husing	301
Bill Stern	229
Clem McCarthy	93
Red Barber	27
Bob Elson	21
Graham McNamee	20
Tom Manning	17
Paul Douglas	14
Bill Slater	10

### **Children's Program**

	<i>Points</i>
Let's Pretend	130
Irene Wicker	122
Lone Ranger	72
Little Orphan Annie	68
American School of the Air	44

### **New Stars**

	<i>Points</i>
Orson Welles	296
Tommy Riggs	27
Clifton Fadiman	23
Bob Hope	21
Kay Kyser	12
H. V. Kaltenborn	12

### **Quiz Programs**

	<i>Points</i>
Information Please	316
Profesor Quiz	158
Kay Kyser's Kollege	139
What's My Name	53
Ask-It-Basket (Jim McWilliams)	44
Vox Pop	34
Battle of the Sexes	30
True or False	29
Uncle Jim's Question Bee	17
Paul Wing's Spelling Bee	10

### **Quarter Hours**

	<i>Points</i>
Amos 'n' Andy	99
Lum 'n' Abner	78
Easy Aces	60
Lowell Thomas	53
Walter Winchell	51
Vocal Varieties	36
Edwin C. Hill	26
Vic & Sade	21
Jimmy Fidler	20
Sophie Tucker	14

### **Studio Announcers**

	<i>Points</i>
Don Wilson	152
Ken Carpenter	84
Harry Von Zell	48
Milton Cross	42
David Ross	18
Paul Douglas	15
Ben Grauer	12
Graham McNamee	12

# MOTION PICTURE DAILY RADIO POLL

Released December 30, 1938

## Open Champions

Charlie McCarthy  
Jack Benny  
Orson Welles  
Bing Crosby  
Fred Allen

## Comedy Team

Burns and Allen  
Bergen-McCarthy  
Benny-Livingstone  
Amos 'n' Andy  
Fibber McGee & Molly

## Children's Series

Let's Pretend  
Orphan Annie  
Lone Ranger  
Singing Lady  
American School

## Vocalists: Male (Popular)

Bing Crosby  
Kenny Baker  
Nelson Eddy  
Rudy Vallee  
Frank Parker

## Dramatic Series

Lux Radio Theater  
Mercury Theatre  
One Man's Family  
Columbia Workshop  
Big Town

## Film Programs

Lux Radio Theatre  
M-G-M Good News  
Chase & Sanborn Hour  
Kraft Music Hall  
Hollywood Hotel

## Vocalists: Male (Classical)

Nelson Eddy  
Richard Crooks  
Lawrence Tibbett  
John Charles Thomas  
John Carter

## Comedy Series

Jell-o, with Jack Benny  
Town Hall Tonight, Fred Allen  
Easy Aces  
Fibber McGee & Molly  
Amos 'n' Andy

## Announcers

Don Wilson  
Ken Carpenter  
Harry Von Zell  
Milton Cross  
Graham McNamee

## Vocalists: Female (Popular)

Kate Smith  
Frances Langford  
Connie Boswell  
Jane Froman  
Maxine Sullivan

## Dance Orchestras (Popular)

Guy Lombardo  
Horace Heidt  
Kay Kyser  
Richard Himber  
Eddie Duchin } Tie  
Hal Kemp }

## Commentators

H. V. Kaltenborn  
Lowell Thomas  
Edwin C. Hill  
Gabriel Heatter  
Boake Carter

## Vocalists: Female (Classical)

Margaret Speaks  
Lucille Manners  
Lily Pons  
Kirsten Flagstad  
Gladys Swarthout

## Dance Orchestras (Swing)

Benny Goodman  
Tommy Dorsey  
Kay Kyser  
Art Shaw  
Bob Crosby

## Film Players on the Air

Don Ameche  
Edward G. Robinson  
Bing Crosby  
Frank Morgan  
William Powell } Tie  
Charles Boyer }

## Comedians

Jack Benny  
Fred Allen  
Charlie McCarthy  
Eddie Cauter  
Fibber McGee

## Orchestras (Classical)

Toscanini's NBC Symphony  
New York Philharmonic  
Ford Symphony  
Philadelphia Orchestra  
Frank Black's NBC Symphony

## Special Events Coverage

CBS—Czech Crisis  
NBC—Czech Crisis  
Mutual—Czech Crisis

## Comediennes

Fannie Brice  
Gracie Allen  
Martha Raye  
Mary Livingstone  
Jane Ace

## Musical Series (Classical)

Ford Sunday Evening Hour  
Toscanini Program  
N. Y. Philharmonic  
Firestone Hour  
Cities Service Concerts

## Best Commercial Readings

Jell-o Program  
Ford Sunday Program  
Johnson Wax Program  
Kraft Program  
Sherwin-Williams Program

Radio Stations &  
Advertising Agencies  
Everywhere  
U. S. A.

Gentlemen:

Just a line to thank you for the  
very warm reception which you  
have so graciously extended to  
me since I have been with  
Associated Music Publishers.

Very truly yours,

JOHN MAYO.

**I WONDER  
WHAT  
RADIO  
DAILY  
WILL SAY  
ABOUT IT?**

# **MUZAK CORPORATION**

229 FOURTH AVENUE  
NEW YORK, N. Y.

TRANSMITTING

CONTROLLED "WORD OF MOUTH" ADVERTISING  
(over a class A city wide telephone network)

at

THE "POINT OF SALE"

WHEREVER PEOPLE GATHER FOR FOOD OR RECREATION  
(restaurants, bars, clubs and grills)

for

DISTILLERS, BREWERS, CIGAR, CIGARETTE, GUM  
AND MINT MANUFACTURERS

over

THE MUZAK SPONSORED PROGRAM SERVICE NETWORK





# THE BUSINESS SIDE OF RADIO



*Major Network Billings*

•  
*Agency and Sponsor Network  
Expenditures*

•  
*Research Firms*

•  
*F. T. C. Activities*

•  
*Standard Conditions and Contract  
for Spot Broadcasting*

•  
*Station Representatives*

•  
*Foreign Language Field*

•  
*American Association of  
Advertising Agencies*

•  
*Advertising Agencies*



**COMPARATIVE MAJOR NETWORK BILLINGS**  
**FOR**  
**1938—1937—1936—1935**

**COLUMBIA BROADCASTING SYSTEM**

	1938	1937	1936	1935
January	\$2,879,945	\$2,378,620	\$1,901,923	\$1,768,919
February	2,680,335	2,264,317	1,999,446	1,654,461
March	3,034,317	2,555,716	2,172,382	1,829,533
April	2,424,180	2,563,478	1,950,939	1,615,389
May	2,112,283	2,560,558	1,749,517	1,287,455
June	2,121,495	2,176,576	1,502,768	1,066,729
July	1,367,357	1,988,412	1,202,775	910,470
August	1,423,865	1,955,280	1,232,588	879,619
September	1,601,755	2,028,585	1,838,932	1,086,900
October	2,387,395	2,505,485	2,754,802	1,930,512
November	2,453,110	2,654,473	2,429,947	1,722,390
December	2,529,060	2,786,618	2,433,353	1,885,977
<b>Total</b>	<b>\$27,345,397</b>	<b>\$28,722,448</b>	<b>\$23,468,412</b>	<b>\$17,637,801</b>

**MUTUAL BROADCASTING SYSTEM**

	1938	1937	1936
January	\$269,891	\$213,718	\$166,266
February	253,250	252,286	152,064
March	232,877	217,431	194,483
April	189,545	200,434	137,934
May	194,201	154,633	129,907
June	202,412	117,388	104,510
July	167,108	101,458	109,561
August	164,626	96,629	122,065
September	200,342	132,866	168,949
October	347,771	238,683	274,629
November	360,929	258,357	227,543
December	337,369	245,465	193,496
<b>Total</b>	<b>\$2,920,324</b>	<b>\$2,239,077</b>	<b>\$1,975,377</b>

**NATIONAL BROADCASTING COMPANY**

(Combined Blue and Red Networks)

	1938	1937	1936	1935
January	\$3,793,516	\$3,541,999	\$2,681,895	\$2,895,037
February	3,498,053	3,295,782	2,711,200	2,758,319
March	3,806,831	3,614,283	3,037,873	3,025,308
April	3,310,505	3,277,837	2,744,928	2,682,443
May	3,111,200	3,214,819	2,561,720	2,685,214
June	3,200,569	3,003,387	2,323,546	2,380,845
July	2,958,710	2,707,459	2,449,983	2,208,935
August	2,941,099	2,781,977	2,422,431	2,024,365
September	2,979,244	2,850,581	2,886,637	2,163,317
October	3,773,964	3,339,749	3,696,489	2,779,557
November	3,898,919	3,381,346	3,168,728	2,655,100
December	3,887,072	3,639,086	3,558,590	2,893,793
<b>Total</b>	<b>\$41,462,679</b>	<b>\$38,654,286</b>	<b>\$31,544,120</b>	<b>\$31,148,930</b>

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# THE BUSINESS SIDE OF RADIO DURING 1938

By

**BENN HALL**

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*RADIO DAILY Staff*

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**R**ADIO continued to register considerable gains during 1938 and smashed many previous "all-time records," although other major advertising mediums showed declines. With increased revenue, however, came an accompanying increase in overhead as well as in social responsibility. Radio's successful bid for national and local business in the face of razor-edge competition revealed both sponsor and public appreciation of broadcasting.

NBC climbed over the \$40,000,000 mark with total time sales of \$41,462,679, an increase of 7.3 per cent over 1937. CBS showed a decrease of 4.8 per cent, with \$27,345,397. Columbia's 1937 billings, however, were the largest in its history. MBS's billings showed an increase of approximately 30.4 per cent with gross revenue of \$2,920,324.

## Sponsors

Procter & Gamble led advertisers with its combined time expenditures on NBC and CBS of \$6,170,862. General Foods followed with \$5,239,606, double its 1937 figure, while the P. & G. total showed an increase of approximately \$1,500,000. With the exception of Campbell Soup which displaced General Motors, NBC and CBS's ten top advertisers were the same as in 1937.

## Agencies

Blackett-Sample-Hummert continued, for the third successive year, to lead agencies in time buying, the combined NBC-CBS total being \$7,955,633. J. Walter Thompson with \$5,233,158 followed, while Young & Rubicam with \$4,911,066 was in third place.

## Industry Classification

Food and food beverages were top again in classifications on NBC and CBS, while drugs and toilet goods came in second place. Together they accounted for nearly half of CBS's total billings and about two-thirds of NBC's total billings.

## Labor

While radio was relatively free of strikes and labor disputes in 1938, the operating expenses of both networks and independent stations were increased by the granting of wage tilts, shorter hours as well as the employment of additional musicians and other workers. From 900 to 1,500 musicians were added to radio payrolls, following an agreement between the American Federation of Musicians and stations, while the American Federation of Radio Artists secured contracts with NBC and CBS for sustaining talent. Negotiations were conducted with agency representatives by AFRA for contracts covering talent on network commercial productions. The American Communications Association, claiming 750 members in its broadcast division, secured contracts with several stations.

# AGENCY NATIONAL NETWORK EXPENDITURES

	1938	1937	1936
Blackett-Sample-Hummert	\$9,093,125 ( 1)	87,293,490 ( 1)	86,011,665 ( 1)
J. Walter Thompson Co.	5,320,608 ( 2)	5,283,131 ( 3)	5,148,557 ( 3)
Young & Rubicam, Inc.	5,093,640 ( 3)	3,821,010 ( 4)	2,244,481 ( 7)
Benton & Bowles, Inc.	4,800,399 ( 4)	3,631,240 ( 5)	2,419,182 ( 6)
Lord & Thomas	4,791,586 ( 5)	5,549,195 ( 2)	5,573,278 ( 2)
Ruthrauff & Ryan, Inc.	4,015,959 ( 6)	3,407,886 ( 6)	1,237,928 (12)
Compton Advertising, Inc.	3,107,788 ( 7)	3,001,600 ( 7)	2,018,341 ( 8)
Ward Wheelock Co.	2,258,425 ( 8)	1,128,546 (16)	1,256,151 (11)
Newell-Emmett Co.	1,693,314 ( 9)	1,951,261 ( 9)	1,189,126 (14)
B. B. D. & O.	1,588,551 (10)	1,801,695 (10)	2,716,819 ( 5)
Pedlar & Ryan, Inc.	1,588,185 (11)	(Not among 20 first this year)	
Lenzen & Mitchell, Inc.	1,500,635 (12)	1,380,063 (13)	782,013 (18)
N. W. Ayer & Son	1,397,535 (13)	2,842,245 ( 8)	3,276,155 ( 4)
Wade Adv. Agency	1,363,741 (14)	1,157,170 (12)	1,220,132 (13)
H. W. Kastor & Sons	1,245,302 (15)	(Not among 20 first this year)	
Gardner Advertising Co.	1,109,681 (16)	928,326 (19)	Not among leaders
Edwin, Wasey & Co.	1,105,072 (17)	920,263 (20)	1,167,959 (10)
William Esty & Co.	1,096,359 (18)	1,033,263 (17)	1,047,531 (16)
Blow Co.	1,081,115 (19)	(Not among 20 first this year)	
Stack-Goble	1,007,060 (20)	1,195,307 (11)	1,501,678 ( 9)

**Columbia Broadcasting  
System 1938 Sponsor  
Expenditures**

Lever Brothers Co.	2,790,141
General Foods Corp.	2,720,386
Colgate-Palmolive-Peet Co.	1,719,139
Procter & Gamble Co.	1,310,707
American Tobacco Co.	1,283,826
William Wrigley Jr., Co.	1,241,505
Liggett & Myers Tobacco Co.	1,148,355
Ford Motor Co.	1,052,895
Chrysler Sales Corp.	1,003,642
R. J. Reynolds Tobacco Co.	1,000,184
Campbell Soup Co.	743,788
Continental Baking Co.	650,260
P. Lorillard Co.	644,905
Pet Milk Sales Corp.	594,013
General Mills, Inc.	557,055
Philip Morris & Co., Ltd.	463,380
U. S. Tobacco Co.	435,120
Texas Co.	405,265

Gulf Refining Co.	399,960
Lady Esther Co.	372,150
Coen Cola Co.	358,910
Nash-Kelvinator Corp.	345,331
Ordaly Packing Co.	340,267
U. S. Rubber Products Co.	301,155
Amacin Co.	297,694
Bayer Co.	282,254
Edna Wallace Dopper, Inc.	267,494
E. I. duPont de Nemours & Co., Ltd.	250,155
Lambert Co.	242,395
H. J. Heinz Co.	225,960
Eaton & Pink Products Co.	219,194
Chesebrough Manufacturing Co.	211,050
Household Finance Corp.	208,320
Kolyons Sales Co.	193,133
Brewers' Radio Show Association	192,750
Kellogg Co.	192,724
Vick Chemical Co.	180,015
Griffin Manufacturing Co.	174,049
International Cellulofilm Co.	166,665
Campagna Sales Corp.	156,400
R. B. Davis Co.	154,020
Mckesson & Robbins, Inc.	150,150
Hudson Motor Car Co.	139,735

A. S. Boyle Co.....	136,309
General Motors Corp.....	130,615
Philco Radio & Television Corp.....	129,360
Noxzema Chemical Co.....	109,555
Zenith Radio Corp.....	108,515
General Baking Co.....	108,267
Barbasol Co.....	106,600
International Silver Co.....	85,095
Skelly Oil Co.....	62,450
Penick & Ford, Ltd.....	62,060
Florida Citrus Commission.....	61,975
Phillips Petroleum Corp.....	59,990
Joe Lowe Corp.....	51,156
Carborundum Co.....	43,405
Durkees Famous Foods.....	34,200
Rio Grande Oil Co.....	27,725
F & F Laboratories.....	15,600
Pennsylvania Publicity Commission.....	14,995
Euclid Candy Co.....	14,080
Pure Oil Co.....	13,829
Atlantic Refining Co.....	13,050
Bayuk Cigars, Inc.....	12,870
Tidewater Associated Oil Co.....	11,104
Brown & Williamson Tobacco Co.....	10,834
Wilmington Transportation Co.....	10,450
Cardinet Candy Co.....	10,170
S & W Fine Foods.....	7,950
Memmen Co.....	7,320
Holland Furnace Co.....	5,827
Beneficial Management Corp.....	5,823
Soil Off Manufacturing Co.....	5,042
Roma Wine Co.....	4,950
Tillamook County Creamery Assn.....	4,305
Sales Affiliates, Inc.....	4,290
Ralston Purina Co.....	3,660
California Prune & Apricot Growers Assn.....	3,050
Tea Garden Products Co.....	2,295
George W. Caswell Co.....	2,145
Richfield Oil Corp.....	536
Refrigeration & Air Conditioning Inst.....	360
Political Advertisers.....	52,803

GRAND TOTAL .....\$27,345,397

The Lambert Co.....	58,108
D. L. & W. Coal Co.....	53,872
"Show of the Week" (Local Coop)....	49,996
"30 Minutes in Hollywood" (Local Coop).....	48,809
Brown & Williamson Tobacco Co.....	48,650
Elizabeth Arden.....	41,958
Wheatona Corp.....	38,257
American Tobacco Co.....	37,866
Kellogg Co. (Pep Cereal).....	36,844
Green Hornet (Coop).....	36,452
Cudahy Packing Co.....	31,721
General Shoe Corp.....	29,353
Oakland Chemical Co.....	28,750
Meinen Co.....	26,926
Allis-Chalmers Mfg. Co.....	24,130
Maine Development Comm.....	23,754
Roche News Syndicated program.....	20,412
N. Y. State Dem. Comm.....	20,291
The Bosco Co.....	17,517
Emerson Drug Co.....	17,024
Lamplighter (Cooperative).....	14,297
Humphrey Homeopathic Med. Co.....	12,761
Thomas Leeming & Co.....	11,700
American Bird Products Co.....	10,543
E. Fougera & Co.....	10,050
R. B. Semler.....	9,620
Gambarelli & Davitto.....	9,255
Famous Jury Trials (Coop).....	8,169
Barbasol Co.....	7,114
Varady of Vienna, Inc.....	6,989
Slide Fasteners, Inc.....	5,880
John L. O'Brien Citizen's Comm.....	5,064
Atchison, Topeka and Santa Fe R.R.....	5,061
Admiracion Laboratories.....	4,144
Maefadden Publications.....	3,615
W. A. Sheaffer Pen Co.....	2,835
Little Crow Milling Co.....	1,400
Democratic Nat'l Comm.....	938
N. Y. County Repub. Comm.....	938
Non-Partisan Citizen's Comm.....	893
Miscellaneous.....	303,793

GRAND TOTAL .....\$2,920,324

### **Mutual Broadcasting System 1938 Sponsor Expenditures**

Bayuk Cigars, Inc.....	\$ 259,436
Gospel Broadcasting Ass'n.....	182,842
Gordon Baking Co.....	182,574
Ironized Yeast Co.....	179,724
Lone Ranger (Coop Program).....	149,550
General Mills.....	137,492
P. Lorillard Co.....	99,948
Lutheran Laymen's League.....	94,034
Vadseo Sales Corp.....	90,973
Philip Morris & Co.....	78,310
Journal of Living Publications.....	72,166
J. B. Williams Co.....	70,426
Wheeling Steel Corp.....	68,215
Hecker Products Corp.....	65,421
Musterole Co. & E. W. Rose Co.....	63,464

### **National Broadcasting Co. 1938 Sponsor Expenditures**

Adam Hat Stores, Inc.....	\$ 76,736
Allis-Chalmers Mfg. Co.....	67,236
American Home Products Co.....	1,683,340
American Oil Co.....	3,541
American Radiator & S. S. Corp.....	3,200
American Rolling Mill Co.....	52,962
American Tobacco Co.....	1,331,884
Babbitt, B. T., Inc.....	437,700
Ballard & Ballard Co.....	23,780
Borden Co.....	301,459
Bowey's, Inc.....	129,172
Bristol-Myers Co.....	942,930
Brown & Williamson Tobacco Corp.....	656,306
Campaigna Sales Corp.....	364,298
Campbell Soup Co.....	1,565,637

Canada Dry Ginger Ale, Inc.	48,276	Pittsburgh Coal Co.	5,546
Cardinal Candy Co.	35,032	Princess Pat, Ltd.	123,580
Carnation Co.	560,872	Procter & Gamble Co.	1,860,155
Cities Service Co.	638,203	Quaker Oats Co.	878,068
Colgate Palmolive-Peet Co.	118,576	Radio Corporation of America	827,640
Cook, Thomas & Son—Wagon Lbs, Inc.	19,364	Ralston-Parina Co.	380,216
Cummeer Products Co.	555,367	Regional Advertisers, Inc.	99,744
Drackett Co.	93,081	Richardson & Robbins	79,823
Emerson Drug Co.	88,163	Richfield Oil Corp.	202,940
Falstaff Brewing Corp.	125,232	Servel, Inc.	86,532
Fels Co.	78,493	Sherwin-Williams Co.	231,409
Fendrich, H., Inc.	59,712	Signal Oil Co.	61,921
Firestone Tire & Rubber Co.	635,206	Standard Brands, Inc.	2,670,467
Fitch, F. W., Co.	304,563	Standard Oil Co., of California	92,785
Gallenkamp Stores Co.	30,420	Sterling Products, Inc.	2,486,452
General Electric Co.	391,871	Stewart-Warner Corp.	384,195
General Foods Corp.	2,519,320	Sun Oil Co.	631,667
General Mills, Inc.	1,200,886	S & W Fine Foods, Inc.	30,168
General Motors Corp. (Buick Division)	13,158	Swift & Co.	88,187
Gilmore Oil Co.	49,652	Tidewater-Associated Oil Co.	21,444
Glass Container Ass'n of America	51,155	Fillamook County Creamery Assn.	10,320
Glidden Corp.	42,078	Time, Inc.	220,023
Goodyear Tire & Rubber Co.	165,139	Union Oil Co.	53,172
Globe Grain & Milling Co.	8,576	United Drug, Inc.	2,920
Griswold Manufacturing Co.	5,764	Vick Chemical Co.	116,148
Group of American Banks	103,365	Vocational Service, Inc.	6,912
Grove Laboratories, Inc.	182,140	Wander Co.	301,952
Gulden, Charles, Inc.	27,736	Ward Baking Co.	80,818
Horlick's Malted Milk Corp.	58,632	Warner, Wm. R., Co.	156,114
Household Finance Corp.	67,770	Washington, G., Coffee Refining Co.	129,001
International Shoe Co. (Peters Division)	10,062	Welch Grape Juice Co.	267,080
Jergens, The Andrew, Co.	622,277	Wesson Oil & Snowdrift Corp.	45,552
Johnson, Carvell & Murphy	2,236	Williams, J. B., Co.	167,536
Johnson, S. C. & Son, Inc.	675,190	Political Advertisers	51,369
Kellogg Co.	406,401		
Knox, Charles B., Gelatine Co., Inc.	4,088		
Lady Esther, Ltd.	469,397		
Lambert Co.	67,320		
Lamont-Corliss & Co.	305,536		
Larus & Brother Co.	71,436		
Lewis-Howe Co.	119,840		
Liggett & Myers Tobacco Co.	571,015		
Local Loan Co.	492		
Luft, George W., Co.	24,021		
Macfadden Publications, Inc.	172,032		
Marrow, J. W., Manufacturing Co.	28,028		
Mennen Co.	21,892		
Miles Laboratories, Inc.	1,387,906		
Modero Food Process Co.	21,432		
Moore, Benjamin, & Co.	42,924		
Morrell, John & Co.	65,651		
Morris, Philip & Co., Ltd.	526,664		
Mueller, C. F., Co.	67,200		
Musterole Co.	69,216		
National Biscuit Co.	130,520		
National Dairy Products Corp.	1,166,957		
National Ice Advertisers, Inc.	111,456		
Nebi, Inc.	217,792		
Nestle's Milk Products, Inc.	4,212		
Oxo, Ltd.	3,136		
Pacific Coast Borax Co.	339,296		
Pacific Gum Co.	2,236		
Packard Motor Car Co.	140,220		
Packer's Tar Soap, Inc.	49,140		
Penn Tobacco Co.	69,769		
Pepperell Manufacturing Co.	16,719		
Pepsodent Co.	339,260		
Pillsbury Flour Mills Co.	563,400		
		GRAND TOTAL	841,162,679

**Columbia Broadcasting  
System 1938 Agency  
Gross Billings**

Ruthrauff & Ryan, Inc.	\$3,359,373
Benton & Bowles, Inc.	3,298,840
Young & Rubicam, Inc.	2,405,105
Blackett-Sample-Hummert, Inc.	2,057,948
Lord & Thomas	1,662,262
Newell-Emmett Co., Inc.	1,118,355
William Esty & Co., Inc.	1,081,013
N. W. Ayer & Son, Inc.	1,065,945
J. Walter Thompson Co.	1,040,996
Seissee-Myerhoff, Inc.	920,170
Lennen & Mitchell, Inc.	778,410
Ward Wheelock Co.	692,788
B. B. D. & O., Inc.	683,701
Gardner Advertising Co.	593,803
Compton Advertising, Inc.	578,152
The Biow Co., Inc.	463,380
Arthur Kudner, Inc.	435,120
Buchanan & Co., Inc.	405,265
D'Arcy Advertising Co.	358,940
Geyer, Cornett & Newell, Inc.	345,334

Roche, Williams & Cumnyngham.....	340,767
Frances Hooper Advertising.....	331,985
Lambert & Feasley.....	302,385
Campbell-Ewald Co.....	299,655
Knox Reeves Advertising, Inc.....	247,993
Pedlar & Ryan, Inc.....	216,732
Matxon, Inc.....	225,960
McCann-Erickson, Inc.....	211,410
U. S. Advertising Corp.....	192,750
Morse International, Inc.....	180,015
Birmingham, Castleman & Pierce.....	174,049
Aubrey, Moore & Wallace, Inc.....	156,100
Brooke, Smith & French, Inc.....	139,735
MacMaus, John & Adams.....	130,615
Hutchins Advertising Co.....	129,360
Erwin, Wasey & Co., Inc.....	106,600
Lawrence C. Gumbinner.....	88,458
Bownan & Columbia.....	87,750
Brown & Tarcher.....	62,400
H. W. Kastor & Sons Adv. Co.....	43,010
Botsford, Constantine & Gardner.....	40,800
Hixson, O'Donnell, Inc.....	28,261
Walsh Advertising Co.....	26,000
Cockfield, Brown & Co., Ltd.....	21,000
Walker & Downing.....	14,995
Baker Advertising.....	14,220
Sidney Garfinkel Adv. Agency.....	14,080
Leo Burnett Co., Inc.....	13,829
McKee, Albright & Ivey, Inc.....	12,870
Tomasehke-Elliott, Inc.....	10,170
Emil Brisacher & Staff.....	7,950
Arnold & Chase.....	7,770
H. M. Kiesewetter.....	7,320
A. McKim, Ltd.....	6,920
Albert Frank-Guenther Law, Inc.....	5,823
Walter Biddick Co.....	5,445
Milton Weinberg Co.....	5,370
Marschalk & Pratt, Inc.....	5,348
Long Advertising Service.....	5,195
Hillman-Shane Advertising Agency.....	5,042
Joe Lowe Advertising Agency.....	5,040
James Houlihan, Inc.....	4,950
MacLaren Advertising Co.....	4,500
H. M. Frost Co.....	4,125
Gillman Advertising.....	3,870
Dowd Ostreicher, Inc.....	3,325
Loekwood-Shackelford Adv. Agency.....	2,730
Shattuck & Ettlinger.....	2,520
Burton A. Osterhoudt.....	2,040
C. Ellsworth Wylie.....	1,950
R. H. Alber Co.....	1,500
Kelly, Nason & Winsten.....	1,190
Larson & Aurrecochea.....	1,080
Fisher, Zealand & Co., Inc.....	1,040
Mason L. Ham, Advertising.....	815
James E. Lunke.....	360
Ray Davidson.....	360
C. Brewer Smith Adv. Agency.....	290
No Agency.....	2,675

GRAND TOTAL .....\$27,345,397

<p><b>Mutual Broadcasting Sys- tem 1938 Agency Gross Billings</b></p>
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Erwin Wasey & Co.....	\$ 397,393
Ivey & Ellington, Inc.....	259,436
Ruthrauff & Ryan, Inc.....	244,411
R. H. Alber & Co.....	182,842
Young & Rubicam, Inc.....	182,574
Blackett-Sample-Hummert, Inc.....	137,492
Franklin Bruck Adv. Co.....	110,926
Lennen & Mitchell.....	99,948
Redfield-Johnstone, Inc.....	98,805
Kelly, Stuhlman & Zahndt.....	94,034
Biow Co.....	91,071
J. Walter Thompson Co.....	87,450
Critchfield & Co.....	82,473
Russel M. Seeds Co.....	75,615
Albert M. Ross.....	72,019
Lambert & Feasley.....	58,108
Scholtz Adv. Agency.....	53,742
Lord & Thomas.....	40,217
N. W. Ayer & Son.....	46,844
Cecil, Warwick & Legler.....	41,958
Kohrabaugh & Gibson.....	38,257
Roche, Williams & Cumnyngham.....	31,721
Badger & Browning.....	29,353
Kleppner Co., Inc.....	28,750
Batten, Barton, Durstine & Osborne.....	27,221
H. M. Kiesewetter.....	26,926
Brooke, Smith, French & Dorrance.....	23,754
Emil Reinhardt.....	22,008
Rocke Productions, Inc.....	20,412
Flack Adv. Agency.....	20,360
Fisher-Zealand Co.....	20,291
Lawrence G. Gumbinner.....	18,954
Kenyon & Eckhardt, Inc.....	17,517
Sterling Adv. Agency.....	14,297
Wm. Esty & Co.....	11,700
Weston-Barnett, Inc.....	10,543
Gardner Adv. Agency.....	10,400
Small & Seiffer.....	10,050
Buchanan & Co.....	9,840
De Biasi Adv. Agency.....	9,255
Philip Klein Adv. Agency.....	9,030
J. Ralph Corbett.....	8,169
Baggaley, Horton & Hoyt.....	6,989
G. Lynn Sumner.....	5,880
Morgan Reichner & Co.....	5,064
Stack-Goble Adv. Agency.....	5,061
Charles Dallas Reach.....	4,144
Marschalk & Pratt.....	1,831
Gem Adv. Agency.....	1,050
Direct.....	1,639
L. W. Ramsey.....	1,500
Rogers & Smith.....	1,400

GRAND TOTAL .....\$2,920,324

## National Broadcasting Co. 1938 Agency Gross Billings

Blackett-Sample-Hummert, Inc.	86,898,585
Thompson, J. Walter Co.	1,102,162
Lord & Thomas	3,080,107
Compton Advertising, Inc.	2,529,636
Young & Rubicam, Inc.	2,505,061
Wheelock Ward Co.	1,565,637
Benton & Bowles, Inc.	1,501,559
Wade Advertising Agency	1,383,711
Pollar & Ryan, Inc.	1,311,453
Kantor, H. W. & Sons Advertising Co.	1,201,392
Stark-Goble Advertising Agency	1,001,999
Britten-Bartou, DursGine & Osborn, Inc.	877,632
Needham, Louis & Brorby, Inc.	675,190
MacFarland, Hays & Co.	618,815
Sweeney & James Co.	635,206
Roche, Williams & Cunningham, Inc.	631,667
McCann-Erickson, Inc.	625,441
Lennen & Mitchell, Inc.	622,277
Erwin, Wasey & Co.	601,079
Newell-Emmett Co., Inc.	511,959
Hutchinson Advertising Co.	563,100
Bisw, Co., Inc., The	526,661
Gardner Advertising Co.	505,178
McKee & Albright, Inc.	193,928
Warwick & Legler, Inc.	155,936
Ruthrauff & Ryan, Inc.	142,175
Mavon, Inc.	391,871
Ramsey, The L. W., Co.	364,563
Aubrey, Moore & Wallace, Inc.	301,298
Kudner, Arthur, Inc.	350,329
Ayer, N. W. & Son, Inc.	281,746
Greene, James A., & Co.	247,792
Ellis, Sherman K., & Co.	210,774
Hixson-O'Donnell Advertising, Inc.	202,910
Heuri, Horst & McDonald, Inc.	189,019
Seeds, Russel M., Co.	175,182
Weston Advertising Agency	147,188
Morse International, Inc.	116,148
Donahue & Coe, Inc.	111,456
Hoyt, Charles W., Co., Inc.	107,559
Wessel Co., The	103,365

Jones Co., The Ralph H.	93,981
Glicksman Advertising Co., Inc.	76,736
Kenyon & Eckhardt, Inc.	71,288
Lambert & Feasley, Inc.	67,320
Gittius, Bert S., Advertising	67,236
Gale & Pietsch, Inc.	65,656
Logan & Stebbins	61,921
Botsford-Constantine & Gardner	59,872
McJunkin Advertising Co.	57,921
U. S. Advertising Corp.	51,155
Mathes, Inc., J. M.	48,276
Fitzgerald Advertising Agency, Inc.	45,552
Muench & Co., C. Wendel	42,078
Long Advertising Service	40,974
Tomasehke Elliott, Inc.	37,268
Federal Advertising Agency	36,901
Baker Advertising Agency Ltd., The	35,025
Brisacher, Emil & Staff	30,168
Baggaley-Horton & Hoyt, Inc.	28,028
Kiesewetter Advertising Agency, Inc. H. M.	21,892
Clements Co., Inc.	21,432
Wertheimer Co., Inc., L. D.	15,420
Marschalk & Pratt, Inc.	13,112
Miner Co., Dan B.	8,576
Critchfield & Co.	6,912
Biddick Co., Walter	6,880
Walker & Downing	5,516
Livingston, Leon, Advertising Agency	4,212
Abber Co., R. H.	4,196
Cockfield, Brown & Co., Ltd.	4,165
Esty & Co., Wm.	3,016
Kutz Co., The Joseph	3,511
Morgan Reichner & Co.	3,284
Blaker Advertising Agency, Inc.	3,200
Wylie, C. Ellsworth Co.	3,200
Doremus & Co., Ltd.	3,136
Love Features	3,096
D'Evelyn & Wadsworth, Inc.	2,920
Ingoldby Co., William A.	2,236
Fisher Zealand & Co., Inc.	1,769
Larsen & Aurrecoehra	1,671
Muller & Co., J. P.	856
Scholtz Advertising Service	688
Hauvey, Howard G.	680
Sogal Advertising Agency, Theodore H.	421
Shattuck & Effinger	314
Moss, Parson Jay, Inc.	228
No Agency (Billed Direct)	871,813

GRAND TOTAL 811,162,679

# BROADCASTING ABROAD Ltd.

MEMBER OF

ASSOCIATION OF REPRESENTATIVES FOR  
FOREIGN BROADCASTING STATIONS

A complete radio service for advertising agencies  
and exporters covering the Latin American markets.

119 West 57th STREET

NEW YORK, N. Y.



# FEDERAL TRADE COMMISSION

*Activities of the Federal Trade Commission With Respect  
to Radio Advertising Matter—the New Radio  
and Periodical Division*

**T**HE Federal Trade Commission began the review of advertising copy broadcast over the radio in 1934, applying standards similar to those employed in the review of published advertising copy.

False and misleading advertising matter as published in newspapers, magazines, and as broadcast over the radio, is continually surveyed and scrutinized by the Radio and Periodical Division of the Commission. By 1929 it had become apparent that such misrepresentation in the periodical field was of such volume as to necessitate specialized attention, and from 1929 until October, 1938, the Commission, through a Special Board of Investigation, reviewed the advertising columns of newspapers and magazines, and since 1934 commercial advertising continuities broadcast by radio, as well as public complaints of false and misleading advertising.

On October 18, 1938, anticipating the added duties devolving upon it by reason of new legislation (amendments to the Federal Trade Commission Act as contained in the Wheeler-Lea Act of March 21, 1938), the Commission abolished the Special Board of Investigation and created a new division, designated Radio and Periodical Division, and transferred to it all of the former functions and duties of the Special Board and its personnel, consisting of about 25 trained lawyers and a clerical force of approximately the same number.

## Review of Radio Continuity

The Commission, in its Annual Report for the fiscal year, 1937-38, reports that under its systematic review of advertising copy broadcast over the radio it issues calls to individual radio stations about four times yearly. The continuity returns resulting from such calls for commercial script cover specified 15-day broadcast periods.

National and regional networks respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hook-ups are used involving two or more affiliated or member stations.

Producers of electrical transcription recordings submit monthly returns of typed copies of the commercial portions of all recordings produced by them for radio broadcasts. This material is supplemented by periodical reports from individual stations listing the programs of recorded transcriptions and other essential data.

The combined radio material received furnishes specific information on the character of current broadcast advertising and it is proving of great value in

the efforts to prevent false and misleading representations.

## Vast Amount Studied

During the fiscal year ending June 30, 1938, the Commission received 490,670 copies of commercial radio broadcast continuities, amounting to 1,069,944 pages of typewritten script. These comprised 677,074 pages of individual station script and 392,870 pages of network script.

The former Special Board, through its examining staff, read and marked 490,612 commercial radio broadcast continuities, amounting to 885,857 pages of typewritten script. These comprised 352,870 pages of network script and 532,987 pages of individual station script. An average of 2,905 pages of radio script were read each working day. From this material, 22,959 commercial broadcasts were marked for further investigation as containing representations that may have been false or misleading. The 22,959 questioned commercial continuities provided current specimens for check with existing advertising cases as to their compliance with actions, stipulations, and orders of the Commission and formed the bases of 1,544 prospective cases not previously set aside for investigation.

The Commission has developed from its commercial broadcast data, analyses showing the principal sources of false and misleading advertisements, segregated as to network, transcription, and individual station type of broadcasts, the latter being further broken down as to zone location and transmitting power. Such analyses are prepared only for the Commission's use and guidance in this type of work.

Many requests have been received from radio stations for advice and infor-

mation concerning certain advertisers and their products. The Commission cannot give the information requested in many cases either because the matters may be under investigation or it is not fully advised of all the facts and cannot render opinions therein.

It is the policy of the Commission to treat as confidential all proceedings prior to acceptance of a stipulation, or the issuance of a complaint. Stipulations, after acceptance by the Commission, and all formal proceedings subsequent to the issuance of a complaint, are matters of public record available to anyone who may request it.

#### Cooperation of Radio and Publishing Industries

In general, the Commission has received the helpful cooperation of national

and regional networks, and transcription producers, in addition to that of some 617 commercial radio stations, 252 newspapers and 108 magazine publishers, and has observed an interested desire on the part of broadcasters and publishers to aid in the elimination of false, misleading and deceptive advertising.

The Commission's representative coverage of current national and regional advertising, between July 1, 1934, and June 30, 1938, includes examination of 2,069,306 newspaper, magazine and radio advertisements for questionable representations. An analysis of commodity data, drawn from the questionable advertisements set aside for investigation in connection with this review, discloses the following classifications with respect to type, purpose, or use as advertised:

NAME OF COMMODITY	Commodities Named in Advertisements Marked for Investigation, 1934-1938	
		Percentage of total advertised articles in group investigated
Drugs, drug products, drug component preparations, and alleged remedies		30.5
Food products and beverages		6.8
Cosmetics and toiletries		6.1
Health devices, instruments, apparatus, contrivances, and similar specialty articles		5.3
Commodity sales promotion plans, with agency and employment offers, and specialty, novelty goods advertising		14.9
Correspondence courses, stamps, coins, astrological data, books, and similar mail order offers		12.5
Automobile, radio, refrigerator, and other equipment lines		9.0
Miscellaneous, including apparel, tobacco products, pet breeding, poultry raising, gasoline and lubricants, specialty building materials, etc.		14.9

The above compilation was based on an analysis of 105,962 questionable commercial radio continuities, and 55,863 questionable published advertisements, contained in 12,759 prospective advertising case files, assembled during the four fiscal years from July 1, 1934, to June 30, 1938, inclusive.

#### Sources of Advertising Cases

Examination of current newspaper, magazine and radio advertising, in the manner described, has provided the basis of an average of 80.4 per cent of the cases handled by the Commission through its former Special Board in the last three years. Complaints received from the public and information referred to the former board from other divisions of the Commission and from other government agencies formed the basis of the balance of this work.

#### Number of Cases Handled

During the fiscal year ended June 30, 1938, the Commission, through its former Special Board, sent questionnaires to advertisers in 733 cases, negotiated 383 stipulations, and settled and closed by its

various methods of procedure a total of 625 cases. In certain cases the Board recommended that complaints be issued for failure to execute stipulations or for violating stipulations, and in other cases recommended that complaints be issued without giving the advertisers an opportunity to stipulate because of gross deception or danger to the public involved in the practices in which they were engaged.

In many cases the Board recommended filing the assembled data and closing the cases without prejudice to the right of the Commission to reopen them at any time the facts warranted. Some cases were closed because the Post Office Department had issued fraud orders against the respondents concerned or had accepted stipulations in lieu of fraud orders. Others were closed because the parties respondent had discontinued advertising or selling without intent to resume, and others because the advertisers were able to justify their claims.

# RESEARCH —————

# ————— ORGANIZATIONS

## **Anderson Nichols Associates**

330 West 42 St., New York, N. Y.  
Phone BRyant 9-2278

President.....E. R. Anderson  
Secretary & Treasurer.....H. B. Nichols  
Radio Research.....Paul W. Stewart

### *Branch Office*

Suite 307, 53 State St., Boston, Mass.  
Phone Capital 8498

## **Crossley, Inc.**

330 West 42 St., New York, N. Y.  
Phone BRyant 9-5462

President.....Archibald M. Crossley  
Services Offered: Program rating, nation-wide or individual area studies, general marketing consultants.

## **Adrian J. Flanter & Associates**

132 W. 42rd St., New York, N. Y.  
Phone, PENsylvania 9-6080

Services offered: Promotion counsel and research for broadcasting interests.

## **Walter P. Burn & Associates, Inc.**

7 West 44th Street, New York, N. Y.  
Phone, MUrray Hill 2-7462

President.....Walter P. Burn  
Vice-President.....William Noble

### *Branch Offices*

Bell Bldg., Chicago, Ill.

Court Exchange Bldg., Bridgeport, Conn.  
Services Offered: Market studies, research, maps, etc.

## **Paul T. Cherington**

2421 Time-Life Bldg., 9 Rockefeller Plaza  
New York, N. Y.  
Phone, CIrele 6-0926

Services Offered: Distribution consultant, market surveys, media studies.

## **Radio Coverage Reports**

7 West 44th St., New York, N. Y.  
Phone, MUrray Hill 2-7462

Director.....Edgar Felix

## **The Cooperative Analysis of Broadcasting**

330 West 42nd Street, New York, N. Y.  
Phone, MEdallion 3-3898

Manager.....A. W. Lehman

### Governing Committee:

D. P. Smelser, Chairman (Procter & Gamble Co.); C. H. Lang (General Electric Co.); George Gallup (Young & Rubicam); A. Wells Wilbor (General Mills); L. D. H. Weld (McCann-Erickson).

Services Offered: CAB rates all commercial network programs, daytime as well as evening, and in addition analyzes these ratings by geographical sections, income groups, etc. It is authorized by the Association of National Advertisers and the American Association of Advertising Agencies to carry on this work which it has been doing since March, 1930.

## **Facts, Inc.**

420 Lexington Ave., New York, N. Y.  
MOhawk 4-2669

President.....Thomas G. MacGowan

## **Roy S. Frothingham**

111 Sutter Street, San Francisco, Calif.  
Phone, Douglas 6446

Services Offered: Sales and advertising research.

## **C. E. Hooper, Inc.**

51 East 42nd St., New York, N. Y.  
Phone, VAnDerbilt 3-6490

President.....C. E. Hooper  
Vice-President.....E. A. Tomsett

Services Offered: Radio audience and listening survey specialists, publishers of monthly radio report (Hooper Report).

## **Hooper-Holmes Bureau**

102 Maiden Lane, New York, N. Y.  
Phone BEekman 3-5500

Director of Research.....Chester E. Haring

### *Branch Offices*

80 Offices Throughout  
United States and Canada

## **Irwin & Irwin**

1627 Locust St., St. Louis, Mo.  
Phone, Republic 3179

Manager.....M. C. Irwin  
Services Offered: Market research.

## Joint Committee on Radio Research

(cooperative AAAA, ANA & NAB survey)  
420 Lexington Ave., New York, N. Y.  
Phone, LExington 2-6460  
Chairman .....John Benson

### Helen King

17 East 48th St., New York, N. Y.  
Phone, Wickersham 2-1127

Services Offered: Contest consultant, research and management (i.e., judging, planning, research, statistics, etc., on contests).

### Walter Mann & Staff

350 Madison Ave., New York, N. Y.  
MUrray Hill 2-3479

President.....Walter Mann  
Services Offered: Research, surveys, and counsel for scientific advertising and sales strategy for advertisers, agencies, publishers and radio stations.

### Market Data Service

211 State Street, Bridgeport, Conn.  
Phone, 5-3218

President.....W. G. Davis  
Vice-President.....J. S. Westbrook  
Secretary-Treasurer.....Walter P. Burn

#### Branch Offices

7 West 44th St., New York, N. Y.  
Bell Bldg., Chicago, Ill.

Services Offered: Merchandising, marketing research and surveys.

### Market Research Corp. of America

1250 Sixth Ave., New York, N. Y.  
Phone CIrcle 7-1655

President.....Percival White  
Vice-President.....Pauline Arnold

### National Radio Auditors

350 Madison Ave., New York, N. Y.  
Phone, MUrray Hill 2-2037

Manager.....William H. Appleby  
Public Relations Director.....J. W. Mosher  
Secretary.....Claire Cummings

Services Offered: A cooperative organization for the verification of circulation of broadcasting stations in the United States and Canada.

### A. C. Nielsen Company

2101 Howard Street, Chicago, Ill.  
Phone, Hollycourt 6100

President.....A. C. Nelson  
Executive Vice-President in Charge of  
Nielsen Radio Index.....H. L. Rusch

#### Branch Office

500 Fifth Ave., New York, N. Y.  
Phone, PEnnsylvania 6-7126

Executive Vice-President.....J. O. Peckham

### R. L. Polk & Co., Inc.

351 Fourth Ave., New York, N. Y.  
Phone CAledonia 5-8300

President.....R. L. Polk  
Secretary-Treasurer.....F. R. Mixer

### Psychological Corp.

522 Fifth Ave., New York, N. Y.  
Phone VAnderbilt 3-9356

Managing Director.....Paul S. Achilles  
Director of Research.....Dr. Henry C. Link  
Services Offered: Market research.

### Ross Federal Research Corp.

18 East 48th St., New York, N. Y.  
Phone, PLaza 3-6500

President.....Harry A. Ross  
Director of Advertising.....Donovan Hall

### Daniel Starch

120 Lexington Ave., New York, N. Y.  
MOHawk 4-6624

President.....Daniel Starch  
Director Research.....T. Mills Shepard

## Better Sales Material at Budget Cost

Special surveys are sometimes needed and we can make them. But there are hundreds of facts about your market, gathered by Federal, State and Educational Authorities at a cost of millions of dollars. We can sift, sort, compare and dramatize this material for your local and national sales effort. Write us for details of this service and proof of its effectiveness.

**WALTER P. BURN  
& ASSOCIATES, INC.**

**MARKET DATA SERVICE  
INC.**

7 West 44th Street  
New York, N. Y.

Chicago, Ill. Bridgeport, Conn.

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# THE NATIONAL ADVERTISER ★ AND SPOT RADIO ★

By

**C. E. MIDGLEY, JR.**

*Time Buyer, Batten, Barton, Durstine & Osborn, Inc.*

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**P**ERHAPS the most significant development in spot broadcasting during the past year has been the increased use of this type of radio by national advertisers. This is a trend which has been increasing steadily but which has not yet reached its full force. Each year new advertisers "discover" this medium and most of the old ones remain. There are a number of reasons for the selection of spot broadcasting as an element in every advertising campaign.

An advertiser really has two separate sales pictures with which he is concerned. The first is the national problem—his sales and advertising requirements for the country as a whole. The second is a series of individual pictures of each territory in which he sells his product. Very possibly no two of these pictures are identical and each requires individual analysis, study and treatment. Network advertising can be used to meet the broad, national requirements, but it is in the individual territories that spot broadcasting has proved so effective.

For example, in one territory local competition might be unusually strong and a series of spot broadcasts would be just the added impetus needed to put the national advertiser on an equal footing. In another area the lack of dealer cooperation might be the one factor that slows up sales and a series of radio programs on a local station would enlist the dealer help that had been lacking.

Many advertisers use spot radio as a testing ground for the selection of a program with broad, general appeal for network or transcription use. Other advertisers with distinctly seasonal sales find spot broadcasting their most effective medium.

Of course, an advertiser cannot just go into a city and spend \$1,000.00 or \$5,000.00 for "some radio." He must plan his campaign as thoroughly as if he were using network radio or some other medium.

The radio stations throughout the country, long ago, mastered marketing problems and coverage statistics. They know what they can offer the advertiser in radio families, filling stations and grocery outlets. They have developed a sense of showmanship, an analysis of the likes and dislikes of their listeners. They can counsel with the national ad-

vertiser and help him select a program which will be the correct solution. Maybe a news commentator would be the best bet in one area, a barn dance in another and a vocal trio in a third. This is the type of service which intelligent stations offer an advertiser today and which result in increased business.

The amount of merchandising, publicity and dealer promotion which a radio station will undertake for a spot schedule far exceeds the amount which it will supply for a network advertiser. Theoretically, this should not be true but it is governed by sheer economics. Every radio sponsor should merchandise his program to the fullest extent in order to secure the greatest effectiveness. This, of course, is a maxim of the industry.

There are certain advertisers who have never used radio but who have stood by and seen it produce definite sales results for their competitors. For this group, spot broadcasting offers an opportunity to test the medium on as small a scale as desired until they become convinced that it can sell their products, too.

If there is any one single word which can best describe spot broadcasting, it is flexibility. Flexibility in the selection of markets, programs and time of broadcast. Spot radio can be as large or small a part of the general advertising campaign. It can be used as a testing ground or for intensive hard-hitting, direct selling.

It is not surprising, then, that the expenditures for spot broadcasting have been increasing more rapidly each year or that each year finds new national advertisers listed as sponsors. Radio has all the elements of an effective selling medium. With most of the cream hours for network broadcasting currently sold, the advertiser will be forced to rely on spot radio to derive the benefits of this type of advertising.

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# ADVERTISING VOLUME

## ★ IN 1938★

By

**DR. L. D. H. WELD**

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*Director of Research, McCann-Erickson, Inc.*

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**T**HE YEAR 1938 was not a good one for advertising. There was a drop of 13.9 per cent for the year as a whole as compared with 1937. This record is not surprising, however, because it is right in line with what has happened to general business conditions during 1938. The Trade Barometer, constructed by the writer and published in *Dun's Review*, fell off almost exactly 12 per cent. Industrial production fell off even more—about 25 per cent.

Looked at from the standpoint of preceding years, 1937 had shown an increase of 5.5 per cent over 1936; and 1936 had shown an increase of 12.2 per cent over 1935. These figures reflect the business improvement during 1936 and 1937. The effect of the present depression, which began in 1937, is reflected in the drop of 1938.

The Index of General Advertising reveals what has happened to advertising in general. For 1938, the index stood at 81, as compared with 94 in 1937. Although 1938 registered a substantial decrease, it was still 25 per cent higher than in 1933. On the other hand, the 1938 index will have to increase 49 per cent before it reaches the all-time high of 121, which happened in 1929. The writer believes that it will reach this level again, some day, but nobody can tell how long it will take.

### **Radio**

Radio is the only one of the five media considered — farm papers, outdoor, magazines, newspapers and radio—which showed an increase in 1938 over the previous year. To be sure, the increase was

only from 256 to 259, a gain of 1.3 per cent. The present depression simply slowed radio up.

Radio started out by showing good increases during the first three months. Then it about broke even for the next quarter. During the summer it showed decreases of from 6 to 8 per cent. During the fall radio again began to show increases of a little over 5 per cent. The highest point of the year was in June, when the index reached 281.0. (Indexes for 1938 are partially estimated because December figures are not available, but the inclusion of the final figures cannot, however, appreciably alter the results for the year as a whole.)

The course of advertising depends almost entirely on the course of business conditions. The preponderance of opinion at present is that 1939 will be definitely better than 1938. If business should keep on improving during the year, advertising would pick up as the months roll along, but from the standpoint of the present outlook, I might hazard a guess that advertising will probably show an increase of from 6 to 10 per cent during 1939.

\* (Condensed from an article by Dr. Weld which appeared in *Printers' Ink*.)

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# ★ FOREIGN ★ LANGUAGE MARKET

By

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**N. G. NATIRBOV**

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**I**N MANY respects one of the most attractive markets in the United States, is the foreign-language market. This important sales outlet is made up of foreign speaking Americans who still depend on their native tongue for self-expression. This virgin market presents unusual opportunities for sales promotion of nationally advertised products.

According to the latest U. S. Census, approximately 30,000,000, or a little less than one-fourth of our population is made up of people who are either foreign-born, or native-born of foreign or mixed parentage. Further analysis of this breakdown reveals that 14,000,000 are actually foreign-born. 40% to 70% of the population of every important city in the U. S. is made up of these people who speak a "foreign" language at home. For instance, in the greater New York area alone there are more Italians than the combined populations of Indianapolis, Ind., Houston, Tex., and Columbus, Ohio. More Jews than the entire population of the City of Philadelphia, and more Polish speaking people than the total population of Kansas City, Mo. In Chicago over 65% of the total population is made up of foreign-born, or native-born of foreign or mixed parents. Other great industrial and commercial centers like Philadelphia, Detroit, Boston, Pittsburgh, Milwaukee and Buffalo have also highly concentrated foreign speaking communities running into hundreds of thousands.

### **Consistent Clients**

These foreign speaking centers represent tremendous purchasing power. They spend billions of dollars each year on food, soaps, drugs, toilet articles and automobiles. Their daily wants and needs

are numerous and varied. Yet, comparatively few of the national advertisers have realized the primary importance of this virgin market. In the past two years the number of national accounts and the volume of dollars spent in the foreign-language radio medium have been continually going up. What is more import-

### National Foreign Language Broadcasting Service • • •

- **P**ioneers in the specialized field of Foreign Language Broadcasting.
- **W**e offer Productive Program ideas in every Language.
- **P**ertinent Facts, Figures and capable Station Presentation.

J. FRANKLYN VIOLA & CO.

152 W. 42nd Street

New York City

ant is the fact that those national advertisers who once try this medium are usually so satisfied with the results that they remain consistent users for several years at a time. Procter & Gamble is perhaps the outstanding example among the national advertisers who have made strong efforts in this field. They cover all the important markets, and their appropriation for the foreign-language radio medium runs into over \$100,000.00 a year. These campaigns have proven to be so successful that their contracts with most of the foreign-language stations have been again renewed for the third time.

### **Foreign Language Outlets**

No other medium is received with such great enthusiasm and loyalty as the foreign-language radio. There are today approximately 200 radio stations in this country which broadcast regularly one or more programs in the foreign-language. The average life of these programs is from five to seven years, and most of them have proven to be very successful in increasing sales for their sponsors.

### **Broadcasts**

There is little wonder that these broadcasts are so extremely effective and popular with these foreign speaking Americans, for they are carefully produced and directed to appeal to the natural tastes of these "foreign" customers who spend billions of dollars each year on the products which are introduced to them through this medium. The various surveys which have been made in this field prove conclusively that the foreign-language radio advertising offers the most economical, and at the same time highly effective approach to this important market. In fact, the surveys made among the retail trade show that in every case over 80% of the retailers interviewed acclaim foreign-language

radio as the most effective medium in helping them sell their products.

It is a natural desire of these people to listen to broadcasts originating in their native tongue. Furthermore, our greatest markets are made up of these people whose familiarity with some of our best products is still very vague. It is mainly for this reason that those national advertisers who have made special efforts to get this trade, have met with such enormous success. For in spite of the fact that practically one-half of these "foreign" customers understand English, the greater majority of them are still influenced entirely by what they hear in their native tongue. This is especially true where their buying habits are concerned.

It is for this reason that any consideration of advertising plans in any one of the industrial centers cannot be complete unless special effort is made to reach these vastly important foreign-speaking groups.

## **JOHNSTON & NATIRBOV**

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SPECIALISTS in foreign-language radio advertising, covering all the important national markets.

*A complete service including:—*

- PLANNED ADVERTISING
- MERCHANDISING
- SELLING
- PROGRAMS AND CONTINUITIES
- RECORDINGS
- TALENT

*Representatives of 60 of the most important Foreign Language Stations*

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## **JOHNSTON & NATIRBOV**

420 Lexington Ave., New York City

MOhawk 4-0310



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# ★ A TIME BUYER LOOKS ★ AT STATION REPRESENTATIVES

By

**FRANCIS H. CONRAD**

*Time Buyer, McCann-Erickson, Inc.*

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**T**HE TIME BUYER in the average advertising agency probably expects more than he should from station representatives. That is probably as it should be. For no time buyer worth the berth he occupies can get along without station representatives. Radio as a medium is too fluid for one man to know all about it. Station representatives may sometimes feel that a time buyer is asking for too much.

What may a time buyer expect of a station representative? It amounts to little more than you can find in any book on "How to Get Your Foot in the Door and Close the Order," but at least one time buyer feels they are the fundamentals of sound station representation.

1. The time buyer has the right to expect that the station representative has an advertising background. Such a background is practically an indispensable quality for the representative. The time buyer, no matter how great his feelings otherwise, must consider radio as simply another medium of advertising. He must relate radio to the whole sales picture of the product advertised. He must relate a particular station to the whole picture of the sales of that product. Simple as that sounds, that's advertising. And without that same fundamental concept a station representative is wasting everybody's time.

2. The time buyer has the right to expect that the station representative shall know, not only what he's talking about, but why. Regardless of the results produced by a survey, regardless even of the phenomenal success of a station's promotion with its listeners, unless the story is the story the time buyer wants to hear, it doesn't mean anything. In a word, the station representative's sales talk must be keyed to the thinking of the time buyer.

3. The time buyer has the right to expect that the station representative can move around to his side of the desk

and look at the problem. The time buyer is interested in selling the client's products. A radio station is a means of selling that product—sometimes. The selling of that product may be complicated by any one of a hundred different factors. The station representative must be able to put himself in the time buyer's place, and look at those factors. He must be able to determine, from that side of the desk, how the station will help in overcoming those factors.

4. The time buyer has the right to expect that the station representative can keep his mouth shut. No time buyer can possibly keep in touch with all of the changes in markets and stations throughout the country. He must get accurate station information from the representative. He must, more often than not, place his problems on the desk for the station representative to see, and aid him in solving. He has the right to expect that when he does place his problems before the station representative, that the representative will not talk about it. He has the right to know that the station representative will not use the fact that he is going to buy time, as a lever on another time buyer. He has a right to know that a campaign's strength will not be vitiated by a station representative's premature announcement.

Along with these four suggestions, another bears repetition. Don't oversell. After all, an agency operation is a continuous operation. When a time buyer has been oversold once, it's a pretty fair bet he won't repeat by buying.

**SEARS & AYER**

**INCORPORATED**

•  
**RADIO  
STATION  
REPRESENTATIVES**

•  
**CHICAGO NEW YORK**

**"MONEY TALKS  
IN ANY LANGUAGE"**

•  
**FOREIGN DEPARTMENT**

*Complete National Coverage of  
FOREIGN-LANGUAGE MARKETS  
in the United States.*

•  
**ENGLISH DEPARTMENT**

*Major U. S. Buying Markets  
Covered by QUALITY STATIONS  
That Give RESULTS.*

•  
**FORJOE & COMPANY**

*Radio Station Representatives  
19 W. 44th St., N. Y. Vanderbilt 3-8950  
Forrest U. Daughdrill, Gen. Mgr.*

**STATION REPRESENTATIVES**

**EVERYWHERE**

**READ**

**RADIO DAILY**

**REGULARLY**

# ★ RADIO STATION ★ REPRESENTATIVES

*Radio has no more ardent salesman and supporter than the representative. Individually and collectively he has been a vital force in the successful growth of radio. In servicing agencies by supplying needed facts, availabilities and other data, he bridges the gulf of hundreds and thousands of miles separating the station and the agency. The listing which follows is up-to-date as of Feb. 15, 1939.*

## ALL-CANADA RADIO FACILITIES LIMITED

*Calgary*—Southam Bldg.

H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.

*Montreal*—Dominion Square Bldg., B. Hall

*Toronto*—Victory Bldg., G. F. Herbert

*Winnipeg*—Manitoba Telephone Bldg., P. H. Gayner

*Vancouver*—541 West Georgia St., J. E. Baldwin

*Stations*—CKWX, CFJC, CJAT, CFAC, CJCA, CFGP, CJOC, CHAB, CKBI, CKCK, CKX, CFAR, CKY, CJKL, CFCH, CKGB, CFRB, CFCE, CFNB, CHNS, CJCJ, CFCY, CJCS.

## ASSOCIATED BROADCAST ADVERTISING CO.

*New York*—152 West 42nd Street.....Wisconsin 7-2299

Irving T. Porter, Commercial Manager; Miss G. Baron, Script Department.

*Station*—WFAS, White Plains, N. Y.

## ASSOCIATED BROADCASTING CO., LTD.

*Toronto*—Hermant Bldg. ....Elgin 3345

E. A. Byworth, President; E. L. Weaver, Sales Manager J. C. Tobin, Transcription Director; A. S. Toby, Recording Engineer.

*Montreal*—Dominion Square Bldg. ....Belair 3325

M. Maxwell, Vice-President; W. A. Eversfield, Secretary-Treasurer; J. O. Denis, French Director; B. J. Cossman, Script Director.

*Stations*—CHGS, CJLS, CKCH, CHNC, CKCV, CHLN, CKPC, CFCO, CKCR, CKSO, CKNX, CJCJ, CHWK, CKMO, CFCT.

## BERTHA BANNAN

*(New England Representative\*)*

*Boston*—15 Little Bldg., Bertha Bannan.....HANcock 6178

*Stations*—WCSH, WLBZ, WFEA, WHEB, WLNH, WDEV, WNBX, WTAG, WLAW, WSPR, WBRK, WHAI, WJAR, WDRC, WSYR, WJTN, WCAU.

\*Stations represented on a regional basis in New England only.

## WALTER BIDDICK COMPANY

<i>Los Angeles</i> —568 Chamber of Commerce Bldg. . . . .	Richmond	6184
Walter Biddick, President; James C. McCormick, Jr.; T. N. Turner, Guy Mead.		
<i>San Francisco</i> —1623 Russ Bldg., Walter Monroc, Jr., Manager . . . . .	Sutter	5415
<i>Seattle</i> —1038 Exchange Bldg., John Kiewel, Manager . . . . .	Main	6440
<i>Stations</i> —KTAR, KVOA, KFSI, KFOX, KTMS, KARM, KXO, KROY, KVEC, KHSL, KIEV, KYOS, KTRB, KSRO, KTKC, KAST, KFJI, KOOS, KMEI, KRNR, KXL, KLO, KUJ, KFPY, KGVO, KTSM, KGU, KFQD, KGBU, KFBI, KMA, KID, KTFI, KSEI, KFXD, KRRC, KGHF, KFXJ, KDFN, KWYO, KGNC, WJBW.		

## JOHN BLAIR & COMPANY

<i>Chicago</i> —520 N. Michigan Avenue . . . . .	Superior	8660
John Blair, President; Lindsey Spight, Vice-President; Gale Blocki, Charles Dilcher, Charles Freeman, Richard Gardner, W. Ward Porrell		
<i>New York City</i> —341 Madison Avenue . . . . .	Murray Hill	9-6084
George Bolling, Vice-President; Richard Buckley, William Weldon, H. Reach Laney.		
<i>Detroit</i> —New Center Bldg., R. H. Bolling . . . . .	Madison	7889
<i>Los Angeles</i> —438 Chamber of Commerce Bldg., Carlton E. Coveny . . . . .	Prospect	3548
<i>San Francisco</i> —608 Russ Bldg., Lindsey Spight, Vice-President . . . . .	Douglas	3188
<i>Stations</i> —Don Lee Network, KIDO, WNBS, WMMN, KFEL, KTRH, WOW, KDYL, WGBL, WSPD, WWVA, WLS, KTHS, WMBG, WOKO, WBIX, WJAX, WFLA, WQAM.		

## THE BRANHAM COMPANY

<i>New York</i> —230 Park Avenue . . . . .	Murray Hill	6-1860
M. H. Long, Vice-President; James H. Connolly, Manager of radio department.		
<i>Chicago</i> —360 N. Michigan Avenue . . . . .	Central	5726
John Petrie, President; Joseph Timlin, Manager radio department.		
<i>Detroit</i> —General Motors Bldg., Harry Anderson . . . . .	Madison	8893
<i>Dallas</i> —723 Mercantile Bldg., A. J. Putman . . . . .	Dallas	2-8569
<i>Atlanta</i> —Rhodes Haverty Bldg., J. B. Keough . . . . .	Walnut	4851
<i>St. Louis</i> —Arcade Bldg., W. F. Patzlaff . . . . .	Chestnut	6192
<i>Kansas City</i> —National Fidelity Life Bldg., G. F. Dillon . . . . .	Harrison	1023
<i>San Francisco</i> —235 Montgomery St., A. B. Fenger . . . . .	Garfield	6740
<i>Los Angeles</i> —448 S. Hill St., W. L. Blythe . . . . .	Michigan	1269
<i>Portland</i> —920 S. W. Sixth Ave., G. A. Wellington . . . . .	Atwater	7484
<i>Seattle</i> —1004 Second Ave., A. G. Neitz . . . . .	Seneca	4480
<i>Stations</i> —KWKH, KTBS, KBIX, W/TJS, WMC, KRLD, WWNC, West Virginia network (WCHS, WPAR, WBLK), KXYZ, KRIS.		

## BROADCASTING ABROAD, LTD.

(Latin America Representative)

<i>New York</i> —119 West 57th Street . . . . .	Circle	7-4161
Henry G. Hoberg, Executive Vice-President; Edward R. Parker, Vice-President.		
<i>Stations</i> —in Argentina, Bolivia, Brazil, Canary Island, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Philippine Islands, Puerto Rico, Spain, Uruguay, Venezuela.		

## HOWARD C. BROWN COMPANY

<i>Hollywood</i> —6418 Santa Monica Blvd. . . . .	Hollywood	6045
<i>Station</i> —3XY, Melbourne, Australia.		

## BRYANT, GRIFFITH & BRUNSON, INC.

<i>New York City</i> —9 East 41st Street . . . . .	Murray Hill	2-2174
Harry C. Griffith, President and General Manager; George Gundling, Secretary; F. J. Coyle, Bob Greene, John McDonald.		

<i>Chicago</i> —360 N. Michigan Avenue.....	Andover	1040
F. F. Parsons, Vice-President; W. W. Sauerberg, Roy Black, John Murphy.		
<i>Detroit</i> —General Motors Bldg., Harry W. Pollard, Vice-President.....	Madison	3534
<i>Boston</i> —201 Devonshire Street, J. F. Walsh.....	Liberty	4259
<i>Atlanta</i> —Walton Bldg., B. Frank Cook.....	Walnut	1231
<i>Salt Lake City</i> —838 - 24 St. (Ogden, Utah), Wayne Eldredge		
Stations—WFBC, KLO, WGTM.		

### BURN-SMITH COMPANY, INC.

<i>New York City</i> —7 West 44th St. ....	Murray Hill	2-7462
Walter P. Burn, President; William Noble, Vice-President; G. Byron Smith, II, Secretary-Treasurer.		
<i>Chicago</i> —2001 Bell Bldg., John A. Toothill.....	Central	4270
<i>Detroit</i> —New Center Bldg., Don F. Daubel.....	Madison	3350
<i>Hollywood</i> —Walter L. Reid.		
<i>Washington, D. C.</i> —Edgar Felix.		
Stations—WMFO, WAGF, WBHP, WMSD, WJRD, KMTR, WRDW, WKEU, WJBL, WHBU, WCMI, WLAP, KPLC, WORL, WELL, KGDE, WGCM, WFOR, WAML, WAAT, WHBI, WFTC, WMFD, WOPI, WRNL, WCHV, WBTM, WGH, Virginia Broadcasting System (comprising WCHV, WLVA, WBTM, WRNL, WGH).		

### CHARLES C. CALEY

<i>Peoria</i> —Alliance Life Bldg.....	Peoria	7133
Station—WDZ.		

### CAPPER PUBLICATIONS

<i>New York City</i> —420 Lexington Avenue.....	Mohawk	4-3280
William L. McKee, Dean A. Bailey.		
<i>Chicago</i> —180 N. Michigan Avenue, Felix Morris.....	Central	5977
<i>Detroit</i> —General Motors Bldg., E. J. McKernan.....	Madison	2125
<i>San Francisco</i> —1207 Russ Bldg., William B. Flowers.....	Douglas	5220
Stations—WIBW, KCKN.		

### CONQUEST ALLIANCE CO., INC.

(Latin America Representative)

<i>New York</i> —515 Madison Avenue.....	Plaza	3-5650
Clarence H. Venner, President; A. M. Martinez, Vice-President.		
<i>Chicago</i> —203 N. Wabash Ave., Alfred V. Bamford, Manager.....	State	3348
<i>Havana</i> —Metropolitana Bldg., Rene Canizares, Manager.....	M	2953
<i>Buenos Aires</i> —Sarmiento 559, Carlos Degges, Manager.....	UT Retiro	0664
<i>Rio de Janeiro</i> —Edificio Odeon 710, Roberto Constantinesco, Manager.....		42-0945

### COX AND TANZ

<i>Philadelphia</i> —Drexel Building.....	Lombard	1720
A. P. Cox, Co-owner; E. R. Tanz, Co-owner; F. Schlett, T. Cunningham.		
<i>New York City</i> —535 Fifth Avenue, E. R. Tanz.....	Murray Hill	2-8284
<i>Chicago</i> —228 N. La Salle Street, Joseph C. Cox, Jr.....	Franklin	2095
Stations—KWJB, WGLU, KUMA, KGFJ, KYOS, KTRB, KRLC, KIUL, WBNO, KGFV, WFAS, KAWM, KDLR, WPAY, KAST, KWJJ, KFJI, WJAC, WKST, WWSW, WKOK, WMBB, WSPA, KWTN, KNEL, KNET, KPAC, KSUB, WHBQ, KWLK, KXA, KUJ, KWYO.		

### HARRY E. CUMMINGS

(Southeastern Representative\*)

<i>Jacksonville, Fla.</i> —306 Florida National Bank Bldg.....	Jacksonville	3-0381
Stations—WJAX, WIOD, WFLA.		

\*Stations represented on a regional basis in Southeastern United States only.

### JOHN G. DALE

<i>New York City</i> —551 Fifth Avenue.....	Murray Hill	2-8219
John G. Dale, Manager.		
<i>Chicago</i> —360 N. Michigan Avenue.....	Dearborn	0351
Palmer Terhune, Manager.		
Station—KOB.		

## DOMINION BROADCASTING CO.

*Toronto, Canada*—4 Albert Street, Hal B. Williams, Manager..... Adelaide 3383  
Stations—CFPL, CKTB, CKCR, CKOV, CKCH, CHLT.

## JAMES F. FAY RADIO BROADCASTING CO.

(*New England Representative*)

*Boston*—1011 Statler Bldg., James F. Fay, President..... Hubbard 1225  
\*Stations represented on a regional basis in New England only.

## FORJOE & COMPANY

*New York City*—19 West 44th Street..... Vanderbilt 3-8950  
Joseph Bloom, President; Forrest U. Daughdrill, Vice-President and General Manager.  
Stations—KFRO, WGES, WSBC, WCBF, WEMP, WTMV, KPAB, KFVD, KFOX; Stations represented for foreign language programs: WDAS, WBRE, WWSW, WKBN, WSAY, WJBK, KSN.

## FREE & PETERS, INC. (and Free, Johns & Field)

*New York*—247 Park Avenue..... Plaza 5-4131  
H. Preston Peters, Vice-President; Russel Woodward, N. Y. District Manager; C. Terence Clyne, Hugh K. Boice, Jr., Robert G. Patt.  
*Chicago*—180 N. Michigan Avenue..... Franklin 6373  
James L. Free, President; Hugh M. Feeley, Chicago District Manager; Hal W. Hoag, J. W. Knodel, Arthur Barry.  
*Atlanta*—617 Walton Bldg., F. Lacle Williams..... Jackson 1678  
*San Francisco*—111 Sutter Street, A. Leo Bowman..... Sutter 4353  
*Detroit*—New Center Bldg., Charles G. Burke..... Trinity 2-8444  
*Los Angeles*—Chamber of Commerce Bldg., Walter Biddick Co..... Richmond 6184  
Stations—WHO, WGR-WKBW, WCKY, WOC, WDAY, WOWO, WGL, KMBC, WAVE, WTCN, WMBD, KSD, WFBL, WCSC, WIS, WPTF, WDBJ, KTUL, KOIN-KALE, KSFO, KVI.

## GENE FURGASON & COMPANY

*Chicago*—221 North La Salle Street..... State 52-41  
C. L. Sleininger, Secretary-Treasurer; Arch Kerr, Vice-President.  
*New York City*—551 Fifth Avenue..... Murray Hill 2-3734  
Gene Furgason, President; Harry Burdick, Hugh Boyles.  
*Kansas City*—1012 Baltimore Avenue, J. J. Farrell..... Grand 6810  
Stations—KEYR, WGBF, WEOA, WHJB, WELI, WJAS, KQV, WHBF, KFNE, WBOW, KMPC, WBRK, WABI, WATR, KGIR, KPFA, KXL, KFPY, KRSC, WIBC, KMMJ, WSAN, KGKO.

## NORMAN B. FURMAN, INC.

(*Foreign Language Representative*)

*New York*—117 West 46th St., Norman B. Furman..... Longacre 3-0035

## GEORGE P. HOLLINGBERY CO.

*New York City*—420 Lexington Avenue..... Murtagh Hill 3-8078  
F. E. Spencer, Jr., Vice-President; Robert Davies, Donald A. Donahue.  
*Chicago*—307 N. Michigan Avenue..... State 2898  
George P. Hollingbery, President; Walter Holden.  
*Detroit*—Park & Adams Street, Fred Hague..... Cherry 5200  
*Atlanta*—Walton Bldg., G. M. Kohn, Jr..... Walnut 4039  
*San Francisco*—564 Market St., Leslie Meek..... Garfield 7511  
Stations—WADC, WJBO, WCOL, WHIO, WWJ, WIBC, KTSM, WBIG, WJDX, WREN, WIOD, WEEU, WHAM, KSCJ, WORC.

## INTERNATIONAL BROADCASTING COMPANY, LTD.

(*European Representatives*)

*London*—37, Portland Place, W.1..... Langham 2000  
Capt. Leonard F. Plugge, Chairman; C. Shanks and H. E. Needham, Directors; Richard L. Meyer, General Manager; Frank Lamping, Assistant General Manager; Jack Hargreaves, Program Director.  
Stations—Radio Normandy, Canadian Broadcasting Corp. Network.

## INTERNATIONAL RADIO SALES

(A Division of Hearst Radio, Inc.)

<i>New York</i> —20 East 57th Street.....	Plaza	8-2600
Loren L. Watson, General Manager; Ed Harvey, Production Manager; Lincoln P. Simmonds; Robert E. Howard.		
<i>Chicago</i> —326 W. Madison Street.....	Central	4547
R. N. Weil, Manager; J. Chris Hetherington, Richard Kopf.		
<i>Los Angeles</i> —141 N. Vermont Avenue, John Livingston.....	Exposition	1341
<i>San Francisco</i> —Hearst Bldg., John Livingston.....	Douglas	2536
Stations—WCAE, WBAL, WISN, WINS, KOMA, KTSA, WSAI, KNOW, WACO, KEHE, KYA, WLS, KOY, Texas State Network.		

### JEWISH RADIO ZONE ADVERTISING CO.

(Foreign Language Station Representatives\*)

<i>New York City</i> —110 West 40th Street.....	PEnnsylvania	6-0043
B. Waxelbaum, J. S. Epstein, Principals.		

\*Stations represented only for the broadcasting of Jewish programs.

### JOHNSTON & NATIRBOV

(Foreign Language Station Representatives\*)

<i>New York City</i> —420 Lexington Avenue.....	MOhawk	4-0310
M. G. Natirbov, President and General Manager.		
Stations—WOV, WEVD, WLTH, WBBC, WBNX, WGES, WCBD, WIND, WSBC, WBNY, WCOP, WTEL, WPEN, WDAS, WWSW, WJBK, WEMP.		

\*Stations represented only for the broadcasting of foreign language programs.

### THE KATZ AGENCY, INC.

<i>New York City</i> —500 Fifth Avenue.....	Longacre	5-4595
G. R. Katz, President; S. L. Katz, Vice-President; Eugene Katz, Secretary; M. J. Beck, Treasurer; G. W. Brett, Sales Manager; G. H. Gunst, A. Doris, S. R. Rintoul, M. O'Mara, Ned Costello, M. Kellner, D. H. Denenholz, Ted Kruglak, H. R. Goldberg.		
<i>Chicago</i> —307 N. Michigan Avenue.....	Central	4238
Paul Ray, Manager; Sidney L. Katz, Lowell E. Jackson, O. R. Whitaker, Jr., Stanley Reulman, Davis G. Kirby, A. N. Armstrong, Jr.		
<i>Detroit</i> —General Motors Bldg.....	Trinity	2-7685
Ralph Bateman, Manager; David H. Decker, Edward J. Flynn.		
<i>Kansas City</i> —Bryant Bldg.....	Victor	7095
Gordon Gray, Manager; Gilbert Berry.		
<i>Atlanta</i> —22 Marietta Street Bldg.....	Walnut	4795
Fred M. Bell, Manager; Marvin Smith.		
<i>Philadelphia</i> —260 S. Broad Street, M. J. Flynn.....	Kingsley	1950
<i>Dallas</i> —Republic Bank Bldg., Frank Brimm.....	Dallas	2-7936
<i>San Francisco</i> —Monadnock Bldg., Richard S. Railton.....	Sutter	7498
Stations—KIRO, WGST, KGHL, WCFL, WNOX, KVOR, KLZ, KGU, KLRA, WREC, WWL, WKY, KTAR, WDAE, WMT, KSO, KRNT, KANS, KFAB, KOIL, KFOR, WIRE, WNAX.		

### KELLY-SMITH COMPANY

<i>New York City</i> —420 Lexington Avenue.....	Mohawk	4-2434
Frank W. Miller, President-Treasurer; James E. Mullins, Secretary. Frank M. Headley, Manager; Lester Blumenthal.		
<i>Chicago</i> —180 N. Michigan Avenue, Dwight S. Reed, Manager.....	Franklin	4687
<i>Detroit</i> —New Center Bldg., Robert B. Rains, Manager.....	Madison	4675
Stations—WSGN, WROK, WSJS, KFEQ, WSFA, WSPA.		

### JOSEPH HERSHEY MCGILLVRA

<i>New York</i> —366 Madison Avenue (Main Office).....	VAndersonbilt	3-5055
Joseph M. McGillvra, Owner; Norman R. Prouty, Sales Manager; Adam Young, Jr.		
<i>Chicago</i> —919 North Michigan Avenue.....	Superior	3444
Harlan G. Oakes, Manager; S. M. Aston.		
<i>San Francisco</i> —627 Mills Building, Duncan A. Scott, Manager.....	Sutter	1393
<i>Los Angeles</i> —527 West Seventh Street, William S. Wright, Manager.....	Vandyke	6336
<i>Toronto</i> —Metropolitan Building.....	Adelaide	4429
C. W. Wright, Manager; J. L. Alexander.		

*Montreal*—510 Keeter Building, Lovell Mickles, Jr., Manager.....Marquette 118 i  
*Stations*—KELD, KUOA, KGAR, KARM, KRKD, KORY, KJBS, KQW, KVEC, WBRY, WTBO, WSAR, KROC, KGVO, KRQA, WQXR, KTOK, KCRC, KADA, KVSO, KBIX, KGFF, KOME, WBBZ, KRBC, KBST, KPLT, KGKL, KUTA, WRJN, KKLW, CFCN, CFRN, CJOR, CJRC, CKCW, CHSJ, CJCB, CKPC, CFCC, CKCO, CFLC, CJIC, CFRB, CFCY, CKAC, CHNC, CHRC, CJRM, CJGX, CFQC, CKNX, CKSO, CFPL, CKLW, CJBR, CKOV.

**WILLIAM A. McGUINEAS**

*(Eastern Representative)*

*New York City*—220 East 42nd Street.....Vanderbilt 3-9292  
*Stations*—WGN (for eastern territory only).

**J. P. McKINNEY, SPECIAL AGENT**

*New York City*—30 Rockefeller Plaza.....Circle 7-1178  
 C. W. Erwin, N. L. O'Brien.

*Chicago*—400 N. Michigan Avenue, Ray Davis.....Superior 9866

*San Francisco*—742 Market Street.....Sutter 5333

*Stations*—WESG, WENY, WTHH, WRAK, W DAN, WHDL.

**CHARLES MICHELSON**

*(Australian Representative)*

*New York City*—545 Fifth Avenue.....Murray Hill 2-3376

**MITCHELL & RUDELLE, INC.**

*Kansas City*—1004 Baltimore, R. W. Mitchell, President.....Victor 1421

*New York City*—295 Madison Avenue.....Ashland 4-6698

P. J. Bogner, General Manager; John P. Martin.

*Chicago*—180 N. Michigan Avenue, H. B. Ruddell, Vice-President.....Central 1160

*St. Louis*—514 Insurance Exchange Bldg., Fred Wright.....Chestnut 1965

*Station*—WJMS.

**NATIONAL BROADCASTING COMPANY**

*New York City*—30 Rockefeller Plaza, Maurice M. Boyd.....Circle 7-8300

*Boston*—Bradford Hotel, Frank R. Bowes.....Hancock 4261

*Cleveland*—815 Superior Ave., N. E., Donald G. Stratton.....Cherry 0942

*Detroit*—Fisher Bldg., Robert A. White.....Trinity 2-7900

*Pittsburgh*—Grant Bldg., A. Leroy Halsenbalg.....Grant 1200

*Chicago*—Merchandise Mart, Oliver Morton.....Superior 8300

*Hollywood*—5515 Melrose Avenue, Sidney Dixon.....Hollywood 3631

*San Francisco*—111 Surter Street, Glenn Ticer.....Sutter 1920

*Stations*—W EAF, WJZ, WBZ-WBZA, WRC, WMAL, WTAM, WENR, WMAQ, KOA, KPO, KGO, KDKA, WGY, KYW.

**NORTHWEST RADIO ADVERTISING CO., INC.**

*Seattle*—802 American Bank Bldg.....Main 9282

Edwin A. Kraft, President-General Manager; W. L. Paul, Assistant Manager.

*Stations*—KINY.

**PAN AMERICAN BROADCASTING COMPANY**

*(Latin America, Alaska, and Newfoundland Representative)*

*New York City*—330 Madison Avenue, E. Bernald, Manager.....Murray Hill 2-0811

*Chicago*—228 North La Salle St., F. R. Jones, Manager.....State 5096

*Cleveland*—1635 East Twenty-Fifth St., Alonzo Hawley.....Prospect 2922

**JOHN H. PERRY ASSOCIATES**

*New York City*—17 East 42nd Street.....Murray Hill 2-4401

William K. Dorman, Manager; W. T. Kelly, H. Hatchette.

*Chicago*—122 S. Michigan Avenue, O. J. Ranft, Manager.....Harrison 8085

*Detroit*—7338 Woodward Avenue, J. J. Higgins, Manager.....Madison 0790

*Atlanta*—406 Chamber of Commerce Bldg., R. S. Kendrick, Manager.....Walnut 3443

*San Francisco*—742 Market Street, (R. J. Bidwell Co.).....Garfield 4917

*Philadelphia*—1524 Chestnut St., M. S. Lewin.....Rittenhouse 0886

*Station*—WCOA.

**EDWARD PETRY & COMPANY, INC.**

*New York City*—17 East 42nd Street.....Murray Hill 2-4401

Edward Petry, President; Henry Christal, Secretary-Treasurer; Edward Voynow, Vice-President; Lawrence Field, Henry Ringgold, Glen Harker, Albert Young, Jr., Myron Elges, Carl Doty, Robert Larham.



<i>Chicago</i> —400 N. Michigan Avenue.....	Delaware	8600
Edward Voynow, John Ashenhurst, George Kercher, Robert Boneil, James L. Thompson, William Cartwright.		
<i>Detroit</i> —General Motors Bldg.....	Madison	1035
Joseph Spadea, Richard Daley.		
<i>San Francisco</i> —111 Sutter Street, Earle H. Smith.....	Garfield	4010
<i>Los Angeles</i> —601 W. 5th Street, Chester Matson.....	Michigan	8729
Stations—WSB, WAGA, WFBR, WAAB, WNAC, WICC, WEBR, WBEN, WGAR, WFAA, WBAP, WJR, KVOB, KPRC, WFBM, WDAF, KARK, KFI, KECA, WHAS, WLLH, WTMJ, WSM, WSMB, WHN, WTAR, WEAN, KGW, KEX, WRTD, KSL, WOAI, KOMO, KJR, KHQ, KGA, WMAS, KVOO, KFH, KSTP, WFIL, Yankee Network, Colonial Network, Texas Quality Network.		

**RALPH L. POWER**

(Australian Representative)

<i>Los Angeles</i> —407 Van Nuys Bldg.....	Madison	5617
Stations—Macquarie Broadcasting Services, Macquarie Network (19 stations).		

**RADIO ADVERTISING ASSOCIATES**

(Southeastern Representatives\*)

<i>Atlanta</i> —925-6 Grant Bldg., R. L. Watkins, President.....	Walnut	1833
Stations—WALA, WFOY, WPAX, KALB, KMLB, WFTC, KGFF, WOPI, KFDM, KNEL, KFRO, KFYO, KABC, KCMC.		

\*Stations represented on a regional basis only.

**RADIO ADVERTISING CORP.**

<i>New York City</i> —341 Madison Avenue.....	Murray Hill	4-0212
Henri O. Molley, Executive in Charge.		
<i>Chicago</i> —360 North Michigan Avenue, George Roesler, Manager.....	Central	0605
<i>Cleveland</i> —Terminal Tower, Charles A. Stevens, Manager.....	Prospect	5800
Stations—WHK, WCLE, WIP, WHKC.		

**RADIO SALES, INC.**

<i>New York</i> —485 Madison Avenue.....	Wickersham	2-2000
A. E. Joscelyn, Eastern Manager; Howard Meighan, William Hylan, Robert Somerville, Frank McDonnell, Howard Schreiber.		
<i>Chicago</i> —410 N. Michigan Avenue.....	Whitehall	6000
Kelly Smith, General Manager; Paul Wilson.		
<i>Detroit</i> —902 Fisher Bldg., Herbert Carlborg.....	Trinity	2-5500
<i>Milwaukee</i> —4118 Plankinton Arcade Bldg., Martin McGeehan.....	Marguette	0688
<i>San Francisco</i> —Palace Hotel, Henry M. Jackson.....	Yukon	1700
<i>Los Angeles</i> —Columbia Square, George Moskovics.....	Hollywood	2484
Stations—WAPI, WABC, WBBM, KMOX, WCCO, WEEI, WBT, WJSV, WKRC, KNX, CBS Pacific network, CBS California network and New England network.		

**WILLIAM G. RAMBEAU COMPANY**

<i>Chicago</i> —1617 Tribune Tower, William G. Rambeau, Manager.....	Delaware	3838
<i>New York City</i> —Chanin Bldg., Don Miller, Manager.....	Caledonia	5-4940
<i>Detroit</i> —10-217 General Motors Bldg., George O'Leary, Manager.....	Madison	6828
<i>San Francisco</i> —Russ Bldg., Ross C. Rambeau, Manager.....	Douglas	1294
Stations—WNEW, WJAS, KQV, WOL, KITE, WIND, WDGy, WAAW.		

**PAUL H. RAYMER CO.**

<i>Chicago</i> —435 N. Michigan Avenue.....	Superior	4473
Paul H. Raymer, General Manager; Horton W. Mallinson, George W. Diefenderfer.		
<i>New York</i> —366 Madison Avenue.....	Murray Hill	2-8690
Fred C. Brokaw, Manager; Peirce L. Romaine, Paul Tiemer.		
<i>Detroit</i> —General Motors Bldg., Horton W. Mallinson.....	Trinity	2-8060
<i>San Francisco</i> —Russ Bldg., Edward S. Townsend.....	Douglas	2373
Stations—KWK, WJJD, WSYR, WHEC, WPRO, WNBX, WJIN, WRVA, WSBT-WFAM, KSOO-KELO, WDEL, WORK, WLAC, WDOD, WBRG, WMBR, WDBO, McClatchy group (KFBK, KMJ, KERN, KWG, KOH), Michigan network (WXYZ, WELL, WIBM, WKZO, WFDL, WOOD-WASH, WJIM), WCAO, WDRC, KFSD, KFWB, WGAN, WTOG.		

## REYNOLDS-FITZGERALD, INC.

<i>New York City</i> —515 Madison Ave.....	ELdorado	5-7020
Harry D. Reynolds, Herbert Hatfield, Robert S. McLean, C. Harry Weissner, Lou W. Turck, L. Paul Woehlke.		
<i>Chicago</i> —360 N. Michigan Ave.....	State	4294
John T. Fitzgerald, George A. Jones, Lee Small, William Diehl, Edwin C. Allen.		
<i>Detroit</i> —General Motors Bldg., Richard T. Healy.....	Madison	4250
<i>Philadelphia</i> —Land Title Bldg., J. David Cathcart.....	Rittenhouse	3839
<i>Seattle</i> —Lloyd Bldg., Harry R. Ferriss.....	Elliott	6452
<i>San Francisco</i> —58 Sutter Street.....	Garfield	6144
Judson H. Carter, Ralph E. DeMotte.		
<i>Los Angeles</i> —117 West Ninth Street, Charles E. Fisher.....	Tucker	2474
Stations—WIL, WHBY, WTAR, WIBA, WSAU.		

## SEARS & AYER, INC.

<i>Chicago</i> —520 N. Michigan Ave.....	Superior	8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.		
<i>New York City</i> —350 Madison Ave.....	Murray Hill	2-2046
Hibbard Ayer, Vice-President in Charge.		
Stations—WJBY, WATL, WGPC, WRBL, KID, KRRC, WDWS, WGIL, WCBS, WCOU, WSPR, WMBH, WSOC, WAIR, WPG, KLPM, WSIX, KDFN, KUJ.		

## TENNEY, WOODWARD AND COMPANY

<i>New York City</i> —11 East 42nd Street.....	ASHland	4-1025
Walter Tenney, President; C. L. Fountain, Manager.		
<i>Chicago</i> —400 N. Michigan Ave., John E. Rohde, Manager.....	Delaware	2107
<i>Detroit</i> —New Center Bldg., T. E. Etter, Manager.....	Madison	1936
Station—WTRC.		

## HARRY TRENNER

<i>New York City</i> —366 Madison Avenue.....	Murray Hill	2-5767
Station—WNBF.		

## J. FRANKLYN VIOLA AND COMPANY

(Foreign Language Representative\*)

<i>New York City</i> —152 West 42nd Street, J. Franklin Viola, President.....	CHickering	4-3250
*Stations represented for the broadcasting and producing of foreign language programs only.		

## WEED & CO.

<i>New York</i> —350 Madison Avenue.....	Vanderbilt	3-6966
Joseph J. Weed, President; J. C. Lyons, N. V. Farrell, Paul Frank.		
<i>Chicago</i> —203 N. Wabash Avenue.....	Randolph	7730
Neal Weed, Vice-President; William Reilly, M. J. Thoman.		
<i>Detroit</i> —Michigan Building, Charles M. Adell.....	Cadillac	3810
<i>San Francisco</i> —111 Sutter St., Roy Frothingham.....	Douglas	6446
Stations—KTMS, WTIC, WKAT, WJNO, KGLO, WLBZ, WCSH, WSAL, WLAW, WTAG, KFRU, KXOK, KFBB, KABR, WLNH, WFEA, WCPO, WBAX, WJAR, KABR, WMPS, WQDM, WFOA, WGBF, WBOW, WCOL; Canadian Stations, CFAC, CICA, CFGP, CJOC, CJAT, CKWX, CKX, CFAR, CKY, CFNB, CHNS, CKPR, CFRC, CJKL, CFCH, CJCS, CKGB, CFCF, CKBI, CHAB, CKCK.		

## HOWARD H. WILSON COMPANY

<i>New York City</i> —551 Fifth Avenue, Horace Hagedorn.....	Murray Hill	6-1230
<i>Chicago</i> —75 East Wacker Drive, Howard H. Wilson, Manager.....	Central	8744
<i>Kansas City</i> —1012 Baltimore, J. J. Farrell.....	Grand	0810
Stations—KFBI, KGNC, KFYO, KRGV, WJAG, KGER, KGBX, KWTO, WKZO, KOAM, KMA, KGGM, WDGY, WKHB, KSOO, KELO, KMMJ, WHBL.		

## WOR (Newark, N. J.)

<i>Boston</i> —80 Federal Street.....	Liberty	0437
Paul A. Belaire, Manager; E. J. Brown.		
<i>Chicago</i> —Tribune Tower, Harold C. Higgins, Manager.....	Superior	5110

# ***American Association of Advertising Agencies***

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## HEADQUARTERS

420 LEXINGTON AVENUE, NEW YORK  
Telephone—MOhawk 4-7982

## OFFICERS

John A. Benson  
*President*

Frederic R. Gamble  
*Executive Secretary*

L. W. MacKenzie  
*Director of Service*

## COMMITTEE ON RADIO BROADCASTING

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The Aitkin-Kynett Co.  
1400 S. Penn Sq., Philadelphia

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Lord & Thomas  
247 Park Ave., New York  
Arthur Pryor, Jr.  
Batten, Barton, Durstine &  
Osborn, Inc.  
383 Madison Ave., New York

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## ***Standards of Practice***

### **AMERICAN ASSOCIATION OF ADVERTISING AGENCIES**

*Revised Statement Adopted At the Twentieth Annual Meeting  
White Sulphur Springs, West Virginia  
April 29, 1937*

We hold that advertising agencies have an obligation not only to their clients but to the media they employ, to the public, and to each other.

This obligation arises from mutuality of interest. The principles which govern the discharge of this obligation are various in application; some are rooted in a standard of honor which we all acknowledge, and others are based on the requirements of good business.

What is unfair in agency practice is explicitly stated in this, our Standards of Practice.

Advertising is a business, and it must therefore operate within the framework of competition. It is not the intention to limit the vigor of competition. Rather, we hold that it is necessary for the health of advertising.

Certain competitive methods are condemned in this code. They are condemned not because they are competitive, but because, if universally used, they would tend to destroy the business of advertising.

*(Continued on Page 746)*

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# ★ COOPERATIVE ★ RESEARCH ADVANCES

By  
**JOHN A. BENSON**

*President, American Association of Advertising Agencies*

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**T**HERE HAS BEEN a definite trend in recent years towards advertising and marketing research on a joint and cooperative basis. In studies which concern buyers or users of advertising merely, advertiser and advertising agency interests have combined their efforts in getting at the facts. In studies which concern the media also, they have joined in a tripartite undertaking with the media affected.

An outstanding example of the advertiser and agency partnership is the Advertising Research Foundation, founded by the Association of National Advertisers and the American Association of Advertising Agencies in the early part of 1936, for the purpose of furthering scientific method in advertising and marketing, through research.

Where media are included, such bodies as the Audit Bureau of Circulations, Traffic Audit Bureau, and The Joint Committee on Radio Research have been established. The oldest of the joint undertakings to evaluate media is, of course, the Audit Bureau of Circulations, which for more than twenty years has been operating effectively to check and audit circulation of publications.

The next medium to enjoy the benefits of joint evaluation and audit of its coverage was outdoor, when the Traffic Audit Bureau was founded in 1933. It grew out of a series of traffic studies at Harvard University, conducted by Dr. Miller McClintock, at the joint expense of the Association of National Advertisers, the American Association of

Advertising Agencies, and the Outdoor Advertising Association of America. A scientific yardstick was thus developed for measuring circulation of poster panels, and since applied by the Traffic Audit Bureau, established to evaluate outdoor advertising.

The last major medium to undertake a scientific evaluation of its coverage was radio broadcasting, when the Joint Committee on Radio Research was formed in the fall of 1935, sponsored by the Association of National Advertisers, the American Association of Advertising Agencies, and the National Association of Broadcasters. It was established to make exploratory studies, to find a reliable yardstick for measuring radio station coverage, including signal strength determination, listening areas, program popularity, listening habits, and allocation of receiving sets. The Committee has been at work for three years testing out various methods of measuring listening areas. It has also made two annual estimates of number of receiving sets in use, allocated by counties, and its latest study is of rural listening habits.

# STANDARD CONDITIONS

## GOVERNING CONTRACTS AND ORDERS FOR SPOT BROADCASTING

Adopted 1933 by  
*National Association of Broadcasters*  
In cooperation with  
*American Association of Advertising Agencies*

### 1. PAYMENT

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

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

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

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

[e]. Invoices should be rendered not less often than monthly.

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

### 2. TERMINATION

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

### 3. INABILITY TO BROADCAST

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

to the reason for cancellation or postponement, and as to any substitute time agreed upon.

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

### 4. SUBSTITUTION OF SUSTAINING PROGRAM OF PUBLIC IMPORTANCE

[a]. The station shall have the right to cancel any broadcast covered by this order and substitute a sustaining program of such outstanding public importance that failure to broadcast same would work injury alike to the station and the advertiser. In such case, the station will notify the agency as far in advance as possible, and the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates or rights shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon. In the event of such replacement, when the station notifies the agency less than two weeks in advance of broadcast, the station shall reimburse the agency any non-cancellable cost of live talent.

### 5. RATES

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

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

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

### 6. PROGRAMS

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

[b]. Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program

unless otherwise instructed, or unless program is one of a series, in which case the station shall have the right to announce the name, address and business classification of the advertiser, produce a creditable program and make regular charge for station time and reasonable talent charge to the agency. If the programs are produced locally it shall, following first broadcast, repeat the commercial announcement of the preceding broadcast, using the agreed talent unit.

1c) Except as otherwise hereinafter expressly provided the agency will save the station harmless against all liability for libel, slander, illegal competition or trade practice, management or trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the programs herein provided for in the form furnished or approved by the agency. Such indemnity shall not apply to the musical compositions performed in non-dramatic form, the unrestricted right to perform which is licensed by ASCAP, provided the agency shall have at least one week prior to each broadcast submitted to the station in writing in duplicate a correct list of the titles of names of composers and copyright owners appearing on the published or unpublished copies of the musical compositions to be used on the said programs. The station agrees, however, to save the agency harmless against all liability where the programs are pre-

pared and produced both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished or approved by the agency.

1d) Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

#### 7. GENERAL.

1a) This order is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

1b) The rights under this order shall not be transferable to another advertiser than the one specified in this order unless the consent of the station has been obtained.

1c) In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

1d) The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

1e) The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

Copyright, 1933, A. A. A.

### (A. A. A. Standards of Practice—Continued from Page 743)

## PROFESSIONAL PRACTICE

### ADVERTISING COPY

It is unsound and unprofessional for the advertising agency to prepare or handle any advertising or an untruthful or indecent character, as exemplified by the following copy practices disapproved in a code jointly adopted by the American Association of Advertising Agencies and the Association of National Advertisers.

1. False statements or misleading exaggerations.
2. Indirect misrepresentation of a product, or service, through distortion of details, or of their true perspective, either editorially or pictorially.
3. Statements or suggestions offensive to public decency.
4. Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few.
5. Price claims that are misleading.
6. Pseudoscientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or practicable application of a statement made by professional or scientific authority.
7. Testimonials which do not reflect the real choice of a competent witness.

## COMPENSATION

### REBATING

The advertising agency should retain the full amount of compensation granted by media owners without direct or indirect rebating.

It shall be considered as rebating to supply materials for advertising on any basis that can be considered as direct, indirect or secret rebating. It shall also be considered as rebating to place men in the service of the advertiser at the agency's expense, or to assume all or part of the salary of any employee of the advertiser, or to pay any fee or compensation to any one connected directly or indirectly with the advertiser, for obtaining or holding an account. It shall also be considered as rebating to agree to allow cash discounts not earned

### EXTRA COMPENSATION

The advertising agency should not take from any third party a profit, discount or commission other than the regular agency compensation allowed by media owners, unless disclosed to the client.

## COMPETITION

### SPECULATIVE MATERIALS

In view of its obligation to provide adequate service to clients, as well as the sound business principle of making a reasonable profit on its effort, the advertising agency should refrain from practices that dissipate its income in any unsound or uneconomic solicitation for new business.

It is recognized as unsound, uneconomic and unprofessional to submit speculative material in competitive solicitation.

### OFFERING CREDIT EXTENSION

It is unsound and uneconomic to offer extension of credit or banking service as an inducement in solicitation.

### UNFAIR TACTICS

The advertising agency should compete on merit and not by depreciating a competitor or his work directly or inferentially, or by circulating harmful rumors about him, or by making unwarranted claims of scientific skill in judging or prejudging advertising copy, or by seeking to obtain an account by hiring a key employee away from the agency in charge.

These Standards of Practice of the American Association of Advertising Agencies are based on the belief that sound practice is good business.

That confidence and respect are indispensable to success in a business embracing the many intangibles of agency service and involving relationships so dependent upon good faith.

They express ideals which are based on a broad experience of what has been found to be the best advertising practice. They are feasible and practical—involve no restrictions which advertising agencies should not voluntarily adopt.

**NAME OF ADVERTISING AGENCY**  
**ADDRESS**  
**CITY**

TO MANAGEMENT OF STATION

ORDER NO.

CITY AND STATE

DATE

PLEASE FURNISH BROADCASTING FACILITIES TO [advertiser]

FOR [product]

NAME OF PROGRAM

Length of Broadcast \_\_\_\_\_ Hour \_\_\_\_\_ Days \_\_\_\_\_ Times per Week Total No. Times

COMMENCEMENT DATE

EXPIRATION DATE

PROGRAM MATERIAL ARRANGEMENTS

COMMERCIAL ANNOUNCEMENTS

CONTINUITY

CUE SHEETS

TRANSCRIPTIONS

ADDITIONAL INSTRUCTIONS

RATES:	Station Charge	Talent	Line Service	Other Charges	Total
Each Broadcast	\$.....	\$.....	\$.....	\$.....	\$.....
For.....Broadcasts:	\$.....	\$.....	\$.....	\$.....	\$.....

LESS TIME DISCOUNT: \_\_\_\_\_% LESS AGENCY COMMISSION: 15% of Station Charge  
\_\_\_\_\_ % of Talent Charge

LESS CASH DISCOUNT: 2% of net time charge

if paid by \_\_\_\_\_th of month following services

Subject to standard conditions on back hereof. Name of Advertising Agency, per.....

MEMBER OF

*American Association of Advertising Agencies*

Standard Order Blank for Spot Broadcasting "A.A.A.A. Form"

Copyright 1933. American Association of Advertising Agencies



# CONSISTENCY

**O**VERNIGHT sensations are beautiful things to watch, and sometimes heartbreaking as they fall with the same speed that boosted them so high.

We are most proud of our record over the past six years: **SIX YEARS** of bandleading, and six years of placing among the **TOP TEN** band conductors in **EVERY NATIONAL POLL** (newspaper, trade and public) **HELD DURING THAT TIME.**

ALTON COOK'S  
SCRIPPS-HOWARD POLL  
DIXIE DOYLE'S  
HEARST RADIO EDITORS POLL  
RADIO DAILY  
RADIO GUIDE

Paraphrasing a cigarette claim, only two other bandleaders (at the most) can make that statement.

## RICHARD HUMBER

ESSEX HOUSE, N. Y.

*Starting March 1, NBC for Red's Ice Cream,  
with George Jessel.*

Management M.C.

**ADVERTISING  
AGENCY  
EXECUTIVES  
EVERYWHERE  
READ  
RADIO DAILY  
REGULARLY**



# ADVERTISING ★ AGENCIES ★

The following listing includes all agencies placing network and important spot business during 1938 as well as those handling the larger local accounts.

## Key to Symbols of Membership and Recognition Abbreviations

- AAAA . . . *American Association of Advertising Agencies*  
 ABP . . . *Associated Business Papers*  
 ANPA . . . *American Newspaper Publishers' Association*  
 PPA . . . *Periodical Publishers' Association*  
 PRB . . . *Pacific Recognition Bureau*  
 SAAA . . . *Southwestern Association of Advertising Agencies*  
 SNPA . . . *Southern Newspaper Publishers' Association*

### R. H. ALBER COMPANY

458 Chamber of Commerce Bldg.,  
 Los Angeles, Calif.  
 Phone Prospect 3331

President.....R. H. Alber

### ADVERTISERS BROADCASTING CO.

204 E. 42nd St., New York, N. Y.  
 Phone MURray Hill 4-1360

#### Officers

Owner .....M. Kielson  
 Radio Director .....Z. H. Rubenstein

### ALLIED ADVERTISING AGENCIES, INC.

553 South Western Ave., Los Angeles, Calif.  
 Phone Drexel 7331

#### Officers

Owner.....W. F. Gardner  
 Manager .....Walter McCreery  
 Production Manager.....Mel Roach  
 Assistant Production Manager.....Ted Gates

#### Branch Offices

525 Market St., San Francisco, Calif.  
 Phone Douglas 7018

Resident Manager.....Robert O. Davis

### ARNOLD & CHASE

417 Chamber of Commerce Bldg.,  
 Los Angeles, Calif.  
 Phone PRospect 2376

#### Officers

President.....William A. Arnold  
 Vice-President.....Frederick A. Chase  
 Secretary.....Frank L. Hadlock

### AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago, Ill.  
 Phone Randolph 0830

ANPA — ABP — PPA — APA

#### Officers

President .....James T. Aubrey  
 Vice-Presidents .....John C. Moore,  
 L. T. Wallace, John J. Finlay, L. O.  
 Wilson

Radio Time Buyer .....John H. North  
 Radio Production.....J. T. Ainley  
 Radio Account Placed—Campana Sales  
 Co.

### AUSTIN & SPECTOR CO.

32 East 57th St., New York, N. Y.  
 Phone ELdorado 5-1270

#### Officers

Owners .....Alvin Austin,  
 Raymond Spector  
 Executive Secretary-Radio Director,  
 Emil Mogul

## ADVERTISING AGENCIES

Copy Chief.....Helen Grant  
 Clients' Service Director..Alfred Paul Berger  
 Research-Media Director....Horace Schwerin  
 Production Manager.....Richard Scott

### Branch Office

1204 S. Hill St., Los Angeles, Calif.  
*Radio Accounts Placed*—Barney's Clothes,  
 Pilot Radio Corp., Weco Products Co., Uni-  
 versal Camera Corp., Maryland Baking Co.,  
 Healthaids, Inc.; Purity Products, Inc.; Jour-  
 nal of Living Publishing Corp., Modern Cam-  
 era Exchange, Inc.; Eastern Wine Corp., The  
 Lone Ranger, Inc.; Trimount Clothing Co.,  
 Grayson's Clothes, Leighton's, Inc.; Reubens,  
 Pilot Radio Corp.

### N. W. AYER & SON, INC.

West Washington Square, Philadelphia, Pa.  
 Phone Lombard 0100  
 ANPA — PPA — ABP

### Officers

President .....H. A. Batten  
 Executive Vice-Presidents....Gerold Lauck,  
 Clarence Jordan  
 Director of Plans & Station Relations  
 C. Halstead Cottingham  
 Radio Time Buyers.....Frank Coulter,  
 Thomas McDermott

### Branch Offices

500 Fifth Ave., New York, N. Y.  
 Phone Chickering 4-5600  
 Executive Vice-Pres.....Edward R. Dunning  
 Director of Radio Program Creation  
 and Production.....H. L. McClinton  
 Statler Office Bldg., Boston, Mass.  
 Phone Hubbard 4970  
 E. Craig Greiner  
 135 S. LaSalle St., Chicago, Ill.  
 Phone Randolph 3456  
 Sterling E. Peacock  
 235 Montgomery St., San Francisco, Calif.  
 Phone Sutter 2534  
 Carl J. Eastman  
 Penobscot Bldg., Detroit, Mich.  
 Phone Randolph 3800  
 Frank L. Scott, Jr.  
 80 Richmond St. West, Toronto, Canada  
 Phone Adelaide 6156  
 John F. Graydon  
 Sun Life Bldg., Montreal, Canada  
 Phone Plateau 6886  
 Author G. White  
 Trafalgar Square, London, England  
 Douglas Meldrum  
*Radio Accounts Placed*—American Rolling  
 Mill Co., Kellogg Co., Atlantic Refining Co.,  
 Kirkman Soap, Ford Motor Co., J. B. Ford  
 Co., Dr. Hess & Clark, Inc.; Sheffield Farms  
 Co., Supplee-Wills-Jones Co., W. L. Douglas  
 Shoe Co., Socony-Vacuum Oil Corp., Detroit  
 Creamery Co., Curtice Bros. Co., Kopper's  
 Coke Co., Lincoln Motor Co., U-All-No Mints,  
 Webster Eisenlohr, Inc.

### BADGER & BROWNING

75 Federal St., Boston, Mass.  
 Phone Liberty 3364  
 ANPA — ABP — PPA

### Officers

President .....J. L. Badger  
 Vice-Presidents.....C. P. Parcher,  
 J. Paul Hoag, L. C. Keyes  
 Treasurer .....F. S. Browning

### Affiliated Agency

Badger & Browning & Hersey  
 30 Rockefeller Plaza, New York, N. Y.  
 Phone Circle 7-3720  
 Robert W. Hersey, President

### BADGER & BROWNING & HERSEY, INC.

30 Rockefeller Plaza, New York, N. Y.  
 Phone Circle 7-3720  
 ANPA — PPA — ABP

### Officers

President .....R. W. Hersey  
 Chairman of Board.....J. L. Badger  
 Treasurer .....F. S. Browning  
 Radio Director .....Mrs. Marjorie de Mott  
*Affiliated Agency*  
 Badger & Browning  
 75 Federal St., Boston, Mass.  
 Phone Liberty 3364

*Radio Account Placed*—American Child  
 Co.

### BAGGLEY-HORTON & HOYT, INC.

8 South Michigan Ave., Chicago, Ill.  
 Phone State 2154

### Officers

President .....W. B. Baggaley  
 Vice-President .....W. S. Hoyt  
 Vice-President .....S. V. Horton  
 Secretary-Treasurer .....P. G. Heldman  
*Radio Accounts Placed*—J. W. Marrow Mfg.  
 Co.; Armand Varady.

### THE BAKER ADVERTISING AGENCY, LTD.

199 Bay St., Toronto, Ont., Canada  
 Phone Adelaide 2171

### Officers

President.....W. R. Baker  
 Vice-President.....H. F. Baker  
 Secretary-Treasurer.....A. M. Nisbet  
 Radio Dept.....N. A. Benson

### Branch Offices

600 Great West Permanent Bldg.,  
 Winnipeg, Man., Canada  
 Phone 92626

Manager.....Jack F. Horler

### BARNES CHASE CO.

530 Broadway, San Diego, Calif.  
 Phone Prospect 4118

### Branch Office

1121 S. Hill St., Los Angeles, Calif.  
 Phone Prospect 4118

*Officers*

Partners.....Norman R. Barnes,  
Henry H. Chase  
Director of Radio.....David F. Titus  
*Radio Accounts Placed*—White King Soap  
Co., Milnor's, Inc.; Westgate Sea Products  
Co., Brown Motor Co., American Cleaners,  
Qualitee Dairy Products Co., Southern Cali-  
fornia Baking Co., Gazosa Beverage Co.,  
Whitney & Co.

**BARRONS ADVERTISING CO.**

Kirkwood Bldg., McGee at 18th,  
Kansas City, Mo.  
Phone HArrison 7730-1

*Officers*

President & Treasurer.....M. J. Barrons  
Vice-President .....Wheeler Godfrey  
Secretary .....Otto Grasse  
Radio Dept. Heads.....Frank H. Little,  
Otto Grasse  
*Radio Accounts Placed*—Zerbst Pharmacal  
Co., Seidlitz Paint & Varnish Co., Diesel  
Power Engineering School, Parker McCrory  
Mfg. Co., Chevrolet Dealers of Kansas City,  
American Royal Live Stock Show, The Sodi-  
phene Co., Advance Baking Co.

**BATTEN, BARTON, DURSTINE &  
OSBORN, INC.**

383 Madison Ave., New York, N. Y.  
Phone Eldorado 5-5800  
AAAA

*Officers*

Chairman of Board.....Bruce Barton  
President.....Roy S. Durstine  
Treasurer.....F. R. Feland  
Secretary.....F. M. Lawrence  
Vice-Presidents.....A. E. Aveyard,  
Charles J. Babcock, R. D. Barton, J. D.  
Danforth, A. D. Chiquoine, Jr, Maurice  
Collette, John C. Cornelius, Clarence L.  
Davis, B. C. Duffy, F. R. Feland, G. F.  
Gouge, Leon D. Hansen, Francis W.  
Hatch, Stanley P. Irvin, Harold McNulty,  
Alex F. Osborn, Stacy W. Page, Arthur  
Pryor, Jr., Egbert White, W. M. Strong.  
Director of Radio.....Arthur Pryor, Jr.  
Assistant Directors.....Herbert C. Sanford,  
William Spier  
Radio Producers.....Homer Fickett,  
David White, Kenneth Wehb, Frank  
Linder, Kirk Alexander.  
Radio Continuity Writers...Kenneth Webb,  
John T. W. Martin, John Driscoll,  
Katharine Winn.  
Radio Time Buyer.....C. E. Midgley, Jr.

*Branch Offices*

919 N. Michigan Ave., Chicago, Ill.  
Phone Superior 9201

Vice-President.....A. E. Aveyard  
Rand Bldg., Buffalo, N. Y.  
Phone Cleveland 7915

**ADVERTISING AGENCIES**

Vice-President.....Alex F. Osborn  
Grant Bldg., Pittsburgh, Pa.  
Phone Grant 8060  
Vice-President.....Leon Hansen  
178 Tremont St., Boston, Mass.  
Phone Hubbard 0430  
Vice-President.....Frank Hatch  
Northwestern Bank Bldg., Minneapolis, Minn.  
Phone Atlantic 4575  
Vice-President.....Jack Cornelius  
Terminal Tower, Cleveland, Ohio  
Phone Prospect 3621  
Vice-President.....C. L. Davis  
*Radio Accounts Placed*—General Baking  
Co., Hecker Products Corp., Household  
Finance Corp., E. I. du Pont de Nemours &  
Co., Brown & Williamson Tobacco Corp.,  
Ethyl Gasoline Corp., Penick & Ford Ltd.,  
Time Inc., F. & M. Schaefer Brewing Co.,  
General Mills, Armstrong Cork Co., Ft. Pitt  
Brewing Co., Gamble Stores, Geo. A. Hor-  
mel & Co., Waitt & Bond Inc., Borden's  
Farm Products, Savings Bank Assn. of Mass.,  
Southern New England Telephone Co., N. Y.  
Telephone Co., Western Savings Banks,  
Fruit Dipsatch Co., General Shaver Corp.,  
Hoffman Beverage Co.

**BRACE BEEMER, INC.  
RADIO ADVERTISING**

1307 Industrial Bank Bldg, Detroit, Mich.  
Phone Madison 5882-3363

*Officers*

President & Director of Radio.Brace Beemer  
Vice-President.....K. B. O'Brecht  
Secretary-Treasurer.....B. S. Carrick  
Comptroller.....R. H. Edsall

**BENTON & BOWLES-CHICAGO, INC.**

Room 2602 Palmolive Bldg., Chicago, Ill.  
Phone Delaware 8000

*Officers*

Chairman of Board.....Chester Bowles  
President .....Stuart Sherman  
Vice-President and Treasurer,  
Arthur Marquette  
Secretary and Vice-Pres....Edward Aleshire  
Director of Radio.....Edward Aleshire  
*Radio Account Placed*—Colgate-Palmolive-  
Peet Co. (for Colgate Shave Cream, Colgate  
Tooth Powder, Halo Shampoo, Vel Washing  
Suds); Quaker Oats Co. (for Quaker Farina  
and Ful-O-Pep Feeds).

**BENTON AND BOWLES, INC.**

444 Madison Ave., New York, N. Y.  
Phone Wickersham 2-0400

AAAA — ANPA — PPA — ABP

*Officers*

Chairman of Board.....Chester B. Bowles  
President.....Atherton W. Hobler  
Vice-President.....Hugh K. Boice

## ADVERTISING AGENCIES

Treasurer.....James S. Adams  
General Manager.....James C. Rogers, Jr.  
Director of Radio.....Tom Revere

### Branch Offices

6253 Hollywood Blvd., Hollywood, Calif.  
Vice-President.....William R. Baker, Jr.  
*Radio Accounts Placed*—Maxwell House  
Coffee, Diamond Crystal Salt, Huskies, Post  
Toasties, Colgate-Palmolive-Peet Co., Palm-  
olive Soap, Super Suds, Palmolive Shave  
Cream and Palmolive Brushless, Colgate  
Dental Cream, Continental Baking Co., Inc.  
(for Wonder Bread and Hostess Cup Cakes),  
Hudnut Sales Co.

### BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York, N. Y.  
Phone Lexington 2-7550  
ANPA — PPA — NOAB — APA

### Officers

President.....Arch Bermingham  
Executive Vice-President.....Stewart Wark  
Vice-President.....Col. Meade Wildrick  
Secretary-Treasurer.....Winston H. Hagen  
Spot Time Buyer.....George C. Castleman  
*Radio Accounts Placed*—Griffin Manu-  
facturing Co., Inc.; Conti Products Corp., Frank  
H. Lee Co.

### MARIO DE BIASI ADVERTISING AGENCY

51 Chambers St., New York, N. Y.  
Phone WOrth 2-7093

### ANPA Officers

President.....Agostino De Biasi  
Vice-President.....Pasquale De Biasi  
Treasurer.....Emily De Biasi  
Secretary.....Martin Wechsler

### THE BLOW CO., INC.

9 Rockefeller Plaza, New York, N. Y.  
Phone Circle 6-9300  
ANPA — PPA — ABP

### Officers

President and Treasurer.....Milton H. Blow  
Secretary.....Anna Hauptman  
Director of Radio.....Regina Schuebel  
Dramatic Radio Director.....Jack Johnstone  
*Radio Accounts Placed*—Philip Morris &  
Co., Ltd., Inc., Humphrey's Homeopathic  
Medicine Co., Bulova Watch Co.

### BLACKETT-SAMPLE-HUMMERT, INC.

221 N. La Salle St., Chicago, Ill.  
Phone Dearborn 0900  
ANPA — PPA

### Officers

President.....J. C. Sample  
Vice-Pres. & Treasurer.....Hill Blackett

Secretary.....J. R. Lieber  
Vice-Presidents.....L. D. Milligan,  
L. A. Crowley, O'Neill Ryan, P. G.  
Parker, C. R. Collins  
Director of Radio.....Kirby Hawkes  
Radio Time Buyer.....Pete Nelson

### Branch Offices

247 Park Ave., New York, N. Y.  
Phone Wickersham 2-2701

### Officers

V-P in Charge.....E. Frank Hummert  
Vice-Presidents.....Anne Hummert,  
George Torney, Duane Jones  
Radio Time Buyer.....L. Schroeder  
*Radio Accounts Placed*—Sterling Products,  
Inc.; American Home Products Corp.,  
General Mills, Inc.; Procter & Gamble Co.,  
Wander Co., B. T. Babbitt, Inc.; F. & F.  
Laboratories, Skelly Oil Co., Sears-Roebuck  
& Co.

### THE BLACKSTONE COMPANY

1270 Sixth Ave., New York, N. Y.  
Phone Circle 7-7890

### Officers

President.....Milton Blackstone  
Associate.....Jack Steiner  
Space Buyer.....G. Berto  
Radio Director.....Leon Lee

### BLAKER ADVERTISING AGENCY, INC.

120 East 41st St., New York, N. Y.  
Phone CALedonia 5-7351  
ANPA — PPA

### Officers

President.....Henry B. Sell  
Treasurer.....Margaret Thilly  
Secretary.....Jas. A. Hamilton, Jr.  
Director of Radio.....Eleanor Kemble  
Radio Continuity Writer.....Sidney Sundell  
*Radio Account Placed*—Vitamins Plus.

### BOTSFORD, CONSTANTINE & GARDNER

115 SW 4th, Portland, Oregon  
Phone Atwater 9541  
AAAA — ANPA — PPA — ABP

### Officers

President.....David M. Botsford  
Treasurer.....Merle W. Manly  
Secretary.....Frankie Coykendall  
Vice-Presidents.....C. P. Constantine,  
Stanley G. Swanberg, John H. Weiser,  
Ray Andrews, Frankie Coykendall, Merle  
W. Manly.

### Branch Offices

814 2nd Ave. Bldg., Seattle, Wash.  
Phone Elliott 3523

Vice-President.....C. P. Constantine  
350 Russ Bldg., San Francisco, Cal.  
Phone Exlbrook 7565

Vice-President.....Stanley G. Swanberg  
 323 Petroleum Securities Bldg.,  
 Los Angeles, Cal.  
 Phone Prospect 0206  
 Vice-President.....John H. Weiser

**EMIL BRISACHER AND STAFF**

310 Crocker Bldg., San Francisco, Calif.  
 Phone Garfield 0276  
 ANPA — APA — PPA

*Officers*

President .....Emil Brisacher  
 Vice-President.....R. T. Van Norden

*Branch Offices*

Petroleum Securities Bldg., Los Angeles, Cal.  
 Phone Prospect 9368  
 Robert J. Davis, Louise Ludke,  
 Vernon Wosnick

**BROOKE, SMITH & FRENCH, INC.**

82 East Hancock Ave., Detroit, Mich.  
 Phone Columbia 0860  
 AAAA — ANPA — PPA — ABP

*Officers*

Chairman of Board.....Charles W. Brooke  
 President.....Willard S. French  
 Secretary-Treasurer.....Guy C. Smith  
 Vice-Presidents.....Guy C. Smith,  
 H. H. Ohlmacher, Sturges Dorrance, J.  
 G. Williams, Clarke C. Wilmot  
 Director of Radio.....H. H. Ohlmacher

**BROOKE, SMITH, FRENCH & DORRANCE, INC.**

347 Madison Ave., New York, N. Y.  
 Phone Murray Hill 6-1800  
 AAAA — ANPA — PPA — ABP

*Officers*

Chairman of Board.....Guy C. Smith  
 President .....Sturges Dorrance  
 Executive Vice-President.Willard S. French  
 Treasurer.....Charles W. Brooke  
 Secretary.....H. H. Ohlmacher  
 Vice-Presidents.....H. M. Overstreet,  
 Henry E. Pengel, Jr.; Charles C. Kahlert  
 Director of Radio.....Lewis R. Amis  
*Radio Account Placed*—State of Maine  
 Development Commission.

**D. P. BROTHER & CO., INC.**

General Motors Bldg., Detroit, Mich.  
 Phone Trinity 2-8250  
 AAAA — ANPA — PPA

*Officers*

President .....D. P. Brother  
 Secretary.....A. C. Schroeder  
 Treasurer & Radio Time Buyer,  
 C. Georgi, Jr.

*Radio Account Placed*—Oldsmobile Motor  
 Co.

**ADVERTISING AGENCIES**

**BROWN & TARCHER, INC.**

630 5th Ave., New York, N. Y.  
 Phone Circle 6-2626

*Officers*

Chairman of Board.....S. A. Brown  
 President.....J. D. Tarcher  
 Treasurer.....Wm. E. Larcombe  
 Secretary.....Chas. E. Clifford  
 Vice-President.....Wm. E. Larcombe  
 Director of Radio.....Wm. E. Larcombe  
 Radio Producers.....George R. Marek,  
 Joseph Wayer  
 Radio Continuity Writers..George R. Marek,  
 Joseph Wayer

*Radio Accounts Placed*—Smith Brothers,  
 Inc.; Coty, Inc.

**FRANKLIN BRUCK ADVERTISING CORP.**

RKO Bldg., Rockefeller Center,  
 New York, N. Y.  
 Phone Circle 7-6661  
 ANPA — PPA — APA

*Officers*

President .....Franklin Bruck  
 Secretary and Radio Time Buyer,  
 M. J. Kleinfeld  
 Treasurer .....Mort Heineman  
 Radio Production.....M. I. Jurin

*Radio Accounts Placed*—North American  
 Accident Insurance Co., Manhattan Soap  
 Sales Corp., The Sitroux Co., Remington-  
 Rand, Inc.; Hartz Mountain Products, Inc.;  
 Pictorial Review Pattern Co.

**BUCHANAN & COMPANY, INC.**

1501 Broadway, New York, N. Y.  
 Phone MEdallion 3-3380  
 AAAA — ANPA — PPA — ABP — SNPA

*Officers*

Chairman of Board.....Joseph A. Hanff  
 President.....T. S. Buchanan  
 Treasurer.....L. J. Seeger  
 Secretary.....C. J. G. Atkinson  
 Executive Vice-President...A. O. Dillenbeck  
 Vice-President in Charge of Radio,  
 Louis A. Witten

Assistant Director.....Edith Hopfan

*Branch Offices*

919 No. Michigan Ave., Chicago, Ill.  
 Phone Superior 3047

Vice-President.....Norman J. Phelps  
 929 So. Broadway, Los Angeles, Cal.  
 Phone Michigan 2156

Vice-President.....Fred M. Jordan  
*Radio Accounts Placed*—The Texas Co.,  
 Royal Typewriter Co.

## ADVERTISING AGENCIES

### LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago, Ill.  
Phone Central 5959  
AAAA ANPA PPA — APA

#### Officers

President and Treasurer.....Leo Burnett  
Vice-President and Secretary.....E. Ross Gamble  
Vice-President.....DeWitt O'Kieffe  
Vice-President.....Frank Smith

### CAMPBELL-EWALD CO.

General Motors Bldg., Detroit, Mich.  
Phone Trinity 6200  
AAAA ANPA ABP PPA

#### Officers

President.....Henry T. Ewald  
Executive Vice-President.....R. H. Crooker  
Vice-Pres. & Gen. Mgr.....W. W. Lewis  
Radio Executive.....G. C. Packard

#### Branch Offices

714 W. Olympic Blvd., Los Angeles, Calif.  
Phone Prospect 1275  
Manager.....Steven S. Arnett  
1500 Claus Spreckels Bldg.,  
San Francisco, Calif.  
Phone Douglas 5670  
Manager.....R. V. Dunne  
230 N. Michigan Ave.,  
Chicago, Ill.  
Manager.....Myron T. Harshaw  
*Radio Accounts Placed*—Chevrolet Motor  
Co.

### CAMPBELL-EWALD COMPANY OF NEW YORK, INC.

1790 Broadway, New York, N. Y.  
Phone Circle 7-6383  
AAAA

#### Officers

Chairman of Board.....H. T. Ewald  
President & General Manager.....F. D. Richards  
Treasurer.....Duane W. Beurnmann  
Secretary.....L. B. Dudley  
Vice-President.....W. W. Lewis  
Director of Radio.....Louis Dean  
Assistant Director.....Kenneth Young  
Radio Continuity Writer.....Vernon Welsh

#### Branch Offices

1211 19th St., N.W., Washington, D. C.  
Phone Metropolitan 5670  
Manager.....Emmett Deady  
*Radio Accounts Placed*—Cycle Trades of  
America, Inc., General Motors Acceptance  
Corp., General Motors Corp., U. S. Rubber  
Co., Mary Pickford Cosmetics, Inc.

### THE CAPLES CO.

230 Park Ave., New York, N. Y.  
Phone Murray Hill 6-6500  
ANPA — PPA — APA — NOAB

#### Officers

President.....Ralph C. Caples  
Vice-President.....Albert Woodley

#### Branch Offices

225 E. Erie St., Chicago, Ill.  
Phone Superior 6106  
Vice-President.....R. N. Harting  
1116 Dodge St., Omaha, Nebr.  
Phone Jackson 1107  
L. M. Branch  
112 W. 6th St., Los Angeles, Calif.  
Phone Prospect 9141  
E. F. Bader  
*Radio Account Placed*—Railway Express  
Agency.

### CECIL & PRESBREY, INC.

217 Park Ave., New York, N. Y.  
Phone Wickersham 2-8200  
AAAA — ANPA — PPA — ABP

#### Officers

Chairman of Board.....James Cecil  
President.....Charles Presbrey  
Secretary-Treasurer.....John Cecil  
Vice-President.....Edward B. Nockes  
Radio Director.....Henry Souvaine

#### Branch Office

228 North LaSalle St., Chicago, Ill.  
Phone Central 5255  
Manager.....Lerol A. Kling  
*Radio Accounts Placed*—National Silver  
Co., Regal Shoes, Gumard White Star Lines,  
DeKalb Agriculture Assn., Booth Fisheries.

### THE CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.  
Phone Rittenhouse 0236  
ANPA PPA

#### Officers

President-Treasurer.....I. W. Clements  
Secretary.....E. D. Masterman  
Vice-President.....R. W. Bugbee  
Vice-President.....James A. Bell  
Director of Radio.....A. West  
*Radio Account Placed*—Modern Food  
Process Co.

### COCKFIELD, BROWN & COMPANY, LTD.

221 Canada Cement Bldg.,  
Montreal, Que., Canada  
Phone Harbour 1171

#### Officers

Managing Director.....H. R. Cockfield  
President.....G. W. Brown  
Vice-President.....T. L. Anderson  
Treasurer.....G. C. Hammond  
Space Buyer.....H. R. Conway  
Production Manager.....F. W. Largent

*Branch Offices*

Metropolitan Bldg., Toronto, Ont., Canada  
Phone Elgin 9201

Manager.....T. L. Anderson  
Electric Railway Chambers,  
Winnipeg, Man., Canada

Manager.....H. Lavender  
Royal Bank Bldg., Vancouver, B. C., Canada  
Manager.....Jeffry Brock  
Brettenham House, London, England

Manager.....Eric Choyce  
*Radio Accounts Placed* — Miles Labora-  
tories, Maple Leaf Milling, Ltd.; Sheriff's,  
Ltd.; Sterling Distributors, Canada Cement  
Co., Burns & Co., Blue Ribbon, Ltd.; E.  
Griffith Hughes, Ltd.; Hump Hairpin, Ltd.;  
Cluett Peabody Mfg. Co. of Canada, North-  
ern Electric Co., Canadian Marconi Co., Mol-  
son's Brewery, Ltd.; The Murphy Co., F. B.  
Goodrich Rubber Co. of Canada, Woods Un-  
derwear Co., Simmons, Ltd., Eastern Dairies,  
Ltd.

**COMPTON ADVERTISING, INC.**

630 Fifth Ave., New York, N. Y.  
Phone Circle 6-2800

AAAA  
*Officers*

President.....Richard Compton  
Secretary-Treasurer.....Leonard T. Bush  
Vice-Presidents.....Leonard T. Bush,  
Alfred Stanford, Robert Holbrook,  
Chauncey Landon

Director of Radio.....John E. McMillin  
Radio Time Buyer.....Murray Carpenter

*Branch Offices*

Gwynne Bldg., Cincinnati, O.  
Robert Marsh, Anne Johnson  
221 N. La Salle St., Chicago, Ill.  
Phone State 8747  
Jane Stockdale

*Radio Account Placed*—Procter & Gamble  
Co. (Ivory Soap, Ivory Flakes, Crisco, P. &  
G. Naptha Soap, Fluffo, Ivory Snow, Barsalou  
Soap).

**CRITCHFIELD & COMPANY**

720 North Michigan Ave., Chicago, Ill.  
Phone Superior 3061

ANPA — APA — PPA — NAOB

*Officers*

President.....Scott S. Smith  
Vice-Presidents.....W. Frank McClure,  
S. S. Smith, Jr., C. C. Greene, E. P.  
Nesbitt

Secretary.....R. C. Scrymiger  
Treasurer.....N. W. Smith  
Production Manager.....R. M. Cowing  
Radio Director.....M. E. Blackburn

*Radio Accounts Placed*—Aero Industries  
Technical Institute, Chicago Technical  
School, Hemphill Diesel Schools, Letz Man-  
ufacturing Co., Look Magazine, Moody Bible  
Institute, Thermo Air Conditioning Institute,  
Vocational Service, Inc.; Wheeling Steel  
Corp., Wonder Lake Syndicate, Wright &  
Lawrence Drug Co.

**ADVERTISING AGENCIES**

**D'ARCY ADVERTISING COMPANY**

Missouri Pacific Bldg., St. Louis, Mo.  
Phone Central 6700

AAAA — ANPA — PPA — ABP — PRB —  
SAAA — SNPA

*Officers*

President.....W. C. D'Arcy  
Treasurer.....C. C. Pangman  
Secretary.....C. C. Pangman  
Vice-President.....J. F. Oberwinder

*Branch Offices*

515 Madison Ave., New York City  
Phone Eldorado 5-3765

Vice-President in Charge of

Radio.....F. W. Coste  
Radio Continuity Writer.....J. H. Kinsella  
Terminal Bldg., Cleveland, Ohio  
Phone Cherry 0158  
Stanley Seward, H. M. Cooper  
P. O. Box 1734, Atlanta, Ga.  
Phone Hemlock 7608  
W. Pflueger

*Radio Account Placed*—The Coca-Cola Co.

**D'EVELYN & WADSWORTH, INC.**

Kohl Bldg., San Francisco, Calif.  
Phone Garfield 8267

ANPA

*Officers*

President.....Norman F. D'Evelyn  
Secretary-Treasurer.....Harry E. Tharsing  
Vice-President.....Milton E. Wise  
Director of Radio.....Leland L. Levinger  
*Radio Accounts Placed*—The Owl Drug  
Co., Hammer-Bray Co., Ltd.

**DONAHUE AND COE, INC.**

1270 6th Ave., New York, N. Y.  
Phone Columbus 5-4252

AAAA — ANPA — PPA — ABP — PRB  
SAAA — SNPA

*Officers*

President.....Edward J. Churchill  
Treasurer.....W. B. Patterson  
Secretary.....O. A. Kingsbury  
Director of Radio.....E. Douglas  
*Radio Accounts Placed*—National Asso-  
ciation of Ice Industries, Scholl Mfg. Co.,  
Angostura Bitters, De Laval Cream Separator,  
Glad Rag Products.

**DOREMUS & CO.**

120 Broadway, New York, N. Y.  
Phone REctor 2-1600

ANPA — NOAB

*Officers*

Chairman of Board....William H. Long, Jr.  
President.....G. Munro Hubbard  
Vice-Presidents.....Walter H. Burbau,  
Clifford B. Reeves  
Secretary-Treasurer....Richard E. Williams

## **ADVERTISING AGENCIES**

### *Branch Offices*

50 Congress St., Boston, Mass.  
Phone Hubbard 1510

Managers.....Louis W. Munro, D. T. Carlisle  
1520 Sansom St., Philadelphia, Pa.  
Phone Rittenhouse 0925

Executive in Charge.....William Reid  
208 S. LaSalle St., Chicago, Ill.  
Phone Central 9132

Manager.....Hawley L. Smith  
Radio Director.....H. R. Henderson  
511 Market St., San Francisco, Calif.  
Phone Garfield 6688

Manager.....Henry W. Grady

### **JOHN C. DOWD, INC.**

Park Square Bldg., Boston, Mass.  
Phone Hubbard 8050

#### *Officers*

President.....John C. Dowd  
Secretary.....Mary V. Abbott  
Radio Director.....Dwight W. Norris

### **HARRY ELLIOTT ADVERTISING, INC.**

459 Monadnock Bldg., San Francisco, Calif.  
Phone Douglas 1146

#### *Officers*

President.....Harry C. Elliott  
Secretary.....Franc M. Elliott  
Director of Radio.....Marie Houlihan

### **ELLIS ADVERTISING CO.**

3053-3057 Main St., Buffalo, N. Y.  
Phone University 4591-4592

ABP

#### *Officers*

Partners.....Rhoda Ellis,  
Michael F. Ellis, Jerome R. Ellis  
Account Executive.....Henry Weil  
Account Executive.....John Adema  
Accountant.....Harry Schaefer  
Art Director.....Art Wakefield  
Radio Continuity Writer.....Jerry Harris

#### *Branch Office*

Toronto, Canada, 165 Bay St.  
Phone Adelaide 6101  
J. W. Cliner, Abbey Muter

### **SHERMAN K. ELLIS & CO.**

500 Fifth Ave., New York, N. Y.  
Phone L.Ackawanna 4-3570

ANPA - PPA

#### *Officers*

President.....Sherman K. Ellis  
Treasurer.....Sherman K. Ellis  
Vice-Presidents.....C. E. Staudinger,  
S. J. Hamilton, Jr., Richard Barrett,  
Clifford L. Fitzgerald.

Director of Radio.....Lawrence Holcomb  
*Branch Offices*

111 W. Jackson Blvd., Chicago, Ill.  
Phone Harrison 8162  
Clifford L. Fitzgerald

739 S. Hope St., Los Angeles, Calif.  
Phone Federal 9111

Chet Crank

C. P. R. Bldg., Toronto, Can.

Phone Adelaide 3051

Ralph Ashcroft

*Radio Accounts Placed* Ward Baking Co.,  
Quaker Oats Co., Sawyer Biscuit Co., Rich-  
field Oil Co.

### **ERWIN, WASEY & CO.**

Graybar Bldg., 120 Lexington Ave.,  
New York, N. Y.

Phone MOhawk 4-8700

#### *Officers*

President.....Louis R. Wasey  
Treasurer.....A. G. Van Uft  
Secretary.....Owen B. Winters  
Vice-Presidents.....O. B. Winters,  
H. D. Williams, Paul E. Newman.  
Director of Radio.....John T. Adams

#### *Branch Offices*

230 N. Michigan Ave., Chicago, Ill.  
Phone Randolph 4952

Manager.....C. R. Vail  
Securities Bldg., Minneapolis, Minn.  
Phone Atlantic 1223

President.....Mac Martin  
333 Montgomery St., San Francisco, Calif.  
Phone Exbrook 7004

President.....Louis Honig  
711 W. 10th St., Los Angeles, Calif.  
Phone Prospect 5317

Vice-President.....H. A. Stebbins  
Skinner Bldg., Seattle, Wash.  
Phone Maine 6435

Vice-President.....W. E. Kraft  
*Radio Accounts Placed* Lydia E. Pinkham  
Medicine Co., Musterole Co., Zemo Co.,  
Hecker H-O Co., The Barbasol Co., Consoli-  
dated Cigar Co., Aurora Laboratories, Inc.,  
Carnation Co., R. B. Semler, Inc., The Olive  
Tablet Co.

### **WILLIAM ESTY & COMPANY, INCORPORATED**

100 East 12nd St., New York, N. Y.  
Phone Caledonia 5-1900

#### *Officers*

President and Treasurer.....William Esty  
Secretary.....E. H. Cummings  
Director of Radio.....Richard Marvin  
Assistant Directors and Producers

Harry Holcomb, Joe C. Donohue, Ken-  
neth M. Fickett

Radio Producer.....Bill Goodwin  
Radio Continuity Writer.....Robert Paul Smith  
Savington Crampton, Bill Goodwin

*Radio Accounts Placed*—R. J. Reynolds-  
Tobacco Co., Lehn & Fink Products, Inc.,  
Pacquin's Hand Cream, Baume Bengue.



## FEDERAL ADVERTISING AGENCY, INC.

444 Madison Avenue, New York, N. Y.  
Phone Eldorado 5-6400  
AAAA — ANPA — PPA — ABP

### Officers

President ..... Robert Tinsman  
Vice-Presidents... James O'Brien, F. C. Bruns,  
Jules B. Singer, Joseph Beck, J. M.  
Nichols, Jr.

Treasurer ..... George Dietrich  
General Manager..... D. E. Robinson  
Secretary ..... George Dietrich  
Radio Department..... George Comtois,  
J. S. Davidson

*Radio Accounts Placed*—Sinclair Refining  
Co., National Biscuit Co. (for Shredded  
Wheat), General Cigar Co., Rockwood &  
Co., Durkee's Famous Foods, American Safety  
Razor Corp., State of New Jersey.

## FERRY-HANLY COMPANY

3200 Fidelity Bldg., Kansas City, Mo.  
Phone Harrison 4890  
AAAA — ANPA — PPA — ABP

### Officers

President..... C. P. Hanly  
Secretary-Treasurer..... O. P. Luther  
Vice-President... H. M. Montgomery (N.Y.C.),  
Stewart L. Mims (N.Y.C.), Bruce B.  
Brewer (Kansas City), Matthew G.  
Pierce (Chicago), A. B. Taylor (Chi-  
cago)

### Offices

500 Fifth Ave., New York City  
Phone Longacre 5-5000

President..... C. P. Hanly  
Manager..... H. M. Montgomery  
111 W. Monroe St., Chicago, Ill.  
Phone Central 8333  
Manager..... Chas. L. Collette

## FISHLER, ZEALAND & CO., INC.

2 West 45th St., New York, N. Y.  
Phone VAnDerbilt 3-6752

### Officers

President ..... Bennett H. Fishler  
Secretary-Treasurer ..... Leon Kelley

## FITZGERALD ADVERTISING AGENCY, INC.

202 Southern Bldg., 833 Howard Ave.,  
New Orleans, La.  
Phone Raymond 5194  
AAAA — ANPA — PPA — SNPA

### Officers

President..... Joe L. Killeen  
Vice-President..... Joseph H. Epstein  
Vice-President..... Leonard Gessner  
Secretary-Treasurer..... Roy M. Schwarz  
Director of Radio..... Joe L. Killeen  
Radio Continuity Writers... Roy M. Schwarz,  
Joe L. Killeen

*Radio Account Placed*—Wesson Oil &  
Snowdrift Sales Co.

## ADVERTISING AGENCIES

### FLACK ADVERTISING AGENCY

527 South Warren St., Syracuse, N. Y.  
Phone 2-3129

ABP — ANPA — PPA

### Officers

Owner..... John B. Flack  
Production Manager..... Ed. Henderson

### FORD, BROWNE & MATHEWS

100 E. Ohio Street, Chicago, Ill.  
Phone DElaware 3800

PPA

### Officers

Owners ..... K. A. Ford,  
Burton Browne, R. H. G. Mathews.  
Radio Director..... R. H. G. Mathews  
Production Manager..... S. F. Peters

### FORT & COMPANY

301-304 Kinney Bldg., Charlotte, N. C.  
Phone 3-4217

### Officers

President..... John L. Fort  
Secretary ..... Jean Dunham

### ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York, N. Y.  
Phone COrtlandt 7-5060  
ANPA — PPA — ABP — NOAB

### Officers

Chairman of Board..... Rudolph Guenther  
Chairman of Executive Committee,  
Russell Law  
President..... Frank J. Reynolds  
First Vice-President... Emil W. Kimmelberg  
Vice-President-Treasurer... Emmett Corrigan  
Vice-President-Secretary... Victor J. Cevasco

### Branch Offices

1 LaSalle St., Chicago, Ill.  
Phone Dearborn 8910  
Vice-President..... R. W. Dawson  
10 Post Office Square, Boston, Mass.  
Phone Hancock 5900  
Vice-Presidents..... Joseph R. Hamlen,  
August Hirschbaum  
Packard Bldg., Philadelphia, Pa.  
Phones Rittenhouse 3915 and Race 3115  
Executive in Charge..... Robert L. Ingold  
111 Sutter St., San Francisco, Calif.  
Phone Sutter 2522  
Manager..... Vincent J. Beschel

### HARRY M. FROST CO., INC.

260 Tremont St., Boston, Mass.  
Phone Liberty 0813  
ANPA — PPA

### Officers

President..... Karl M. Frost  
Vice-President-Treasurer... Harry M. Frost  
Assistant Treasurer..... Edith G. Robinson

## **ADVERTISING AGENCIES**

Secretary.....Harvey P. Newcomb  
Radio Continuity Writers....H. E. Bessom,  
V. B. Klefbeck, Daniel J. Ford, Jr.

### *Branch Offices*

603 Main St., Laconia, N. H.

*Radio Accounts Placed*—Durkee Mower  
Co., Page & Shaw Candy, Cranberry Can-  
ners, Inc.

### **FULLER & SMITH & ROSS, INC.**

71 Vanderbilt Ave., New York, N. Y.

Phone Murray Hill 6-5600

1501 Euclid Ave., Cleveland, Ohio

Phone Cherry 6700

AAAA — ANPA — PPA — ABP

### *Officers*

President.....A. L. Billingsley  
Vice-Presidents.....F. B. Duncan,  
C. R. Pelham, G. U. Weaver, J. E. Wiley  
Secretary-Treasurer.....C. C. Reidenbaugh  
Radio Time Buyer.....C. T. Williams

### **FULTON, DE GARMO & ELLIS, INC.**

9 Rockefeller Plaza, New York, N. Y.

Phone Circle 7-1085

### *Officers*

President.....Louis de Garmo  
Executive V-P & Treasurer.....Lee Ellis  
V-P & Secretary.....Arthur H. Fulton  
Director of Radio.....Louis de Garmo  
*Radio Account Placed*—Parker Watch.

### **GALE & PIETSCH, INC.**

333 N. Michigan Ave., Chicago, Ill.

Phone State 9570

ANPA — PPA — NOAB

### *Officers*

President.....W. G. Pietsch  
Vice-Presidents.....Willard E. Stevens,  
A. L. Gale  
Secretary.....Geo. A. Hamilton  
Treasurer.....R. E. Pietsch  
Radio Director-Time Buyer..M. A. Kanealy

### **GARDNER ADVERTISING CO.**

Mart Bldg., St. Louis, Mo.

Phone Garfield 2915

AAAA

### *Officers*

Chairman of Board.....H. S. Gardner  
President.....E. G. Marshutz  
Executive Vice-President...Mrs. E. P. Proetz  
Secretary-Treasurer.....E. R. Gardner  
Secretary.....E. R. Gardner  
Director of Radio.....C. E. Claggett  
(St. Louis Director)

### *Branch Offices*

9 Rockefeller Plaza, New York, N. Y.

Phone Columbus 5-2000

Vice-President in Charge of Radio,  
Roland Martini  
1419 Heyburn Bldg., Louisville, Ky.  
Phone Jackson 5328

*Radio Accounts Placed*—Pet Milk Co.,  
Ralston Purina Co., Falstaff Brewing Corp.,  
Independent Packing Co., L. & N. Rwy.,  
Brown Shoe Co., Folger Coffee, Stokely Bros.,  
Van Camp.

### **SIDNEY GARFINKEL ADVERTISING AGENCY**

703 Market St., San Francisco, Calif.

Phone Exbrook 3420

APA — ABP

### *Officers*

President.....Sidney Garfinkel  
Director of Radio.....F. Frederickson

### **GERST ADVERTISING AGENCY**

105 National Bldg., Cleveland, Ohio

Phone Cherry 8125

### *Officers*

President.....Arthur Gerst  
Radio Director.....Leslie Delmege  
Radio Production Dept....George Schneider,  
Charles Rymell

*Radio Accounts Placed*—Bird & Son, Inc.;  
The Interstate Home Improvement Co., Royal  
Furniture Stores, Standard Drug Stores, The  
K-B Company, The Kane Co., Stewart-War-  
ner Corp. (Ohio), The Fleming Furniture  
Co., Movieland Fur Studios, Lonz Winery,  
Lewis Jewelry Co., The Broadway-55th As-  
sociation.

### **J. STIRLING GETCHELL, INC.**

405 Lexington Ave., New York, N. Y.

Phone Murray Hill 6-4800

AAAA — ANPA — PPA

NOAB — MBC — APA

### *Officers*

President.....J. Stirling Getchell  
Treasurer.....Charles McCormack  
Secretary & General Manager,  
M. Peter Franceschi  
Vice-Presidents.....J. V. Tarleton,  
H. T. Mitchell, Harry A. Berk, Frank  
Griffin

Director of Radio.....C. A. Snyder  
Radio Time Buyer.....C. A. Brocker

### *Branch Offices*

New Center Bldg., Detroit, Mich.

Phone Trinity 2-3600

Radio Time Buyer.....I. H. MacKenzie  
Bryant Bldg., Kansas City, Mo.  
Harrison 8102

Radio Time Buyer.....K. Rickerson  
59 E. Van Buren St., Chicago, Ill.  
Phone Harrison 2606  
L. O. Holmberg

*Radio Accounts Placed*—Socony-Vacuum  
Oil Co.; Devoe & Reynolds Co.; Chrysler  
Corp. (Plymouth and DeSoto cars).

### **GEYER, CORNELL & NEWELL, INC.**

745 Fifth Ave., New York, N. Y.

Phone Wickersham 2-5400

AAAA — PPA — ANPA

*Officers*

President .....Bertram B. Geyer  
Vice-Presidents.....H. W. Newell,  
R. M. Ganger  
Radio Director.....Eleanor Larsen

*Branch Offices*

Third National Bank, Dayton, O.  
Phone Fulton 4145

Manager.....E. G. Frost  
New Center Bldg., Detroit, Mich.  
Phone Madison 6750

Manager.....E. L. Triffit  
*Radio Accounts Placed*—Nash-Kelvinator  
Corp.; Crowell Publishing Co.

**GILLHAM ADVERTISING AGENCY**

Continental Bank Bldg.,  
Salt Lake City, Utah  
Phone Wasatch 1347  
ANPA — APA — ABP

*Officers*

President & Treasurer.....M. C. Nelson  
Vice-Presidents .....J. Y. Tipton,  
Lon Richardson

Secretary .....Genevieve Hunt  
Space Buyer & Production Manager,  
A. W. Rogers

Radio Director .....J. Y. Tipton  
*Radio Accounts Placed*—American Packing  
& Provision Co., Sege Milk Products Co.,  
Utah Oil Refining Co., Excelcis Products Co.,  
Fisher Brewing Co., Mountain Fuel Supply  
Co., Royal Baking Co., United States Fuel  
Co., Ogden Troy Laundry, Walker Bank &  
Trust Co., Union Knitting Mills Co., Colville  
Ice Cream Co.

**BERT S. GITTINS ADVERTISING**

739 North Broadway, Milwaukee, Wisc.  
Phone Daly 6230

**GLICKSMAN ADVERTISING CO.**

400 Madison Ave., New York, N. Y.  
Phone PLaza 8-0716

*Officers*

President .....Joseph Glicksman  
Vice-President-Secretary .William Glicksman  
Treasurer .....David Glicksman

**GOODKIND & MORGAN**

919 North Michigan Ave., Chicago, Ill.  
Phone Superior 5329

*Officers*

President & Radio Director,  
M. Lewis Goodkind  
Copy Chief.....Hertha B. Samuels  
Space Buyer.....Florence Neighbors

*Affiliated Agency*

Raymond R. Morgan Company  
6362 Hollywood Blvd., Hollywood, Calif.

**THE GREY ADVERTISING AGENCY,  
INC.**

128 West 31st St., New York, N. Y.  
Phone CHickering 4-3900  
ANPA — PPA

**ADVERTISING AGENCIES**

*Officers*

President.....Lawrence Valenstein  
Treasurer.....Lawrence Valenstein  
Secretary.....James H. Lang, Jr.  
Vice-President.....Arthur C. Fatt  
Director of Radio.....James H. Lang, Jr.  
*Radio Account Placed*—Sales Affiliates, Inc.

**LAWRENCE C. GUMBINNER  
ADVERTISING AGENCY**

9 East 41st St., New York, N. Y.  
Phone VAnDerbilt 3-3550

*Executives*

L. C. Gumbinner  
Herschel Deutsch  
Milton Goodman  
Max Geller  
Paul Gumbinner

Director of Radio.....Herschel Deutsch  
*Radio Account Placed*—Royal Lace Paper  
Works.

**MASON L. HAM**

1163 Park Square Bldg., Boston, Mass.  
Phone Liberty 2070  
ABP — AAAA

**HOWARD G. HANVEY**

Phelan Bldg., San Francisco, Calif.  
Phone Douglass 4100  
NCBA

*Officers*

Owner.....Howard G. Hanvey  
Office Manager.....M. M. Mackall

**HAYS ADVERTISING AGENCY**

Burlington, Vt.  
Phone 852

ANPA — PPA — ABP

*Officers*

President.....W. A. Myers  
Treasurer.....W. A. Myers  
Secretary.....A. E. Hawkins  
Director of Radio.....N. H. Myers

*Radio Accounts Placed*—Dairy Association  
Co., Abraham's Cut Rate Drug Store, C. P.  
Smith, Jr., Inc.; Moquin Baking Co., Kinox  
Co., F. J. Preston & Son, M. M. Farrell &  
Sons, Dominion Drug Co., Vermont Clean-  
ing Co.

**HELLWIG-MILLER CO.**

9 East 40th St., New York, N. Y.  
Phone Lexington 2-3080

ANPA — PPA

*Officers*

President .....E. W. Hellwig  
Vice-President .....C. L. Miller  
Sec'y & Ass't Treasurer.....George Carhart  
Radio Director .....George Carhart  
*Radio Accounts Placed*—Corn Products  
Refining Co., Curtis Candy Co.

## **ADVERTISING AGENCIES**

### **HENRI, HURST & McDONALD**

520 N. Michigan Ave., Chicago, Ill.  
Phone Superior 3000  
AAAA — ANPA — PPA

#### *Officers*

President ..... W. B. Henri  
Secretary ..... W. D. McDonald  
Treasurer ..... J. F. Hurst  
Time Buyer ..... N. H. Pumpian  
Radio Director ..... Frank W. Ferrin  
*Radio Accounts Placed*—Acme White Lead & Color Works, John Morrell & Co., Ballard & Ballard Co., Carolene Products Co., Kroehler Mfg. Co., Fairbanks-Morse Co., International Shoe Co.

### **HILLMAN-SHANE ADVERTISING AGENCY, INC.**

112 West Sixth St., Los Angeles, Calif.  
Phone Virginia 5111

#### *Officers*

President-Radio Director..... David S. Hillman  
Vice-President..... Jefferson K. Wood  
Secretary-Treasurer ..... William Berger  
Publicity Director..... G. Wagner

### **HIXSON-O'DONNELL ADVERTISING, INC.**

555 South Flower St., Los Angeles, Calif.  
Phone Mutual 8331

#### *Officers*

President..... G. K. Breitenstein  
Secretary..... R. M. Hixson  
Treasurer..... J. E. O'Donnell

### **FRANCES HOOPER ADVERTISING AGENCY**

100 N. Michigan Ave., Chicago, Ill.  
Phone Superior 9661  
ANPA — PPA

### **JAMES HOULIHAN, INC.**

681 Market St., San Francisco, Calif.  
Phone Yukon 1252

#### *Officers*

President..... James A. Houlihan  
Vice-Presidents..... C. H. Brockhagen,  
R. Cesana

### **CHARLES W. HOYT COMPANY, INC.**

551 Fifth Ave., New York, N. Y.  
Phone Vanderbilt 3-1690  
AAAA — ANPA — PPA — ABP — NOAB

#### *Officers*

President and Treasurer..... Winthrop Hoyt  
Secretary..... Everett W. Hoyt  
Vice-Presidents..... F. A. Whipple,  
W. K. Dingleline, Richard Stanton  
Director of Radio..... R. C. Pratt  
Time Buyer..... C. B. Donovan

#### *Branch Offices*

650 Main St., Hartford, Conn.  
Phone 5-6066

Vice-Presidents..... F. A. Whipple, Frank Busech  
216 Tremont St., Boston, Mass.  
Phone Liberty 6587  
E. P. Waltherp

*Radio Accounts Placed*—B. C. Remedy Co., Richardson & Robbins, R. B. Davis Co., Charles Giddens, Inc., American Molasses Co.

### **THE H S G ADVERTISING AGENCY**

120 Madison Ave., New York, N. Y.  
Phone Wickerham 2-3338

#### *Officers*

President ..... H. S. Goodman  
Secretary ..... H. Knuth  
Vice-President ..... Harold Krelstein

#### *Branch Office*

134 N. La Salle St., Chicago, Ill.  
H. Knuth

### **HUDSON ADVERTISING CO.**

75 West St., New York, N. Y.  
Phone Bowling Green 9-8950

#### *Officers*

President ..... Timothy Murray  
V.P.-Treasurer ..... William D. Murray  
V.P.-Radio Director ..... Michael Gore  
Art Director ..... Louis Grudin

### **HUTCHINS ADVERTISING COMPANY, INC.**

Cutler Bldg., Rochester, N. Y.  
Phone Main 3528

AAAA ANPA PPA ABP

#### *Officers*

President ..... M. S. Hutchins  
Treasurer ..... F. I. Hutchins  
Secretary ..... E. R. Hutchins  
Vice-President & Director of Radio

F. A. Hutchins  
*Radio Account Placed* Phileo Radio and Television Corp.

### **HUTCHINSON ADVERTISING CO.**

1000 Hodgson Bldg., Minneapolis, Minn.  
Phone Atlantic 5238

#### *Officers*

Chairman of Board..... A. Dollenmayer  
President & Treasurer..... Merrill Hutchinson  
Secretary..... J. V. Pidgeon  
Vice-Presidents..... H. K. Painter,  
J. M. Bridge, H. R. Stevenson  
Director of Radio..... H. K. Painter  
Radio Continuity Writers..... H. R. Stevenson,  
Tod Williams, Rebekah Kenney

*Radio Account Placed* Pillsbury Flour Mills Co., Gluck Brewing Co., Northland Milk Co., Twin City Federal Savings & Loan Assn.

### **WILLIAM A. INGOLDSBY CO.**

257 Werdin Place, Los Angeles, Calif.  
Phone Mutual 7451

**Officers**  
 General Manager.....William A. Ingoldsby  
 Production Manager.....J. W. Ingoldsby  
 Time Buyer.....A. W. Ingoldsby

**INTERSTATE ADVERTISING AGENCY, INC.**

1008 Marshall Bldg., Cleveland, Ohio  
 Phone Main 9444

**Officers**  
 President.....G. A. Kirkendale  
 Vice-President.....C. M. Marvin  
 Director Sales.....W. A. Kirkendale  
 Director Production.....W. B. Dye  
*Radio Accounts Placed*—Canfield Oil Co., Forest City Brewing Co., Bonnie Bell Cosmetics, Pfaffman Noodle Co., New Hunger, Inc.; Ohio Floor Covering Co., Marshall Drug, Grozaire, Inc.; Osmor Corp., Dandee Pretzel Co.

**IVEY & ELLINGTON, INC.**

1400 South Penn Square, Philadelphia, Pa.  
 Phone Locust 7909

**ANPA Officers**  
 President.....Neal D. Ivey  
 Vice-President-Treasurer...Jesse T. Ellington  
 Secretary.....George V. Strong  
 Radio Director.....William Gallow

**THE RALPH H. JONES COMPANY**

Carew Tower, Cincinnati, Ohio  
 Phone Main 3351  
 AAAA — ANPA — PPA

**Officers**  
 Chairman of Board.....Ralph H. Jones  
 Director of Radio.....C. M. Robertson, Jr.  
 Assistant Director.....C. J. Coward  
 Radio Producer.....Edward Obrist  
 Radio Continuity Writer...George Sparling  
*Branch Office*  
 400 Madison Ave., New York City  
 Phone PLaza 3-0100  
*Radio Accounts Placed*—The Drackett Co., Kroger Grocery & Baking Co., Carter Coal Co., Country Home Magazine.

**H. W. KASTOR & SONS ADVERTISING CO., INC.**

360 N. Michigan Ave., Chicago, Ill.  
 Phone Cen. 5331

**Officers**  
 President.....Louis Kastor  
 Treasurer.....E. H. Kastor  
 Secretary.....W. B. Kastor  
 Vice-President.....R. H. Kastor  
 Director of Radio.....Robert G. Jennings  
*Branch Offices*  
 30 Rockefeller Plaza, New York  
 Phone Columbus 5-6135  
 Arthur Kastor  
 Arcade Bldg., St. Louis, Mo.  
 Phone Main 3655  
 Fred Kastor

**ADVERTISING AGENCIES**

*Radio Accounts Placed*—Procter & Gamble Co., Welch Grape Juice Co., Lewis-Howe Co., Ward Baking Co., Grove Laboratories, General Cigar Co., Campbell Cereal Co., Beaumont Laboratories.

**THE JOSEPH KATZ COMPANY**

16 E. Mt. Vernon Place, Baltimore, Md.  
 Phone Vernon 7094  
 AAAA — ANPA — PPA — ABP

**Officers**  
 President.....Joseph Katz  
 Treasurer.....Charles M. Harrison  
 Director of Radio.....J. C. Bridgwater  
 Radio Producers & Continuity Writers,  
 J. C. Bridgwater, Edward Prager, George Lucas, Nat C. Wildman  
*Branch Offices*

247 Park Ave., New York, N. Y.  
 Phone Wickersham 2-2740

Manager.....Nat C. Wildman  
*Radio Accounts Placed*—American Oil Co., Maryland Pharmaceutical Co., Ex-Lax, Inc.; Arrow Beer.

**THE RAYMOND KEANE ADVERTISING AGENCY**

17th Street at Champa, Denver, Colo.  
 Phone Tabor 7166

**Officers**  
 President.....Raymond Keane  
 Space Buyer.....R. L. Graft  
 Radio Director-Gen. Mgr....Ethel N. Hines

**KELLY, NASON & WINSTEN, INC.**

30 Rockefeller Plaza, New York, N. Y.  
 Phone COlumbus 5-6300  
 ANPA — PPA

**Officers**  
 President.....John C. Kelly  
 Treasurer.....James R. P. Nason  
 Secretary.....Frank J. Herel  
 Vice-President.....Harry J. Winsten  
 Media Director.....Joseph Burland  
*Radio Accounts Placed*—Ruppert Beer, Democratic National Committee.

**KELLY, STUHLMAN & ZAHRNDT, INC.**

1101-1128 Mart Bldg., St. Louis, Mo.  
 Phone Garfield 0777

**Officers**  
 President.....C. F. Kelly, Jr.  
 Vice-Pres. and Treasurer...W. W. Zahrndt  
 Vice-Pres. and Secretary...C. F. Stuhlman  
 Vice-President.....V. A. Kelly  
 Director of Radio.....C. F. Kelly, Jr.  
 Assistant Director.....W. W. Zahrndt  
 Radio Producers.....C. F. Kelly, Jr., V. A. Kelly  
 Radio Continuity Writers...C. F. Kelly, Jr., V. A. Kelly, C. F. Stuhlman

## **ADVERTISING AGENCIES**

*Radio Accounts Placed*—Central Shoe Company, Lutheran Laymen's League, Pine Balm Co., Trems, Inc.; American Life & Accident Insurance Co.

### **KENYON & ECKHARDT, INC.**

217 Park Avenue, New York, N. Y.  
Phone Wickersham 2-3920  
AAAA ANPA — PPA — ABP  
*Officers*

Chairman of Board.....Henry Eckhardt  
President.....Thomas D'Arcy Brophy  
Treasurer.....Otis Allen Kenyon  
Secretary.....Joseph A. Vessey  
Vice-President.....Dwight Mills  
Director of Radio.....Tyler Davis  
*Radio Accounts Placed*—C. F. Mueller Co., Bosco Co., Kellogg Co., Charles B. Knox Gelatine Co.

### **H. M. KIESEWETTER ADVERTISING AGENCY, INC.**

9 East 10th St., New York, N. Y.  
Phone Lexington 2-0025  
ANPA PPA ABP  
*Officers*

President & Treasurer.....E. T. Kiewewetter  
General Manager.....H. M. Kiewewetter  
Radio Time Buyer.....S. G. Alexander  
*Radio Accounts Placed*—The Mennen Co., The Batha-sweet Co., D. P. Harris Hardware Manufacturing Co.

### **THE KLEPPNER CO.**

551 Fifth Ave., New York, N. Y.  
Phone Murray Hill 2-6167  
ANPA  
*Officers*

President-Secretary.....Otto Kleppner  
Vice-President-Treasurer.....Harvey A. Mayer  
Secretary.....Leon Balsam  
Production Manager.....Moran McKinless

### **KLINGER ADVERTISING CORP.**

119 W. 57th St., New York, N. Y.  
Phone Columbus 5-5990  
*Officers*

President.....A. A. Klinger  
Secretary.....I. Cohen  
Director of Radio.....A. A. Klinger  
*Radio Accounts Placed*—Madison Personal Loan Co., Riverbank Canning Co., Jules Stores, Zeke Manners, Electrolysis Associates, Jadwiga Remedies Co., Rubel Heels.

### **KNOX REEVES ADVERTISING, INC.**

307 South Fourth Ave., Minneapolis, Minn.  
Phone Bridgeport 4291  
ANPA  
*Officers*

President & Treasurer.....Wayne Hunt  
Vice-Presidents.....J. A. Sarles,  
Helen A. Brown

Radio Director.....Brad Robinson  
*Radio Account Placed*—General Mills, Inc.

### **KREMER & HOWARD, INC.**

1711 Exchange Bldg., Memphis, Tenn.  
Phone 5-4343  
SNPA — APA  
*Officers*

President.....Merrill Kremer  
V.P.—Space Buyer.....Francis Howard, Jr.  
Radio Department.....Homer D. Gentry,  
Erle Howry

### **ARTHUR KUDNER, INC.**

630 Fifth Ave., New York, N. Y.  
Phone Circle 6-3200  
AAAA — ANPA PPA ABP  
*Officers*

President.....Arthur Kudner  
Vice-Presidents.....J. H. S. Ellis,  
E. J. Owen, Sam D. Fuson  
V.P. in Charge of Radio.....Charles F. Gannon  
Radio Time Buyers.....James F. Nutt,  
William O'Connor, Hendrik Booraem  
*Branch Offices*

New Center Bldg., Detroit, Mich.  
Phone Madison 5315  
Robert Copeland  
Albee Bldg., Washington, D. C.  
Phone National 5506  
Frank Getty

*Radio Accounts Placed*—Macfadden Publications, Inc.; United States Tobacco Co., Buick Motor Division, Goodyear Tire & Rubber Co., Fisher Body Division.

### **LAMBERT & FEASLEY, INC.**

9 Rockefeller Plaza, New York, N. Y.  
Phone Columbus 5-3721  
ANPA — PPA  
*Officers*

President.....John L. Johnston  
Executive V.P.....Gordon Scagrove  
V.P.—Radio Director.....Martin Horrell  
Vice-President.....Berthold M. Nussbaum  
Treasurer.....Frank Mace  
Secretary.....Walter P. Lantz  
*Radio Accounts Placed*—Lambert Pharmaceutical Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

### **LEEFORD ADVERTISING AGENCY**

315 Fourth Ave., New York, N. Y.  
Phone Stuyvesant 9-1712  
ANPA — PPA  
*Officers*

President-Radio Director.....David D. Lee  
Treasurer.....W. C. Hoyt  
*Radio Account Placed*—Remington-Rand, Inc.

### **LEIGHTON & NELSON**

202 State St., Schenectady, N. Y.  
Phone 6-4202

### Officers

Partners ..... Winslow P. Leighton  
and George R. Nelson  
Space Buyer ..... Winifred Niles  
Production Manager ..... Edward F. Flynn  
Radio Director ..... George R. Nelson  
Copy Director ..... Robert S. Cragin  
Account Executives ..... Winslow Leighton,  
George R. Nelson, E. F. Flynn  
Radio Continuity Writers ..... R. S. Cragin,  
G. R. Nelson, E. F. Flynn, Sylvia Klarsfeld  
*Radio Accounts Placed*—Hudson Coal Co.,  
Breslaw Bros., Grosberg-Golub Central Mar-  
kets, William W. Lee & Co., Jonathan Levi  
Co., Morris Plan Industrial Bank, A. L. Par-  
son & Son, Rudolph Bros., Saratoga Racing  
Assn., Schenectady Trust Co., Musebeck Shoe  
Co., The Wallace Co., Murray's Furniture,  
4-S Barney Co., W. M. Whitney & Co., Al-  
bany Business College, Union Book Co.

### LENNEN & MITCHELL, INC.

17 E. 45th St., New York, N. Y.  
Phone MURray Hill 2-9170  
ANPA — PPA

#### Officers

President ..... Philip W. Lennen  
Secretary ..... Arthur L. Lynn  
Vice-President and Treasurer ..... Robert W. Orr  
Director of Radio ..... Mann Holiner  
Radio Producers ..... Blayne Butcher, Jay Clark

#### Branch Offices

8949 Sunset Blvd., Los Angeles, Calif.  
Mann Holiner  
Jay Clark

*Radio Accounts Placed*—John H. Wood-  
bury, Inc., Andrew Jergens Co., P. Lorillard  
Co., Inc.; Lehn & Fink, Jacob Ruppert  
Brewing Co., Tidewater Associated Oil Co.

### TED LEVY ADVERTISING AGENCY

203-5 Temple Court Bldg., Denver, Colo.  
Phone Cherry 4521-2  
ANPA — ABP — APA  
Officers

Owner ..... Ted Levy  
Secretary ..... V. P. Murrey  
Acct. Exec. and Space Buyer ..... Ted Levy  
Production Manager ..... C. S. Barnes  
Radio Production ..... E. Bushee,  
L. L. Gross  
Research ..... J. MacMillan

#### Branch Office

400 McCornick Bldg., Salt Lake City, Utah  
Phone Wasatch 4124  
David Glatt V. B. Murray Yvonne Rose

### LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco, Calif.  
Phone Sutter 7340  
ANPA — ABP — AAAA — NOAB

#### Officers

President ..... Leon G. Livingston  
Vice-President ..... W. C. Day  
Production Manager ..... B. B. Bierderman

## ADVERTISING AGENCIES

### LOCKWOOD-SHACKELFORD ADVERTISING AGENCY

122 East Seventh St., Los Angeles, Calif.  
Phone Trinity 9801  
ANPA — NOAB

#### Officers

President ..... M. W. Shackelford  
Vice-President ..... Russell N. Lockwood  
Secretary ..... Ralph D. Lockwood

### LOGAN & STEBBINS

811 West Seventh St., Los Angeles  
Phone Trinity 8821  
AAAA — ANPA — PPA — ABP — NOAB

#### Officers

President ..... B. A. Stebbins  
Vice-President ..... D. L. Logan  
Director of Radio ..... B. A. Stebbins  
Time Buyer ..... Arthur W. Gudelman  
*Radio Accounts Placed*—Signal Oil Co.,  
Ward Refrigerator Co.

### LONG ADVERTISING SERVICE

19 N. Second St., San Jose, Calif.  
Phone Ballard 5600  
ANPA — PPA — AAAA — NOAB

#### Officers

Owner ..... Alvin Long  
Office Manager ..... Wayne Lenz  
Secretary ..... Lucille L. Robertson  
Radio Department ..... Gertrude B. Murphy

#### Branch Office

681 Market St., San Francisco, Calif.  
Phone Douglas 3168

Manager ..... Hassel W. Smith

### W. E. LONG CO.

155 North Clark St., Chicago, Ill.  
Phone RAndolph 4606  
ANPA

#### Officers

President ..... W. E. Long  
V.P.-Treasurer ..... Lloyd R. Wolfe  
Vice-President ..... Walter D. Warrick  
Secretary ..... Mildred Allrich

### LORD & THOMAS

247 Park Ave., New York, N. Y.  
Phone Wickersham 2-6600  
AAAA — ANPA — ABP — PPA

#### Officers

President ..... Don Francisco  
Executive Vice-President ..... Sheldon R. Coons  
Vice-Presidents ..... Thomas Keresey,  
Edgar Kobak  
Vice-President & Radio Director,  
Edward Lasker

#### Branch Offices

919 N. Michigan Ave., Chicago, Ill.  
Phone Superior 4800

## **ADVERTISING AGENCIES**

Executive Vice-President... David M. Noyes  
Vice-President..... Mary L. Foreman  
Vice-President-Treasurer... William R. Sachse  
Radio Time Buyer..... Holly Shively  
6331 Hollywood Blvd., Hollywood, Calif.  
Phone Hollywood 6265  
Manager ..... Tom McAvity  
601 West Fifth St., Los Angeles, Calif.  
Phone Michigan 7651  
Vice-President ..... Don Belding  
235 Montgomery St., San Francisco, Calif.  
Phone Sutter 2355  
Vice-President ..... John Whedon  
*Radio Accounts Placed*—American Tobacco Co., Pepsodent Co., Cities Service So., Lady Esther, Ltd.; Union Oil Co., International Cellulotton Products Co., Jell-Well Dessert Co., Tidewater Associates Oil Co., M. J. B. Company, California Walnut Growers, Calajo Growers of California, Beatrice Creamery Co.

### **HAYS MacFARLAND & COMPANY**

333 North Michigan Ave., Chicago, Ill.  
Phone Randolph 9360  
ANPA — PPA — ABP — SNPA

#### *Officers*

President..... Hays MacFarland  
Treasurer..... B. Ruttingh  
Secretary..... B. Ruttingh  
1st Vice-President..... Malcolm A. Jennings  
Vice-Presidents..... Andrew Coburn,  
A. B. Dicus, R. R. McGregor, Herbert C. Illium  
Asst. Director of Radio..... Evelyn Stark  
*Radio Accounts Placed*—Stewart-Warner Corp., Kellogg Co. (for Wheat Krispies).

### **MacLAREN ADVERTISING CO. LTD.**

372 Bay St., Toronto, Ont., Canada  
Phone Elgin 0321-2551

CAVA

#### *Officers*

President-General Manager... J. A. MacLaren  
Vice President-Assistant General  
Manager..... E. V. Reebnitzer  
Director of Broadcast Advertising,  
C. M. Pasmore  
Assistant ..... M. Rosenfeld  
Radio Department Secretary... V. E. Ralph  
*Branch Office*  
901 Dominion Square Bldg.,  
Montreal, Que., Canada  
Phone Plateau 9556  
Office Manager..... E. H. H. Smith  
Broadcast Advertising Executive,  
Walter Downs

*Radio Accounts Placed* Dominion Rubber Co., General Motors Corp., Hydro-Electric Power Commission of Ontario, Imperial Oil, Ltd.; Oneida Community, Ltd.; People's Credit Jewelers, Tuckett, Ltd.

### **MacMANUS, JOHN & ADAMS, INC.**

12th and 14th Floors, Fisher Bldg.  
Detroit, Mich.  
Phone Trinity 2-8300  
ANPA — PPA — ABP

#### *Officers*

President..... W. A. P. John  
Treasurer..... James R. Adams  
Secretary..... John R. MacManus  
Exec. Vice-President..... James R. Adams  
Vice-Presidents..... Harvey G. Luce,  
John R. McManus  
Director of Radio..... Elmer Froelich  
Assistant Treasurer..... Leo A. Hillebrand

#### *Branch Office*

Monadnock Bldg., 681 Market St.,  
San Francisco, Calif.

*Radio Accounts Placed*—Pontiac Motor Co., Cadillac Motor Co., Tivoli Brewing Co., Boydell Paint & Varnish Co., Peters Cleaners & Dyers.

### **MALCOLM-HOWARD ADVERTISING AGENCY**

20 East Jackson Blvd., Chicago, Ill.  
Phone Webster 2110  
APA

#### *Officers*

Owner..... Arthur M. Holland  
Radio Director..... John Sullivan  
Continuity Director..... Ray Freedman  
*Radio Accounts Placed* — Nu-Enamel, Wham Corp., Roller Derby, Newart Co., Rubin's, Holland's Jewelers, Joy Candy Shoppes, Cascade Laundries, Alert Laundry, Zion Tabernacle.

### **MARSCHALK & PRATT, INC.**

535 Fifth Ave., New York, N. Y.  
Phone V Underbilt 3-1525  
ANPA — PPA — ABP

#### *Officers*

Chairman of Board..... G. K. Simonds  
President..... Harry C. Marschalk  
Treasurer..... Harry C. Marschalk  
Secretary..... Arthur R. Anderson  
Vice-Presidents..... Wilbur E. Johnson,  
S. H. Giellerup, S. L. Meulendyke.  
Director of Radio..... Curt Peterson  
Radio Continuity Writers... G. W. Freeman,  
Barrett Brady, E. T. Clark  
*Radio Accounts Placed*—Underwood Elliott Fisher Co., Roger & Gallett, Standard Oil Co. of N. J., National Lead Co., Postal Telegraph Co., Rogers Peet Co., Schering Corp., Dunn & McCarthy, Inc.

### **J. M. MATHES, INCORPORATED**

122 East 42nd St., New York, N. Y.  
Phone LEXington 2-7450

#### *Officers*

President..... J. M. Mathes  
Treasurer..... A. E. Cox  
Secretary..... Carle Rollins



Vice-Presidents.....William B. Okie,  
Hyland L. Hodgson, C. L. Landon, Lester  
Loh, Charles O'Donnell  
Director of Radio.....Wilfred S. King  
Assistant Director.....Fletcher Turner  
*Radio Accounts Placed*—Ludens, Inc.; National  
Carbon Co., New York State Milk  
Publicity, Canada Dry Ginger Ale, Magazine  
Repeating Razor Co., Cocomalt Co.

•  
**MAXON, INC.**

2761 E. Jefferson Ave., Detroit, Mich.  
Phone Fitzroy 5710  
ANPA — PPA

*Officers*

Chairman of Board.....Lou R. Maxon  
President .....T. K. Quinn  
Vice-President .....Searle Hendee  
Treasurer.....W. I. O'Neil  
Radio Time Buyer.....H. G. Selby

*Branch Offices*

570 Lexington Ave., New York, N. Y.  
Phone Eldorado 5-2930

Radio Director.....Don Forker  
Heights-Rockefeller Bldg., Cleveland, O.  
Phone Yellowstone 7774

Vice-President .....Ray Baker  
919 N. Michigan Ave., Chicago, Ill.  
Phone Delaware 3536  
L. J. Sholty

*Radio Accounts Placed*—General Electric  
Co.; H. J. Heinz Co.

•  
**WILLIAM DOUGLAS McADAMS**

25 West 43rd St., New York, N. Y.  
Phone BRyant 9-1404  
ANPA — PPA — APA

•  
**CHESTER H. McCALL COMPANY,  
INC.**

General Motors Bldg., New York, N. Y.  
Phone Circle 6-0481  
PPA

*Officers*

President.....Chester H. McCall  
Executive Vice-President...Vincent J. Galbo  
Secretary-Treasurer.....Otis T. Wingo  
Copy Chief.....Joseph H. Jackson  
Radio Director.....David Murray  
Space Buyer.....Lillian A. Yokey  
Production .....Richard Ryan

*Branch Office*

First National Bank Bldg., Baltimore, Md.  
Vice-President.....Kenneth C. Watson

•  
**McCANN-ERICKSON, INC.**

285 Madison Ave., New York, N. Y.  
Phone Lexington 2-1700  
AAAA — ANPA — PPA — ABP

*Officers*

President .....H. K. McCann  
Secretary and Treasurer..John L. Anderson  
Director Research.....L. D. Weld

**ADVERTISING AGENCIES**

Vice-Presidents: Harrison Atwood, Raymond  
Atwood, E. C. Bennett, L. E. Firth, E. D.  
Hill, E. Palmer, Gordon E. Hyde, Myron  
C. Leckner, E. D. Madden, E. O. Perrin,  
C. A. Posey.

Vice-President-Creative Director..L. S. Briggs  
Radio Time Buyer.....Francis Conrad  
Program (Evening) Director,

Dorothy Barstow

Program (Daytime) Director,

Stuart D. Ludlum

In Charge of Production..Margaret E. Jessup

*Branch Offices*

910 S. Michigan Ave., Chicago, Ill.  
Phone Webster 3701

Vice-President and Manager,

Homer Havermale

Vice-President.....H. G. Smith  
Guardian Bldg., Cleveland, O.

Phone Cherry 3490

Vice-President and Manager,

Royal M. Alderman

Penobscot Bldg., Detroit, Mich.

Phone Randolph 9550

Vice-President and Manager..Donald C. Hight  
Patterson Bldg., Denver, Colo.

Phone Keystone 4297

Manager.....J. S. Barrows  
448 S. Hill St., Los Angeles, Calif.

Phone Michigan 4049

Manager.....August J. Bruhn  
114 Sansome St., San Francisco, Calif.

Phone Douglas 5560

Vice-President and Manager..Henry Q. Hawes  
Skinner Bldg., Seattle, Wash.

Phone Main 7459

Manager .....Vernon Churchill  
Public Service Bldg., Portland, Ore.

Phone Atwater 4305

Manager .....Vernon Churchill  
*Radio Accounts Placed*—Axton-Fisher To-

bacco Co.; Gruen Watch Co.; Pacific Coast  
Borax Co.; Standard Oil of California;  
Chesebrough Mfg. Co.; Standard Oil of  
Ohio; Crowell Publishing Co.; Provident  
Loan Society of New York; Standard  
Brands; Stanco Inc.; Consolidated Edison  
of N. Y.; Daggett & Ramsdell Co.

•  
**THE McCORD COMPANY**

1225 First National-Soo Line Bldg.,  
Minneapolis, Minn.  
Phone Bridgeport 1225  
APA — ANPA — PPA

*Officers*

President & Treasurer.....R. D. McCord  
Vice-President .....Louis Melamed  
Secretary & Space Buyer.....C. F. Baker  
Production Manager.....Lee Skaar

*Radio Accounts Placed*—Hamm Brewing  
Co., International Harvester Co., McConnon  
& Co., Zinsmaster Baking Co., Coast-to-oCast  
Stores, Conrad Fur Co., W. H. Barber Oil Co.

## ADVERTISING AGENCIES

### McJUNKIN ADVERTISING CO.

228 N. LaSalle St., Chicago, Ill.  
Phone State 5060

#### Officers

President.....William D. McJunkin  
Executive Vice-President.....Gordon Best  
V.P. in Charge of Radio.....Frank R. Steel  
Vice-Presidents.....Roy M. Kirtland,  
I. M. Tutor, R. W. Sparks  
Media Dept. Manager.....R. W. Shadinger  
Production Manager.....W. C. Mottershead  
*Radio Accounts Placed*—Feltman & Curme  
Shoe Store Co., Chicago Motor Club, Princess  
Pat. Ltd., Service Life Insurance Co., Brunner  
Bros., Curtiss Candy Co.

### McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.  
Phone Locust 4737

ANPA PPA

#### Officers

President.....Roy J. McKee  
Vice-President-Treasurer.....David R. Albright  
Secretary.....T. E. Libby  
*Branch Office*  
30 Rockefeller Plaza, New York, N. Y.  
Phone Columbus 5-2058

### A. McKIM, LTD.

Confederation Bldg., Montreal, Que., Canada  
Phone Lancaster 5192

#### Officers

President-General Manager.....C. T. Pearce  
Vice-President.....J. M. Baxter  
Assistant General Manager,

A. Fairbairn Smith

Radio Director.....Don Henshaw  
*Branch Offices*

320 Bay St., Toronto, Ont., Canada  
Phone Elgin 5351

Royal Bank Bldg., Winnipeg, Man., Canada  
Manager.....A. A. Brown

Vancouver, B. C., Canada

Manager.....F. S. Auger  
Dennis Bldg., Halifax, N. S., Canada  
Phone Bishop 6917

Manager.....W. J. McKay

### DAN B. MINER CO.

250 Chamber of Commerce Bldg.,  
Los Angeles, Calif.  
Phone Richmond 3101  
AAAA—ANPA ABP

#### Officers

President.....Dan B. Miner  
Treasurer.....M. R. Sweeney  
Vice-Presidents.....J. C. Morse,  
Isabel Moses, L. L. Johnston, Fred W.  
Meyer  
Director of Radio.....John Guedel

### MITCHELL-FAUST ADVERTISING CO.

230 N. Michigan Ave., Chicago, Ill.  
Phone State 6610

ANPA PPA APA—NOAB  
*Officers*

President.....Paul E. Faust  
Treasurer.....Lyman L. Weld  
Secretary.....R. A. L. Herweg  
Vice-Presidents.....L. H. Copeland,  
Clyde M. Joice  
V.P. & Radio Director.....Paul Holman Faust  
Space Buyer.....C. J. Turner  
Production.....Calvin S. Boynton

### RAYMOND R. MORGAN CO.

6332 Hollywood Blvd., Hollywood, Calif.  
Phone Hempstead 4194

#### Officers

President.....Raymond R. Morgan  
Vice-President.....Ernest Hix  
General Manager.....R. E. Messer  
Director of Radio.....Cyril Armbrister  
Radio Continuity Writers, James J. McCleery,  
Catherine Turney  
*Radio Accounts Placed*—Stokely-Van Camp  
Co., Folger Coffee Co.

### MORRIS, SCHENKER-ROTH, INC.

230 N. Michigan Ave., Chicago, Ill.  
Phone State 4050

ANPA—PPA

#### Officers

President & Treasurer.....Philip Morris  
Secretary.....Edgar Bernhard  
Vice-Presidents, S. M. Roth, B. W. Schenker  
Director of Radio.....Harold L. Weiler  
*Radio Accounts Placed*—Premier Pabst  
Sales Co., Allied Mills, Inc.

### MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York, N. Y.  
Phone LEXington 2-6727

PPA

#### Officers

President.....Roy Head  
Vice-President and Manager.....Carl J. Ballicett  
Secretary and Treasurer.....J. Van MacNair  
Radio Director.....Richard Nicholls  
*Radio Accounts Placed*—Vick Chemical  
Co.

### FARAON JAY MOSS, INC. ASSOCIATES

1112 Hilldale Ave., Hollywood, Calif.  
Phone Bradshaw 2-4986

#### Officers

President.....Ross Marshall  
Vice-President.....J. Hubert Critser  
Treasurer-Radio Director.....Ardys Moss  
Secretary.....D. Williams  
Time Buyer.....Faraon J. Moss

### C. WENDEL MUENCH & COMPANY

210 E. Ohio St., Chicago, Ill.  
Phone Whitehall 7717

ANPA—PPA—ABP

*Officers*

President.....C. W. Muench  
Director of Radio.....Géorge Euwema  
*Radio Accounts Placed*—Chappel Bros, Inc., Durkee Famous Foods, Fugi Trading Co., U. R. E. Druggist, Inc., Siren Mills Corp., The Vollrath Co.

**J. P. MULLER & CO.**

19 West 44th St., New York, N. Y.  
Phone, MURray Hill 2-2085  
ANPA — ABP — PPA

*Officers*

President-Treasurer.....A. H. Lange  
Vice-President.....G. R. Katz  
Secretary.....H. J. Schnittger

**NEEDHAM, LOUIS & BRORBY, INC.**

360 N. Michigan Ave., Chicago, Ill.  
Phone State 5152  
AAAA — ANPA — PPA — ABP

*Officers*

President.....Maurice H. Needham  
Secretary-Treasurer.....O. R. Stadelman  
Vice-Presidents.....J. J. Louis,  
Melvin Brorby, Harry Phelps  
Program Director.....Helen Wing  
Radio Producer.....Cecil Underwood  
*Radio Account Placed*—S. C. Johnson & Son, Inc.

**NEISSER-MEYERHOFF, INC.**

400 N. Michigan Ave., Chicago, Ill.  
Phone Delaware 7860  
ANPA — PPA

*Officers*

President.....Arthur E. Meyerhoff  
Secretary and Treasurer...Walter R. Neisser  
Radio Director.....Nelson A. Shawn  
*Branch Offices*

530 W. Sixth Ave., Los Angeles, Calif.  
Phone Madison 1151

759 N. Milwaukee St., Milwaukee, Wis.  
Phone Marquette 3144

*Radio Account Placed*—Wm. Wrigley Jr. Co., Automatic Soap Flakes Co., Lakeside Biscuit Co., Catalina Island, Edwards Motors, The Hub, Schaff Sausage Co.

**NEWELL-EMMETT COMPANY**

40 East 34th St., New York, N. Y.  
Phone ASHland 4-4900  
AAAA — ANPA — PPA — ABP — PRB —  
SAAA — SNPA

*Officers*

President.....C. D. Newell  
Treasurer.....F. H. Walsh  
Secretary.....R. L. Strobbridge  
Vice-Pres. in Charge of Radio..Wm. Reydel  
*Radio Accounts Placed*—Liggett & Myers Tobacco Co. (Chesterfields), Thomas Cook & Son, Loose-Wiles Biscuit Co.

**ROBERT S. NICHOLS AGENCY**

Lloyd Bldg., Seattle, Wash.  
Phone Seueca 0050

**ADVERTISING AGENCIES**

*Officers*

Owner.....R. S. Nichols  
Radio Continuity Writer...Jack McClintock  
Feature Program Writer.....Robert Hillis  
*Radio Accounts Placed*—Ben Tipp, Jeweler; Columbia Lumber Co., Utilities Engineering Co., Monolith Portland Cement Co., Colotype Corp., Del Teet Furniture Co., First Savings & Loan Assn., Dr. R. M. Mellor, Langlow-Gragg Business School, Roscoe Manufacturing Co., Westermans, Inc.

**BURTON A. OSTERHOUDT**

900 State Bank Bldg., Albany, N. Y.  
Phone 4-2175

*Officers*

Owner.....Burton A. Osterhoudt  
Secretary.....C. D. Osterhoudt

**PARIS & PEART**

370 Lexington Ave., New York, N. Y.  
Phone Caledonia 5-9840  
ANPA — ABP — PPA

Co-Partners .....A. G. Peart,  
John H. Rehm  
Radio Time Buyer .....Eugene J. Cogan  
*Radio Account Placed*—The Great Atlantic & Pacific Tea Co., John Wiley Jones Co., Pennsylvania Refining Co.

**PAYNE ADVERTISING AGENCY**

Smith-Young Tower, San Antonio, Texas  
Phone Garfield 6371  
APA — SAAA

*Officers*

President .....J. B. Payne  
Treasurer .....Eleanor Payne

**PECK ADVERTISING AGENCY, INC.**

444 Madison Ave., New York, N. Y.  
Phone PLaza 3-0900  
AAAA  
*Officers*

Chairman of Board.....Harry Peck  
President.....A. H. Messing  
Secretary-Treasurer .....Harry Krawitz  
Vice-President.....Walter Schwartz  
Director of Radio.....Arthur Sinzheimer  
Radio Continuity Writers.Ralph Lieberman,  
Eva Monty, Geo. Glass  
*Radio Accounts Placed*—Carfix, Oldtyme Distillers, Garcia Grande Cigars, S. Grover Graham Co., Glyco-Thymoline, Beverwyck Breweries, Tastyeast, Inc.; Fairfax Tobacco Co., Hammondsport Wineries, Wise Shoes, Candicod, Jones Furniture Mfg. Co., Aetna Insurance Co., Gold Recovery Corp., Roxy Clothes, Inc.

**PEDLAR & RYAN, INC.**

250 Park Ave., New York, N. Y.  
Phone Eldorado 5-7700

AAAA — ANPA — PPA — ABP

## **ADVERTISING AGENCIES**

### *Officers*

President.....Thomas L. L. Ryan  
 Secretary and Treas.....Arthur Cobb, Jr.  
 Vice-Presidents.....Lawrence L. Shenfield,  
 Francis J. Doherty  
 Director of Radio.....Gregory Williamson  
 Radio Copy Chief.....John Archer Carter  
 Radio Producers.....Edgar G. Sisson, Jr.,  
 Elisabeth Howard  
 Radio Continuity Writers..John Archer Car-  
 ter, Robert J. Mann, Cyril Mullen, Beth  
 Young, Finis Farr, Irna Phillips, Elaine  
 Sterne Carrington  
*Radio Accounts Placed*—The Procter &  
 Gamble Co. (Chipso, Camay Soap, Dash),  
 Pinoleum Co., Bristol-Myers Co., The Borden  
 Co.

### **THE POTTS TURNBULL COMPANY**

10th Floor, Carbide & Carbon Bldg.  
 Kansas City, Mo.  
 Phone Victor 9400  
 ANPA — PPA

### *Officers*

President.....W. J. Krebs  
 V-P-Production Mgr.....D. Dexter  
 Secretary.....C. F. Magill  
 Treasurer.....E. T. Chester  
 Time Buyer.....B. G. Wasser

### **PRESBA, FELLERS & PRESBA**

360 N. Michigan Ave., Chicago, Ill.  
 Phone Central 7683  
 APA — ABP

### *Officers*

President.....Bert S. Presba  
 V-P in Charge of Radio.....E. A. Fellers  
 Secretary.....Will B. Presba  
*Radio Accounts Placed*—De Forest Tarin-  
 ing, Flex-O-Glass Mfg. Co., Household Maga-  
 zine, Mantle Lamp Co., Earl E. May Seed  
 Co., Olson Rug Co., Ryde & Co., Dr. Scholl  
 Foot Comforts, Service Life Insurance Co.,  
 United Factories, Inc.; Zanol Products.

### **THE L. W. RAMSEY CO.**

Union Bank Bldg., Davenport, Iowa  
 Phone 3-1889  
 ANPA — PPA

President & Treasurer.....L. W. Ramsey  
 Secretary.....E. G. Naeckel  
*Branch Office*

230 N. Michigan Ave., Chicago, Ill.  
 Phone Franklin 8155

Vice-President.....F. L. Eason  
 Director of Radio.....Fred Herendeen  
*Radio Accounts Placed*—F. W. Fitch Co.

### **CHAS. DALLAS REACH CO.**

58 Park Place, Newark, N. J.  
 Phone Market 3-5100  
 AAAAA — ANPA — PPA — ABP

### *Officers*

President.....Chas. Dallas Reach  
 Treasurer.....E. M. Reach

Vice-President.....Howard E. Sands  
 Director of Radio.....Chas. Dallas Reach  
*Branch Office*  
 Syracuse, N. Y.

Phone Syracuse 3-3136

Manager.....Howard E. Sands  
*Radio Accounts Placed*—Admiracion Lab-  
 oratories, Inc.; Strongheart Dog Food, Cut-  
 Rite Waxed Paper, Dugan Bros.

### **REDFIELD-JOHNSTONE, INC.**

247 Park Ave., New York, N. Y.  
 Phone PLAZA 3-6121  
 ANPA — PPA — ABP

### *Officers*

Chairman of the Board.....L. L. Redfield  
 President.....E. F. Johnstone  
 Vice-Presidents.....B. L. Rottenberg  
 E. T. T. Williams, J. J. McNevin.  
 Treasurer-Space Buyer.....B. L. Rottenberg  
 Secretary-Asst. Treas.....A. Hollander  
 Copy Chief.....D. O'Brien  
 Art Director.....S. Weiss  
 Production Manager...J. Russell McCarthy  
 Rate & Contract Dept.....H. Hiller  
 Radio Department.....N. S. Livingston  
 Radio Production.....R. Du Brown

### **MORGAN REICHNER CO.**

400 Madison Ave., New York, N. Y.  
 Phone Wickersham 2-3100  
 APA — ABP — PPA — AAAAA — NOAB

### *Officers*

President-Treasurer.....M. S. A. Reichner  
 Vice-Presidents.....Amos Stote,  
 Charles H. Bauer  
 Secretary.....Harold A. Bowman

### **EMIL REINHARDT ADVERTISING AGENCY**

324 - 13th Street, Oakland, Calif.  
 Phone Templebar 2408  
 ANPA

### *Officers*

Owner.....Emil Reinhardt  
 Radio Producer and Writer.....Dave Lane  
*Radio Accounts Placed*—Kilpatrick's Bread,  
 Standard Beverage Ltd., The Fruzert Co.,  
 Parisian Baking Co., Jeff Townsend Co.

### **REISS ADVERTISING, INC.**

1270 Sixth Ave., New York, N. Y.  
 Phone COLUMBUS 5-4632  
 ABP — APA

### *Officers*

President.....Joseph Reiss  
 Secretary-Treasurer.....B. M. Reiss  
 V-P & Radio Director.....Harold Reiss  
 Account Executives.....Melvin Freud,  
 N. T. Barrett.

### **ROCHE, WILLIAMS & CUNNYNGHAM, INC.**

310 S. Michigan Ave., Chicago, Ill.  
 Phone Harrison 8490

*Officers*

President.....J. P. Roche  
Treasurer.....D. J. Kelly  
Secretary.....M. F. Williamson  
Vice-Presidents.....J. M. Cleary, S. Weston,  
Guy C. Pierce, Lloyd Maxwell  
Director of Radio.....N. J. Cavanagh  
Radio Continuity Writers.....J. H. Kelly,  
G. Hammill, R. A. Seng

*Branch Office*

1500 Chestnut St., Philadelphia, Pa.  
Phone Rittenhouse 3750  
Guy C. Pierce (in charge)

*Radio Accounts Placed*—The Studebaker Corp., The Cudahy Paking Co., Williams Oil-O-Matic Heating Corp., Sun Oil Co., Horlick's Malted Milk Corp., The Milwaukee Road.

**ROGERS & SMITH**

20 North Wacker Drive, Chicago, Ill.  
Phone, DEarborn 0021  
ANPA — ABP — PPA

*Officers*

President.....Walter E. Smith  
Vice-President.....Ray H. Reynolds  
Secretary.....Howard N. Smith  
Treasurer.....Charles B. Rogers  
Radio Department.....Roland R. Blair,  
Hope Smith.

*Affiliated with Roger & Smith, Dallas.*

**ROGERS & SMITH**

714 Wholesale Merchants Bldg., Dallas, Tex.  
Phone 7-1477  
SAAA

*Officers*

Owner.....Herbert A. Rogers  
Director of Radio.....Connie Joan Connor  
Radio Producer.....Howard N. Smith  
Radio Continuity Writer, Connie Joan Connor  
*Radio Accounts Placed*—Naughton Farms,  
Horse & Mule Assoc. of America, American  
Pad & Textile Co.

*Affiliated with Rogers & Smith, Chicago.*

**ROHRABAUGH & GIBSON**

1714 Lincoln-Liberty Bldg., Philadelphia, Pa.  
Phone, RIttenhouse 0557  
ANPA — PPA — ABP

*Officers*

Partners.....C. M. Rohraugh,  
J. C. Gibson.

**ARTHUR ROSENBERG CO., INC.**

570 Seventh Ave., New York, N. Y.  
Phone CHickering 4-4420  
ANPA — PPA — APA

*Officers*

President.....Arthur Rosenberg  
Vice-President.....Samuel Rubenstein

**ADVERTISING AGENCIES**

Secretary.....A. A. Rosenberg  
Treasurer.....Charles S. Silver  
Copy Chief.....Brooke Farley  
Production Manager.....H. B. Fleischman  
Research Director.....Walter Alwyn-Schmidt  
Radio Director.....C. K. Kaufman

**ALBERT M. ROSS, INC.**

9 Rockefeller Plaza, New York, N. Y.  
Phone Circle 6-3340  
ANPA

*Officers*

Pres. & Director of Radio....Albert M. Ross  
Secretary & Treasurer.....Ruth R. Ross

**ROZENE ADVERTISING COMPANY**

53 Cannon St., Bridgeport, Conn.  
Phone 5-0552

*Officers*

Director of Radio.....Jack I. Rozene  
Assistant Director.....Leon Rozene  
Sales Manager.....Harry Abronson  
Radio Continuity Writer.....A. Weisman

*Radio Accounts Placed*—Michaels Jewelers,  
United Men's Shop, Leventhal Furniture Co.,  
Outlet Clothing Co.

**RUTHRAUFF & RYAN, INC.**

405 Lexington Ave., New York, N. Y.  
Phone MURray Hill 6-6400  
AAAA — ANPA — PPA — ABP

*Officers*

President.....F. B. Ryan  
Vice-President & Treasurer..W. B. Ruthrauff  
Secretary.....Ralph Van Buren  
V-P & Director of Radio...Lawton Campbell  
Assistant.....S. Heagan Bayles  
Supervisor of Evening Programs

Merritt W. Barnum  
Supervisor of Daytime Programs  
Herschel Williams, Jr.  
Asst. Supervisor of Daytime Programs

Marguerite Dougherty  
Director of Radio Publicity...John Gordon  
Production Directors.....Nate Tufts,  
F. Bourne Ruthrauff, John Loveton.  
Radio Commercial Director...Ruth Bordon  
Commercial Writers.....Regina Morgan,  
Avery Giles, Vivian Washburn, Florence  
Miles, Donald Wallace.

*Branch Offices*

360 N. Michigan Ave., Chicago, Ill.  
Phone Randolph 2625  
Manager.....Paul Watson  
In Charge of Radio.....Ros Metzger  
7430 Second Boulevard, Detroit, Mich.  
Phone Madison 1980  
Manager.....Ellis J. Travers

## ADVERTISING AGENCIES

812 Olive St., St. Louis, Mo.  
Phone Main 0128

1680 N. Vine St., Hollywood, Calif.  
Phone Hillside 7593

Vice-President in Charge West Coast  
Radio.....Edmund B. Ruffner  
Production Directors.....Clark Andrews,  
Everard Meade.  
Commercial Writers.....Edward Ettinger,  
Frederick Sard.

*Radio Accounts Placed*—Alka Dent Products Co., Bree Cosmetics, Inc., Canadian Ionized Yeast Co., Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Dodge Motor Corp., H. Fendrich, Inc., B. F. Goodrich Co., Gunther Brewing Co., Hitecon Corp., Holland Furnace Co., Hyde Park Brewers Assn., Independent Grocers' Alliance, Ionized Yeast Co., M. J. Lanahan, Inc., Lever Bros. Co., Lever Bros. Ltd., Noxema Chemical Co., Oshkosh B'Gosh, Inc., Penn Tobacco Co., Quaker Oats Co., Star Brewery, Inc., Sterling Brewery, Inc.

### SCHOLTS ADVERTISING SERVICE

Scholts Bldg., 1201 W. 4th St.,  
Los Angeles, Calif.  
Phone Michigan 2393

#### Officers

Owner-Manager.....William G. Scholts  
Office Manager.....C. V. Brinson  
Radio Director.....Tom Scholts  
Production Manager.....G. L. Myhro  
Space Buyer.....L. Degner

### SCHWIMMER & SCOTT

75 E. Wacker Drive, Chicago, Ill.  
Phone Dearborn 1818  
ANPA — PPA — APA

#### Officers

Partners.....Walter Schwimmer, R. J. Scott  
Directors of Radio.....Cecil Widdifield,  
N. E. Heyne.

### RUSSEL M. SEEDS COMPANY, INC.

Palmolive Bldg., Chicago, Ill.  
Phone Delaware 1046  
ANPA — PP — ABP — PRB — SNPA

#### Officers

President.....Freeman Keyes  
Chairman of Board.....Freeman Keyes  
Treasurer.....Jack Harding  
Secretary.....Jack Harding  
Vice-President.....Paul Richey

#### Branch Offices

Lemeke Bldg., Indianapolis, Ind.  
Paul Richey  
Jack Harding  
Music Hall Bldg., Cincinnati, Ohio  
John Lair

*Radio Accounts Placed*—W. A. Sheaffer Pen Co., Pinex Co., General Mills, Inc., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp.

### THEODORE H. SEGALL ADVERTISING AGENCY

544 Market St., San Francisco, Calif.  
Phone Sutter 6557  
NCBA

#### Officer

Manager.....T. H. Segall

### SELVIAIR BROADCASTING SYSTEM, INC.

75 E. Wacker Drive, Chicago, Ill.  
Phone RAndolph 8877

#### Officers

President.....Arthur A. Kohn  
Secretary-Treasurer-Production Manager,  
Irving Rocklin  
Radio Director.....R. Handleman  
Continuity Dept.....Edna Glover,  
A. Dahlquist

### SHATTUCK & ETTINGER ADVERTISING CO.

Fox Wilshire Theatre Bldg.,  
Beverly Hills, Calif.  
Phone YOrk 8131

#### Officers

President.....Ross Shattuck  
Vice-President.....Margaret Ettinger  
Radio Director.....William C. Walsh

### SMALL & SEIFFER, INC.

24 W. 40th St., New York, N. Y.  
Phone Wisconsin 7-8765  
ANPA — PPA

#### Officers

President.....Albert Seiffer  
Treasurer.....Marvin Small

### THE C. BREWER SMITH ADVERTISING AGENCY

27 School St., Boston, Mass.  
Phone Lafayette 2391  
ANPA — NOAB

#### Officers

Owner.....C. Brewer Smith

## STACK-GOBLE ADVERTISING AGENCY

8 South Michigan Ave., Chicago, Ill.  
Phone Randolph 0160  
ANPA — PPA — APA

### Officers

President & Treasurer.....E. R. Goble  
Secretary.....E. A. Goble  
Vice-President.....H. L. Hulsbus  
Director of Radio.....Wynn Orr

### Branch Offices

400 Madison Ave., New York, N. Y.  
Phone PLaza 3-7445

Vice-Presidents...R. A. Porter, J. A. Butler  
1397 Jefferson, East, Detroit, Mich.  
Phone Cherry 5315  
Cliff Knobler

## STANDARD ADVERTISING AGENCY

2 West 45th Street, New York, N. Y.  
Phone VAnderbilt 3-3538

### Officers

President.....E. H. Karn  
Vice-President.....Elmer S. Hader  
Secretary.....M. M. McBride  
Production Manager.....L. A. Klein

## STEELE ADVERTISING AGENCY, INC.

714 M. & M. Bldg., Houston, Texas  
Phone Preston 9997

### Officers

President.....H. Wirt Steele  
Secretary-Treasurer.....E. J. Steele  
Vice-President.....Clarence Payne  
Director of Radio.....M. N. Lawrence

## STERLING ADVERTISING AGENCY, INC.

70 West 40th St., New York, N. Y.  
Phone LOngacre 5-4614  
ANPA — PPA — ABP

### Officers

President.....Joseph S. Edelman  
Vice-President.....Saul M. Brown  
Secretary.....William Forray  
Treasurer.....Herbert Goldsmith  
Time Buyer.....William Forray  
Radio Director.....Leon A. Friedman

## THE G. LYNN SUMNER CO.

285 Madison Ave., New York, N. Y.  
Phone CAledonia 5-4103  
ABP — PPA — ANPA — AAAA

### Officers

President-Treasurer.....G. Lynn Sumner  
Vice-President.....Mary Brooks Picken  
Secretary.....E. June Sumner  
Time Buyer.....E. R. Wood

## ADVERTISING AGENCIES

### SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio  
Phone Main 7142  
ANPA — PPA — APA

### Officers

President.....John F. Sweeney  
V.P. & Director of Radio.....Frank G. James  
Radio Account Placed—Firestone Tire & Rubber Co.

### J. WALTER THOMPSON CO.

420 Lexington Ave., New York, N. Y.  
Phone Mohawk 4-7700  
AAAA — ANPA — ABP — PPA

### Officers

President.....Stanley Resor  
Secretary.....Howard Kohl  
Treasurer.....Earle Clark  
Vice-Presidents: R. Lynn Baker, Lloyd Bailie, William L. Day, Henry C. Flower, Jr., Howard Henderson, Clement Watson, Henry M. Stevens, S. Hunter Richey, William Resor, Walter R. Hiam, Thayer Jaccaci, Gilbert Kenney, William G. Palmer, Samuel W. Meek, Jr., William C. McKeehan, Jr., Marvin S. Knight.  
Vice-President in Charge of Radio,

John U. Reber

Radio Time Buyer.....Linnea Nelson  
Radio Talent Buyers,

Tom Luckenbill, M. Holland

Radio Production Staff: A. K. Spencer, Robert A. Simon, Maury Holland, Gordon Thompson, Stan Quinn.

Continuity Writers: Tiffany Thayer, Robert A. Simon.

### Branch Offices

1549 North Vine St., Hollywood, Calif.  
Phone Hillside 7241

Vice-President.....Danny Danker  
Radio Production Staff: Calvin Kuhl, John Christ, Frank Woodruff, Robert Brewster, Tony Stafford.

Continuity Writers: Dick Meek, George Wells, Sandy Barnett, I. M. McManus, Edward Rice, Carroll Carroll, George Faulkner.

Radio Talent Buyer.....Paul Rickenbacker  
410 N. Michigan Ave., Chicago, Ill.

Phone Superior 0303

Vice-President and General Manager,

Henry T. Stanton

Vice-Presidents: Morton V. Wicland, Kenneth W. Hinks, Willard F. Lochridge, James D. Woolf.

601 West Fifth St., Los Angeles, Calif.  
Phone Michigan 5194

Manager.....T. Russell Paulson  
100 Bush St., San Francisco, Calif.

Phone Garfield 3510

Manager.....Arthur C. Farlow

## ADVERTISING AGENCIES

Shell Bldg., St. Louis, Mo.  
Phone Central 8040

Manager.....Raymond A. Mott  
2012 Exchange Bldg., Seattle, Wash.  
Phone Seneca 0655

Manager.....Norton W. Mogge  
*Radio Accounts Placed*—Standard Brands, Inc.; Elgin National Watch Co.; Lever Bros.; Simmons Co.; Emerson Drug Co.; Lamont, Corliss & Co.; Kraft-Phenix Cheese Corp.; Sealtest, Inc.; Shell Eastern Petroleum Products; Nash-Kelvinator Corp.; Zenith Radio Corp.; Penick & Ford, Ltd.; Pacific Salmon Fisheries, Kellogg Co.

### TOMASCHKE-ELLIOTT, INC.

1624 Franklin St., Oakland, Calif.  
Phone Glencourt 4941  
NOAB — NCBA

#### Officers

President.....F. L. Tomaschke  
Secretary.....William M. Maxfield  
V-P & Director of Radio.....Wallace F. Elliott  
*Radio Accounts Placed*—Cardinet Candy Co., Pacific Guano Co., Gordon-Allen, Ltd., Delta Clay Co., Hoyt Heater Co.,

### TRACY-LOCKE-DAWSON, INC.

1307 Pacific St., Dallas, Texas  
Phone 7-8655  
22 E. 40th St., New York, N. Y.  
Phone ASHland 4-1690  
AAAA — ANPA — PPA — ABP —  
PRB — SAAA — SNPA

#### Officers

President.....J. M. Dawson  
Treasurer-Secretary.....Howell H. Robins  
Vice-Presidents.....Raymond P. Locke,  
V. M. Wallace.  
Director of Radio.....J. J. Jeffries  
Radio Producers.....Raymond P. Locke,  
Joe M. Dawson, James A. McPhail.  
Radio Continuity Writers.....J. J. Jeffries,  
Glenn Addington, Ishmael Grant, Grace Spaulding, Eddie Dunn.

*Radio Accounts Placed*—Dr. Pepper Co., Imperial Sugar Co., Garza Sheets, Stanard-Tilton Milling Co., Bordon Co. of the Southwest, Mrs. Baird's Bread, Peters Shoe Co., W. S. Kirby Co., Chevrolet Dealers of the Southwest.

### UNITED STATES ADVERTISING CORP.

Home Bank Bldg., Toledo, Ohio  
Phone Main 8205  
AAAA — ANPA — PPA — ABP

#### Officers

President & Treasurer.....Ward M. Canaday  
Secretary.....Geo. W. Ritter  
Vice-President.....Edw. R. Wade

#### Branch Offices

612 N. Michigan Ave., Chicago, Ill.  
Vice-President.....James Ewell  
*Radio Accounts Placed*—Owens-Illinois Glass Co., Glass Container Association, Willys Overland Motors, Inc.

### VANDERBIE & RUBENS, INC.

540 N. Michigan Ave., Chicago, Ill.  
Phone Superior 8436  
ANPA — PPA — ABP — APA

#### Officers

President.....H. S. Vanderbie  
Vice-President.....Walter L. Rubens

#### Branch Offices

1535 Sixth Street, Detroit, Mich.  
542 Fifth Avenue, New York, N. Y.  
Phone Vanderbilt 6-2734

### WADE ADVERTISING AGENCY

208 W. Washington St., Chicago, Ill.  
Phone State 7369

#### Officers

Director.....W. A. Wade  
Assistant Director.....P. C. Lund  
Radio Time Buyer.....Louis Nelson  
Radio Producers.....W. E. Jones,  
P. C. Lund, Edward Simmons.  
Radio Continuity Writers.....R. E. Dwyer,  
L. W. Davidson.

*Radio Account Placed*—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Illinois Bottled Gas Co.

### WALKER & DOWNING

Oliver Bldg., Pittsburgh, Pa.  
Phone Grant 1900  
ANPA — ABP — PPA

#### Officers

President.....William S. Walker  
V-P-Treasurer.....Harold S. Downing  
Secretary.....Myrtle Miller  
*Radio Account Placed*—Allegheny Steel Co.

### WALSH ADVERTISING CO., LTD.

306-311 Guaranty Trust Bldg.,  
Windsor, Ont., Canada  
Phone 3-2416-7

#### Officers

President.....Thomas E. Walsh  
Secretary-Treasurer.....Ed. Wilkins  
General Manager.....C. B. Stenning  
Office Manager.....J. S. Finn  
Production Control.....E. Gater  
Radio.....W. A. McGuire

#### Branch Office

404 Victory Bldg., Toronto, Ont., Canada  
Phone Adelaide 3055  
Executive In Charge.....R. E. S. Green



## WARWICK & LEGLER, INC.

230 Park Ave., New York, N. Y.  
Phone MUrray Hill 6-8585

AAAA — ANPA — PPA — APA — NOAB

### Officers

President.....H. Paul Warwick  
Vice-President.....Henry Legler  
Other Vice-Presidents.....S. O. Youngheart,  
J. R. Warwick, Lester M. Malitz, Arthur  
Deerson.  
Secretary-Treasurer.....Robert H. Hughes  
Director of Radio.....Preston H. Pumphrey  
*Radio Accounts Placed*—The Wm. R. War-  
ner Co., The George W. Luft Company, Larus  
& Bro. Company, The Sherwin-Williams Com-  
pany.

## TUCKER WAYNE & CO., INC.

10 Pryor St., Atlanta, Ga.  
Phone Walnut 6701

ANPA — ABP — PPA — NOAB

### Officers

President.....Tucker Wayne  
Vice-President.....James L. Battle  
Treasurer.....M. Fambro  
Radio Director.....Douglas Duff Connah

## LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul, Minn.  
Phone Cedar 3777

### Officers

President.....Luther Weaver  
Associate.....Florian J. Schleck  
Director of Radio.....Elizabeth Watkins

## WEILL & WILKINS, INC.

247 Park Ave., New York, N. Y.  
Phone PLaza 8-0460

### Officers

President.....Norman I. Weill  
Executive V-P & Radio Director,  
Berne W. Wilkins  
Treasurer.....Mac Friedman  
Assistant Radio Director.....Norma Bruen  
Chief Staff Announcer.....Sam Brown  
Radio Talent Buyer.....Norman I. Weill  
Radio Production.....Larry Marks,  
Herbert Leonard.  
Musical Director.....Jerry Lee  
*Radio Accounts Placed*—Ellbee Furriers,  
Inc., Busch Kredit Jewelers, May's Thirty-  
Fourth Street, Metropolitan Merchant's Guild,  
Amac Company, Loan & Finance Advisory  
Council, Air Conditioning Training Corp.

## ADVERTISING AGENCIES

### MILTON WEINBERG ADVERTISING CO.

325 W. Eighth St., Los Angeles, Calif.  
Phone Tucker 4111  
ANPA — PPA — APA

### Officers

Co-Partners.....Milton Weinberg,  
Bernard Weinberg.  
Director of Radio.....George N. Laws

### WELLMAN ADVERTISING AGENCY

1631 Chestnut St., Philadelphia, Penna.  
Phone Rittenhouse 6576

### Officers

President-Radio Director.....F. A. Wellman

### THE WESSEL COMPANY

458 East 30th St., Chicago, Ill.  
Phone Victory 1300

### Officers

President.....E. Wessel  
Exec. V-P. and Treas.....Stanley L. Wessel  
Secretary.....Alfred Flesham  
Vice-President.....Theodore T. Weldon  
Director of Radio.....Theodore T. Weldon  
Assistant Directors.....R. U. Moore,  
W. L. Chesman  
Radio Producers.....James E. Sauter,  
Frank Easter  
Radio Continuity Writers...L. D. Sherman,  
E. Feiveisel

### Branch Offices

247 Park Ave., New York, N. Y.  
Phone Wisconsin 2-0077

Represented in N. Y. by James E. Sauter  
*Radio Accounts Placed*—Group of Ameri-  
can Banks, cooperative series on disk for  
undertakers, etc.

### WESTCO ADVERTISING AGENCY

625 Market St., San Francisco, Calif.  
Phone Sutter 6744

### Officers

President.....E. E. Sylvestre

### WESTON-BARNETT, INC.

Arts & Crafts Bldg., Waterloo, Ia.  
Phone 766  
ANPA — PPA

### Officers

President.....Wells H. Barnett  
Vice-President.....A. C. Barnett  
Secretary-Radio Director.....Phillips Taylor  
Treasurer.....F. G. Weston

### Branch Office

520 N. Michigan Ave., Chicago, Ill.  
Phone Whitehall 7725

## **ADVERTISING AGENCIES**

### **WARD WHEELOCK CO.**

Lincoln-Liberty Bldg., Philadelphia, Pa.  
Phone Rittenhouse 7500  
ANPA — PPA — APA

#### *Officers*

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Vice-President.....R. K. Strassman  
Secretary-Treasurer.....H. R. Doak  
Director of Radio.....Brewster Morgan

#### *Branch Offices*

Equitable Building  
Vine and Hollywood Blvd., Hollywood, Cal.  
Phone Hillside 0191  
Manager.....Miss Diana Bourbon  
120 Lexington Ave., New York, N. Y.  
Manager.....Col. Ralph K. Strassman  
*Radio Account Placed*—Campbell Soup Co.

### **EDWIN BIRD WILSON, INC.**

120 Wall Street, New York, N. Y.  
Phone Whitehall 4-1170  
AAAA — ANPA

#### *Officers*

President.....Edwin Bird Wilson  
Vice-President.....John C. Madden  
Secretary-Treasurer.....Edward J. Byrnes  
V-P In Charge of Radio...Frank A. Arnold

### **C. ELLSWORTH WYLIE CO.**

1709 W. 8th St., Los Angeles, Calif.

#### *Officers*

President.....C. Ellsworth Wylie

### **YOUNG & RUBICAM, INC.**

285 Madison Ave., New York, N. Y.  
Phone Ashland 4-3400  
AAAA

#### *Officers*

Chairman of Board.....Raymond Rubicam  
President.....Chester LaRoche  
Treasurer.....J. H. Geise  
Vice-President & Asst. to President,  
A. V. B. Geoghegan  
V-P & Plans Board Chairman,  
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Exec. Vice-Presidents.....Sigurd S. Larmon,  
Arthur Andrews, Donald Payne  
V-P & Mer. Director.....Samuel Cherr  
V-P & Copy Director...Charles L. Whittier

V-P & Director of Research...George Gallup  
V-P & Art Director.....Vaughn Flannery  
Vice-Presidents.....Edward Barnes,  
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Secretary.....H. Sidney Ward  
Director of Radio.....Thomas F. Harrington  
Radio Dept. Manager...Thomas H. A. Lewis  
Assistant Manager...Frederick W. Wile, Jr.  
Production Supervisor...Hubert Robinson, Jr.  
Talent Buyers.....Clarence Olmstead,  
Therese Lewis

Network Time Buyer.....Carlos A. Franco  
Spot Time Buyer.....Joseph Holmes, Jr.  
Radio Publicity.....Wm. J. Thomas, Jr.  
Production Directors.....Carol Irwin,  
William Rousseau, Adrian Samish, Ralph  
Skedged, Thomas J. Smith, Jack Van  
Nostrand, Harry Von Zell, Robert Welch.

#### *Branch Offices*

6253 Hollywood Blvd., Hollywood, Calif.  
Phone Hollywood 2734  
Mgr. & Production Supervisor,  
Joseph R. Stauffer  
Radio Publicity.....William L. Stuart  
Production Directors.....Harry Aekerman,  
Murray Bolen, Carroll O'Meara, Austin  
Peterson, Glenhall Taylor,  
331 N. Michigan Ave., Chicago, Ill.  
Phone Central 3112  
D. C. Schneider  
New Center Bldg., Detroit, Mich.  
Phone Detroit 2-1810  
John E. Reeder  
Star Bldg., Toronto, Canada  
Phone Elgin 0397  
Frank Goodman  
University Tower Bldg., Montreal, Canada  
Phone Plateau 4691  
E. D. Ring

*Radio Accounts Placed* American Cigar-  
ette & Cigar Co.; American Tobacco Co.  
(Half & Half); Bristol-Myers Co.; Cluett,  
Peabody & Co.; Fels & Co.; Gulf Oil Corp.;  
General Foods Corp. (Postum, Grape-Nuts,  
Jello, Swansdown Cake Flour, Calumet Bak-  
ing Powder, La France and Satina); Interna-  
tional Silver Co.; Gordon Baking Co.; Ha-  
waiian Pineapple Co.; R. H. Macy Co.

### **FREDERIC W. ZIV, INC.**

2436 Reading Road, Cincinnati, Ohio  
Phone University 6121  
PPA — APA

#### *Officers*

President-Treasurer.....Frederic W. Ziv  
Vice-President.....William Ziv  
V-P & Radio Director...John L. Simm  
Secretary.....M. R. Ziv

# 18,000,000 RADIO HOMES IN THE UNITED STATES

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A REPORT BY

## *The Joint Committee on Radio Research*

**E**STIMATE of radio homes in the United States as of January 1, 1938, is the latest available and was compiled by The Joint Committee on Radio Research. Committee was organized under the auspices of advertisers, advertising agencies, and broadcasters, primarily for the purpose of developing a standard method of obtaining radio information. Under the guidance of Paul F. Peter, then secretary of the Joint Committee, surveys were made and latest authentic source material was assembled for the work.

Total of 26,666,500 radio families in the U. S., as of January 1, 1938, is estimated at 82 per cent of all families in the country. This was an increase of 17 per cent over the 1936 estimate of the Committee. It is reasonable to assume that additional radio homes have come into being since the January 1, 1938, estimate was compiled with the increase, in proportion, close to that noted over 1936.

Figures do not represent the total number of radio sets in use, according to the Joint Committee, since there are more than one radio set in many homes, apart from those in public places, etc., and in automobiles. (Approximately 5,000,000 sets for automobiles have been purchased by car owners.)

With the aid of government departments in Washington, an estimate of families in the United States was prepared as of July 1, 1937, and this served as a base for further breakdowns by states and counties. This was tied in with the private surveys undertaken by the most approved methods.

# ESTIMATED NUMBER OF FAMILIES OWNING RADIO SETS URBAN AND RURAL BY STATE AND CENSUS GEOGRAPHIC DIVISIONS

## JANUARY 1st, 1938

STATE	URBAN			RURAL			TOTAL		
	JULY 1937 FAMILIES	% OWNER-SHIP	1938 RADIO FAMILIES	JULY 1937 FAMILIES	% OWNER-SHIP	1938 RADIO FAMILIES	JULY 1937 FAMILIES	% OWNER-SHIP	1938 RADIO FAMILIES
Alabama	207,000	75	154,600	463,000	48	220,600	670,000	56	375,200
Arizona	37,000	89	33,100	67,000	69	46,500	104,000	77	79,600
Arkansas	113,000	78	88,100	388,000	43	166,700	501,000	51	254,800
California	1,369,000	94	1,287,100	449,000	96	432,700	1,818,000	95	1,719,800
Colorado	152,000	91	138,200	136,000	70	95,300	288,000	81	233,500
Connecticut	306,000	92	281,400	131,000	92	120,700	437,000	92	402,100
Delaware	34,000	90	30,800	33,000	81	26,800	67,000	86	57,600
Dist. of Columbia	168,000	91	152,900	.....	..	.....	168,000	91	152,900
Florida	238,000	80	189,500	205,000	53	108,400	443,000	67	297,900
Georgia	245,000	74	180,500	471,000	40	190,300	716,000	52	370,800
Idaho	38,000	90	34,200	86,000	75	64,500	124,000	80	98,700
Illinois	1,526,000	93	1,426,600	537,000	80	430,500	2,063,000	90	1,857,100
Indiana	522,000	92	480,300	412,000	82	336,500	934,000	87	816,800
Iowa	281,000	93	262,500	399,000	79	315,300	680,000	85	577,800
Kansas	204,000	93	189,300	297,000	60	178,500	501,000	73	367,800
Kentucky	242,000	86	208,600	466,000	61	286,300	708,000	70	494,900
Louisiana	215,000	78	168,100	295,000	44	129,300	510,000	58	297,400
Maine	88,000	91	79,700	133,000	91	121,400	221,000	91	201,100
Maryland	251,000	90	225,100	159,000	82	130,000	410,000	87	355,100
Massachusetts	992,000	92	912,100	112,000	96	107,100	1,104,000	92	1,019,200
Michigan	827,000	93	771,100	393,000	89	351,100	1,220,000	92	1,122,200
Minnesota	331,000	93	309,300	321,000	77	247,600	652,000	85	556,900
Mississippi	91,000	71	64,600	403,000	35	142,400	494,000	42	207,000
Missouri	562,000	94	525,600	510,000	58	297,200	1,072,000	77	822,800
Montana	49,000	91	44,400	93,000	75	70,200	142,000	81	114,600
Nebraska	129,000	93	120,100	223,000	74	164,000	352,000	81	284,100

Nevada	12,000	91	11,000	18,000	97	17,500	30,000	95	28,500
New Hampshire	77,000	91	69,700	59,000	93	54,700	136,000	92	124,400
New Jersey	904,000	94	845,400	194,000	91	177,100	1,098,000	93	1,022,500
New Mexico	27,000	88	23,700	75,000	51	38,600	102,000	61	62,300
New York	2,806,000	93	2,623,300	566,000	90	509,000	3,372,000	93	3,132,300
North Carolina	206,000	79	161,900	530,000	47	246,700	736,000	55	408,600
North Dakota	28,000	94	26,200	128,000	73	93,400	156,000	77	119,600
Ohio	1,215,000	93	1,130,200	562,000	91	511,300	1,777,000	92	1,641,500
Oklahoma	233,000	87	202,500	386,000	65	251,800	619,000	73	454,300
Oregon	157,000	94	147,000	142,000	97	138,400	299,000	95	285,400
Pennsylvania	1,687,000	92	1,553,900	765,000	85	652,500	2,452,000	90	2,206,400
Rhode Island	155,000	92	142,500	14,000	93	13,000	169,000	92	155,500
South Carolina	99,000	70	69,500	308,000	45	137,800	407,000	51	207,300
South Dakota	34,000	93	31,700	133,000	76	101,200	167,000	80	132,900
Tennessee	259,000	82	211,200	430,000	58	248,700	689,000	67	459,900
Texas	661,000	84	556,200	855,000	56	477,300	1,516,000	68	1,033,500
Utah	68,000	91	61,800	55,000	89	49,200	123,000	90	111,000
Vermont	33,000	91	30,000	66,000	89	58,600	99,000	90	88,600
Virginia	217,000	82	178,800	396,000	56	221,400	613,000	65	400,200
Washington	271,000	94	254,400	197,000	96	188,900	468,000	95	443,300
West Virginia	130,000	86	111,800	287,000	82	236,500	417,000	84	348,300
Wisconsin	404,000	93	377,000	331,000	71	235,700	735,000	83	612,700
Wyoming	20,000	90	18,100	42,000	75	31,700	62,000	80	49,800

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**GEOGRAPHIC DIVISIONS**

New England	1,651,000	92	1,515,400	515,000	92	475,500	2,166,000	92	1,990,900
Middle Atlantic	5,397,000	93	5,022,600	1,525,000	88	1,338,600	6,922,000	92	6,361,200
E. North Central	4,494,000	93	4,185,200	2,235,000	83	1,865,100	6,729,000	90	6,050,300
W. North Central	1,569,000	93	1,464,700	2,011,000	69	1,397,200	3,580,000	80	2,861,900
South Atlantic	1,588,000	82	1,300,800	2,389,000	54	1,297,900	3,977,000	65	2,598,700
E. South Central	799,000	80	639,000	1,762,000	51	898,000	2,561,000	60	1,537,000
W. South Central	1,222,000	83	1,014,900	1,924,000	53	1,025,100	3,146,000	65	2,040,000
Mountain	403,000	90	364,500	572,000	72	413,500	975,000	80	778,000
Pacific	1,797,000	94	1,688,500	788,000	96	760,000	2,585,000	95	2,448,500
<b>U. S. TOTAL</b>	<b>18,920,000</b>	<b>91</b>	<b>17,195,600</b>	<b>13,721,000</b>	<b>69</b>	<b>9,470,900</b>	<b>32,641,000</b>	<b>82</b>	<b>26,666,500</b>

**NOTE**

Since these figures are estimates, there is necessarily a certain immeasurable degree of error in the figures for individual counties. For any group of counties, however, such as those included in the listening area of a typical broadcasting station, it is believed that the sum of the estimates for individual counties is sufficiently accurate for practical purposes.

<b>ALABAMA</b>		Radio	Radio	Radio	
<b>375,200</b>		Homes	Homes	Homes	
Autauga	2,380	Randolph	3,110	Dallas	1,850
Baldwin	3,830	Russell	3,420	Desha	3,160
Barbour	4,080	St. Clair	2,980	Drew	2,520
Bibb	2,880	Shelby	3,440	Faulkner	3,450
Blount	3,070	Sumter	3,220	Franklin	1,780
Bullock	2,570	Talladega	5,570	Fulton	1,150
Butler	3,730	Tallapoosa	3,800	Garland	6,930
Calhoun	8,370	Tuscaloosa	9,000	Grant	1,050
Chambers	4,730	Walker	7,850	Greene	3,310
Cherokee	2,090	Washington	1,910	Hempstead	3,940
Chilton	2,800	Wilcox	2,970	Hot Spring	2,480
Choctaw	2,430	Winston	1,660	Howard	2,050
Clarke	3,200			Independence	3,030
Clay	1,910			Izard	1,390
Cleburne	1,390			Jackson	3,320
Coffee	3,730			Jefferson	10,280
Colbert	4,420			Johnson	2,430
Conecuh	2,920			Lafayette	2,220
Coosa	1,330			Lawrence	2,470
Covington	5,160			Lee	3,610
Crenshaw	2,750			Lincoln	2,420
Cullman	4,500			Little River	1,860
Dale	2,820			Logan	2,860
Dallas	8,450			Lonoke	3,790
DeKalb	4,350			Madison	1,410
Elmore	3,850			Marion	950
Escambia	3,480			Miller	4,740
Etowah	9,700			Mississippi	9,050
Fayette	2,050			Monroe	2,790
Franklin	2,920			Montgomery	1,210
Geneva	3,340			Nevada	2,430
Greene	2,500			Newton	1,020
Hale	3,150			Ouachita	4,240
Henry	2,480			Perry	820
Houston	6,250			Phillips	6,740
Jackson	4,080			Pike	1,420
Jefferson	85,710			Poinsett	3,600
Lamar	1,930			Polk	2,020
Lauderdale	5,480			Pope	3,440
Lawrence	2,860			Prairie	1,790
Lee	5,270			Pulaski	28,430
Limestone	4,270			Randolph	1,850
Lowndes	2,700			St. Francis	4,310
Macon	3,230			Saline	2,110
Madison	8,530			Scott	1,340
Marengo	4,780			Searcy	1,160
Marion	2,770			Sebastian	10,250
Marshall	4,580			Sevier	2,100
Mobile	21,880			Sharp	1,200
Monroe	3,370			Stone	800
Montgomery	18,520			Union	8,910
Morgan	6,790			Van Buren	1,220
Perry	3,130			Washington	5,820
Pickens	2,180			White	4,600
Pike	4,170			Woodruff	2,550
				Yell	2,340

<b>ARIZONA</b>		Radio	Radio
<b>79,600</b>		Homes	Homes
Apache	2,240	Dallas	1,850
Cochise	7,790	Desha	3,160
Coconino	2,350	Drew	2,520
Gila	5,930	Faulkner	3,450
Graham	1,580	Franklin	1,780
Greenlee	1,640	Fulton	1,150
Maricopa	28,060	Garland	6,930
Mohave	1,140	Grant	1,050
Navajo	3,350	Greene	3,310
Pima	11,240	Hempstead	3,940
Pinal	3,510	Hot Spring	2,480
Santa Cruz	1,780	Howard	2,050
Yavapai	5,480	Independence	3,030
Yuma	3,500	Izard	1,390

<b>ARKANSAS</b>		Radio	Radio
<b>254,800</b>		Homes	Homes
Arkansas	3,180	Dallas	1,850
Ashley	3,060	Desha	3,160
Baxter	1,110	Drew	2,520
Benton	5,000	Faulkner	3,450
Boone	2,110	Franklin	1,780
Bradley	2,240	Fulton	1,150
Calhoun	1,010	Garland	6,930
Carroll	1,990	Grant	1,050
Chicot	3,260	Greene	3,310
Clark	3,110	Hempstead	3,940
Clay	3,150	Hot Spring	2,480
Cleburne	1,280	Howard	2,050
Cleveland	1,310	Independence	3,030
Columbia	3,220	Izard	1,390
Conway	2,580	Jackson	3,320
Craighead	5,780	Jefferson	10,280
Crawford	3,050	Johnson	2,430
Crittenden	5,080	Lafayette	2,220
Cross	3,270	Lawrence	2,470

**CALIFORNIA**  
**1,719,800**

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

**COLORADO**  
**233,500**

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

**CONNECTICUT**  
**402,100**

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

**DELAWARE**  
**57,600**

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

**DISTRICT OF COLUMBIA**  
**152,900**

**FLORIDA**  
**297,900**

Alachua	5,660
Baker	970
Bay	2,120
Bradford	1,260
Brevard	2,670
Broward	4,530
Calhoun	970
Charlotte	780
Citrus	930
Clay	1,150
Collier	430
Columbia	2,250
Dade	38,000
De Soto	1,480
Dixie	1,100
Duval	36,730
Escambia	10,110
Flagler	430
Franklin	1,190
Gadsden	3,870
Gilchrist	520
Glades	430
Gulf	520
Hamilton	1,270
Hardee	1,640
Hendry	600
Hernando	800
Highlands	2,010
Hillsborough	32,990
Holmes	1,480
Indian River	1,210
Jackson	4,050
Jefferson	1,960
Lafayette	620
Lake	4,560
Lee	3,190
Leon	3,960
Levy	1,880
Liberty	610
Madison	2,050
Manatee	4,490

	Radio Homes		Radio Homes		Radio Homes
Marion	4,920	Columbia	810	Miller	800
Martin	980	Cook	1,120	Mitchell	2,320
Monroe	2,810	Coweta	2,940	Monroe	1,180
Nassau	1,520	Crawford	580	Montgomery	880
Okaloosa	1,350	Crisp	2,220	Morgan	1,350
Okeechobee	670	Dade	400	Murray	770
Orange	11,730	Dawson	280	Muscogee	10,050
Osceola	2,220	Decatur	2,790	Newton	1,940
Palm Beach	12,250	De Kalb	12,600	Oconee	710
Pasco	1,910	Dodge	2,100	Oglethorpe	1,150
Pinellas	17,420	Dooley	1,670	Paulding	1,050
Polk	14,230	Dougherty	3,920	Peach	1,320
Putnam	3,420	Douglas	890	Pickens	980
St. Johns	3,910	Early	1,720	Pierce	1,180
St. Lucie	1,470	Echols	330	Pike	950
Santa Rosa	1,900	Effingham	1,130	Polk	2,940
Sarasota	2,720	Elbert	1,980	Pulaski	950
Seminole	3,760	Fmanuel	2,220	Putnam	860
Sumter	1,570	Evans	670	Quitman	340
Suwannee	2,140	Fannin	1,240	Rabun	610
Taylor	2,120	Fayette	730	Randolph	1,850
Union	790	Floyd	6,570	Richmond	13,300
Volusia	10,340	Forsyth	860	Rockdale	750
Wakulla	800	Franklin	1,380	Schley	470
Walton	1,990	Fulton with Campbell and Milton	67,230	Screven	1,870
Washington	1,590	Gilmer	620	Seminole	670
		Glascok	400	Spalding	3,250
		Glynn	3,410	Stephens	1,280
		Gordon	1,610	Stewart	1,120
		Grady	1,860	Sumter	3,390
		Greene	1,360	Talbot	850
		Gwinnett	2,760	Taliaferro	580
		Habersham	1,300	Tatnall	1,420
		Hall	3,540	Taylor	1,010
		Hancock	1,140	Telfair	1,470
		Haralson	1,250	Terrell	1,990
		Harris	1,100	Thomas	4,210
		Hart	1,260	Tift	1,890
		Heard	710	Toombs	1,710
		Henry	1,440	Towns	350
		Houston	1,100	Treutlen	640
		Irwin	1,040	Troup	4,780
		Jackson	2,100	Turner	1,080
		Jasper	920	Twiggs	730
		Jeff Davis	770	Union	480
		Jefferson	1,980	Upson	2,220
		Jenkins	1,330	Walker	3,040
		Johnson	1,210	Walton	2,150
		Jones	780	Ware	4,150
		Lamar	1,140	Warren	990
		Lanier	530	Washington	2,500
		Laurens	3,360	Wayne	1,390
		Lee	870	Webster	430
		Liberty	810	Wheeler	780
		Lincoln	600	White	520
		Long	430	Whitefield	2,460
		Lowndes	4,110	Wilcox	1,220
		Lumpkin	450	Wilkes	1,720
		McDuffie	930	Wilkinson	1,150
		McIntosh	810	Worth	1,930
		Macon	1,730		
		Madison	1,290		
		Marion	650		
		Meriwether	2,330		
		Milton	(See Fulton)		
Appling	1,270				
Atkinson	720				
Bacon	640				
Baker	690				
Baldwin	2,090				
Banks	750				
Barrow	1,360				
Barrow	2,730				
Ben Hill	1,820				
Berrien	1,320				
Bibb	13,860				
Bleckley	880				
Brantley	700				
Brooks	2,120				
Bryan	660				
Bulloch	2,500				
Burke	3,180				
Butts	980				
Calhoun	1,110				
Camden	750				
Campbell	(See Fulton)				
Candler	770				
Carroll	3,360				
Catoosa	930				
Charlton	510				
Chatham	21,150				
Chattahoochee	580				
Chattooga	1,550				
Cherokee	1,980				
Clarke	4,230				
Clay	690				
Clayton	1,010				
Clinch	940				
Cobb	4,420				
Coffee	1,870				
Colquitt	3,150				

**GEORGIA**  
**370,800**

**IDAHO**  
**98,700**

Ada	9,690
Adams	640



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

**ILLINOIS**  
**1,857,100**

Adams	15,900
Alexander	5,360
Bond	3,460
Boone	3,730
Brown	1,960
Bureau	9,060
Calhoun	1,630
Carroll	4,630
Cass	4,000
Champaign	15,790
Christian	8,800
Clark	4,250
Clay	3,640
Clinton	4,530
Coles	9,120
Cook	996,480
Crawford	4,940
Cumberland	2,370
De Kalb	8,120

	Radio Homes
De Witt	4,430
Douglas	4,160
Du Page	22,660
Edgar	6,000
Edwards	2,060
Effingham	4,150
Fayette	5,140
Ford	3,680
Franklin	13,220
Fulton	10,740
Gallatin	2,130
Greene	4,730
Grundy	4,160
Hamilton	2,780
Hancock	6,630
Hardin	1,440
Henderson	2,010
Henry	10,850
Iroquois	7,340
Jackson	8,020
Jasper	2,810
Jefferson	7,160
Jersey	2,870
Jo Daviess	4,880
Johnson	2,110
Kane	30,150
Kankakee	10,720
Kendall	2,400
Knox	13,170
Lake	23,920
La Salle	22,770
Lawrence	4,910
Lee	7,060
Livingston	8,460
Logan	6,230
McDonough	6,890
McHenry	8,170
McLean	17,740
Macon	20,370
Macoupin	11,710
Madison	34,190
Marion	8,640
Marshall	3,060
Mason	3,690
Massac	3,170
Menard	2,480
Mercer	3,960
Monroe	2,730
Montgomery	8,400
Morgan	7,460
Moultrie	2,880
Ogle	6,700
Peoria	33,880
Perry	5,240
Piatt	3,480
Pike	5,740
Pepe	1,660
Pulaski	3,250
Putnam	1,160
Randolph	6,070
Richland	3,370
Rock Island	24,700
St. Clair	39,010
Saline	8,160
Sangamon	27,410
Schuyler	2,700

	Radio Homes
Scott	2,020
Shelby	5,990
Stark	2,100
Stephenson	9,920
Tazewell	10,780
Union	3,860
Vermilion	21,040
Wabash	3,130
Warren	5,300
Washington	3,560
Wayne	4,110
White	4,090
Whiteside	9,430
Will	24,550
Williamson	12,300
Winnebago	28,940
Woodford	4,190

**INDIANA**  
**816,800**

Adams	4,430
Allen	36,680
Bartholomew	6,330
Benton	2,760
Blackford	3,410
Boone	5,720
Brown	1,150
Carroll	3,930
Cass	8,820
Clark	7,570
Clay	6,530
Clinton	7,200
Crawford	2,280
Daviess	5,860
Dearborn	5,210
Decatur	4,490
De Kalb	6,460
Delaware	17,590
Dubois	4,520
Elkhart	18,110
Fayette	4,930
Floyd	9,050
Fountain	4,650
Franklin	3,330
Fulton	3,900
Gibson	7,070
Grant	13,090
Greene	7,660
Hamilton	6,210
Hancock	4,460
Harrison	3,790
Hendricks	4,890
Henry	8,940
Howard	11,900
Huntington	7,430
Jackson	5,680
Jasper	3,000
Jay	5,190
Jefferson	4,540
Jennings	2,770
Johnson	5,520
Knox	10,500
Kosciusko	7,140
Lagrange	3,280
Lake	61,110

	Radio Homes		Radio Homes		Radio Homes
La Porte	14,530	Cedar	3,860	Sac	3,890
Lawrence	8,490	Cerro Gordo	9,050	Scott	20,210
Madison	21,110	Cherokee	3,730	Shelby	3,510
Marion	115,670	Chickasaw	3,170	Sioux	5,240
Marshall	6,180	Clarke	2,470	Story	7,440
Martin	2,180	Clay	3,620	Tama	5,120
Miami	7,500	Clayton	5,460	Taylor	3,540
Monroe	8,800	Clinton	10,990	Union	4,360
Montgomery	7,170	Crawford	4,500	Van Buren	3,100
Morgan	4,930	Dallas	6,080	Wapello	10,190
Newton	2,420	Davis	2,580	Warren	4,220
Noble	5,830	Decatur	3,340	Washington	4,740
Ohio	970	Delaware	3,960	Wayne	3,370
Orange	4,060	Des Moines	10,050	Webster	9,500
Owen	2,830	Dickinson	2,350	Winnobago	2,580
Parke	4,160	Dubuque	14,010	Winneshiek	4,640
Perry	3,670	Emmet	2,780	Woodbury	24,390
Pike	3,950	Fayette	6,780	Worth	2,290
Porter	5,790	Floyd	4,800	Wright	4,490
Posey	4,300	Franklin	3,540		
Pulaski	2,550	Fremont	3,380		
Putnam	5,050	Greene	3,690		
Randolph	6,590	Grundy	2,940		
Ripley	4,320	Guthrie	3,910		
Rush	4,830	Hamilton	4,520	Allen	4,510
St. Joseph	39,710	Hancock	2,950	Anderson	2,420
Scott	1,620	Hardin	5,360	Atchison	4,950
Shelby	6,930	Harrison	5,450	Barber	1,730
Spencer	3,820	Henry	4,020	Barton	3,730
Starke	2,580	Howard	2,880	Bourbon	4,540
Steuben	3,620	Humboldt	2,780	Brown	3,890
Sullivan	6,870	Ida	2,520	Father	7,130
Switzerland	2,060	Iowa	3,960	Chase	1,150
Tippecanoe	12,300	Jackson	4,320	Chautauqua	1,820
Tipton	3,800	Jasper	7,690	Cherokee	6,280
Union	1,560	Jefferson	4,020	Cheyenne	950
Vanderburg	28,860	Johnson	7,420	Clark	760
Vermillion	5,060	Jones	4,020	Clay	2,790
Vigo	26,350	Keokuk	4,660	Cloud	3,420
Wabash	6,530	Kossuth	5,010	Coffey	2,340
Warren	2,210	Lee	10,380	Comanche	840
Warrick	4,270	Linn	21,480	Cowley	8,860
Washington	3,810	Louisa	2,680	Crawford	10,490
Wayne	14,330	Lucas	3,590	Decatur	1,410
Wells	4,570	Lyon	2,950	Dickinson	5,050
White	3,970	Madison	3,380	Doniphan	2,210
Whitley	4,010	Mahaska	6,290	Douglas	5,750
		Marion	5,990	Edwards	1,260
		Marshall	8,070	Elk	1,570
		Mills	3,160	Ellis	2,260
		Mitchell	3,170	Ellsworth	1,630
		Monona	3,820	Finney	2,040
		Monroe	3,370	Ford	4,010
		Montgomery	4,060	Franklin	4,560
		Muscatine	7,740	Geary	2,830
		O'Brien	4,120	Gove	760
		Osceola	1,950	Graham	1,090
		PAGE	5,860	Grant	480
		Palo Alto	3,110	Gray	850
		Plymouth	4,980	Greeley	270
		Pocahontas	3,190	Greenwood	3,540
		Polk	45,010	Hamilton	540
		Pottawattamie	16,640	Harper	2,330
		Poweshiek	4,460	Harvey	4,510
		Ringgold	2,760	Haskell	390
				Hodgeman	570
				Jackson	2,580

**KANSAS**  
**367,800**

**IOWA**  
**577,800**

		<b>KENTUCKY</b>			
		<b>494,900</b>			
	Radio Homes		Radio Homes		Radio Homes
Jefferson	2,350	Adair	2,540	Leslie	1,270
Jewell	2,360	Allen	2,590	Letcher	5,290
Johnson	5,290	Anderson	1,550	Lewis	2,250
Kearney	490	Ballard	1,740	Lincoln	2,910
Kingman	1,980	Barren	4,520	Livingston	1,460
Kiowa	930	Bath	1,820	Logan	3,970
Labette	6,470	Bell	6,280	Lyon	1,240
Lane	500	Boone	1,880	McCracken	10,470
Leavenworth	7,060	Bourbon	3,790	McCreary	2,110
Lincoln	1,460	Boyd	9,690	McLean	1,950
Linn	2,290	Boyle	3,380	Madison	4,970
Logan	650	Bracken	1,790	Magoffin	2,100
Lyon	5,990	Breathitt	2,660	Marion	2,510
McPherson	4,280	Breckinridge	2,980	Marshall	2,160
Marion	3,380	Bullitt	1,540	Martin	1,080
Marshall	4,100	Butler	1,960	Mason	3,960
Meade	1,050	Caldwell	2,670	Meade	1,300
Miami	3,940	Calloway	3,100	Menifee	650
Mitchell	2,320	Campbell	19,760	Mercer	2,760
Montgomery	11,820	Carlisle	1,330	Metcalfe	1,500
Morris	2,040	Carroll	1,570	Monroe	1,950
Morton	650	Carter	3,380	Montgomery	2,350
Nemaha	2,890	Casey	2,340	Morgan	2,050
Neosho	4,640	Christian	6,330	Muhlenberg	6,590
Ness	1,190	Clark	3,780	Nelson	2,600
Norton	2,000	Clay	2,310	Nicholas	1,630
Osage	3,040	Clinton	1,290	Ohio	4,270
Osborne	1,910	Crittenden	2,080	Oldham	1,400
Ottawa	1,770	Cumberland	1,470	Owen	1,910
Pawnee	1,770	Daviess	9,020	Owsley	960
Phillips	1,980	Edmonston	1,680	Pendleton	2,000
Pottawatomie	2,560	Elliott	940	Perry	6,280
Pratt	2,590	Estill	2,690	Pike	8,980
Rawlins	1,060	Fayette	16,360	Powell	800
Reno	9,910	Fleming	2,360	Pulaski	5,550
Republic	2,490	Floyd	6,180	Robertson	610
Rice	2,640	Franklin	3,820	Rockcastle	2,170
Riley	4,200	Fulton	2,850	Rowan	1,580
Rocks	1,530	Gallatin	850	Russell	1,670
Rush	1,340	Garrard	1,920	Scott	2,950
Russell	1,730	Grant	1,900	Shelby	3,400
Saline	6,400	Graves	5,700	Simpson	2,120
Scott	640	Grayson	2,760	Spencer	1,070
Sedgwick	32,850	Green	1,860	Taylor	2,050
Seward	1,550	Greenup	3,640	Todd	2,430
Shawnee	19,960	Hancock	1,100	Trigg	1,960
Sheridan	800	Hardin	3,690	Trimble	900
Sherman	1,400	Harlan	10,220	Union	3,100
Smith	2,200	Harrison	3,050	Warren	6,710
Stafford	1,690	Hart	2,630	Washington	1,920
Stanton	310	Henderson	5,240	Wayne	2,250
Stevens	680	Henry	2,410	Webster	4,100
Sumner	5,470	Hickman	1,490	Whitley	4,810
Thomas	1,200	Hopkins	7,470	Wolfe	1,080
Trego	870	Jackson	1,400	Woodford	2,080
Wabaunsee	1,700	Jefferson	91,040		
Wallace	430	Jessamine	2,380		
Washington	2,760	Johnson	3,300		
Wichita	340	Kenton	24,660		
Wilson	3,650	Knott	1,830		
Woodson	1,430	Knox	3,890		
Wyandotte	33,740	Larue	1,520		
		Laurel	3,010		
		Lawrence	2,300		
		Lee	1,380		

<b>LOUISIANA</b>	
<b>297,400</b>	
Acadia	4,430
Allen	1,790
Ascension	2,120
Assumption	1,730
Avoyelles	3,430
Beauregard	1,790

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

**MAINE**  
**201,100**

Androscoggin	17,720
Aroostook	17,320
Cumberland	34,650

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

**MARYLAND**  
**355,100**

Allegany	16,220
Anne Arundel	10,300
Baltimore	24,050
Baltimore City	187,770
Calvert	1,770
Caroline	3,860
Carroll	7,296
Cecil	5,150
Charles	2,830
Dorchester	5,476
Frederick	11,170
Garrett	3,616
Harford	6,330
Howard	3,120
Kent	3,120
Montgomery	10,493
Prince Georges	12,120
Queen Annes	3,090
St. Marys	2,590
Somerset	4,940
Talbot	4,180
Washington	14,160
Wicomico	6,830
Worcester	4,640

**MASSACHUSETTS**  
**1,019,200**

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

**MICHIGAN**  
**1,122,200**

Alcona	1,050
Alger	1,680
Allegan	9,510

	Radio Homes
Alpena	3,910
Antrim	2,350
Arenac	1,690
Baraga	1,810
Barry	5,520
Bay	15,200
Bonzie	1,660
Berrien	20,200
Branch	6,370
Calhoun	21,980
Cass	5,400
Charlevoix	2,760
Cheboygan	2,560
Chippewa	5,140
Clare	1,680
Clinton	5,790
Crawford	730
Delta	6,740
Dickinson	6,210
Eaton	8,320
Emmet	3,490
Genesee	49,020
Gladwin	1,570
Geogebic	6,040
Grand Traverse	4,370
Gratiot	7,150
Hillsdale	7,240
Houghton	10,740
Huron	6,620
Ingham	28,860
Ionia	8,350
Iosco	1,760
Iron	4,100
Isabella	4,620
Jackson	22,630
Kalamazoo	22,250
Kalkaska	920
Kent	59,010
Keweenaw	1,020
Lake	1,020
Lapeer	5,920
Leelanau	1,740
Lenawee	12,720
Livingston	4,710
Luce	1,040
Mackinac	1,880
Macomb	17,660
Manistee	4,140
Marquette	9,280
Mason	4,380
Mecosta	3,800
Menominee	4,970
Midland	4,140
Missaukee	1,490
Monroe	11,970
Montcalm	7,000
Montmorency	610
Muskegon	19,860
Newaygo	4,060
Oakland	49,310
Oceana	3,340
Ogemaw	1,480
Ontonagon	2,200
Osceola	2,980

	Radio Homes
Oscoda	360
Otsego	1,160
Ottawa	12,770
Presque Isle	2,140
Roscommon	540
Saginaw	27,570
St. Clair	16,290
St. Joseph	8,230
Sanilac	6,360
Schoolcraft	1,760
Shiawassee	9,600
Tuscola	7,330
Van Buren	8,640
Washtenaw	17,130
Wayne	428,960
Wexford	3,910

●  
**MINNESOTA**  
**556,900**

Aitkin	2,960
Anoka	3,790
Becker	4,260
Beltrami	4,180
Benton	2,770
Big Stone	1,890
Blue Earth	7,540
Brown	5,030
Carlton	4,310
Carver	3,400
Cass	3,070
Chippewa	3,120
Chisago	2,810
Clay	4,640
Clearwater	1,790
Cook	520
Cottonwood	2,810
Crow Wing	5,600
Dakota	7,250
Dodge	2,500
Douglas	3,850
Faribault	4,460
Fillmore	5,350
Freeborn	6,010
Goodhue	6,820
Grant	1,800
Hennepin	128,770
Houston	2,830
Hubbard	1,960
Isanti	2,360
Itasca	5,340
Jackson	2,950
Kanabec	1,650
Kandiyohi	4,530
Kittson	1,770
Koochiching	2,990
Lac qui Parle	2,790
Lake	1,720
Lake of the Woods	900
Le Seur	4,010
Lincoln	2,050
Lyon	3,880
McLeod	4,290
Mahnomen	1,060
Marshall	3,070

	Radio Homes
Martin	4,610
Meeker	3,550
Mille Lacs	2,890
Morrison	4,650
Mower	6,150
Murray	2,450
Nicollet	3,090
Nobles	3,610
Norman	2,600
Olmsted	7,360
Otter Tail	9,380
Pennington	2,100
Pine	3,940
Pipestone	2,520
Polk	6,850
Pope	2,490
Ramsey	71,650
Red Lake	1,170
Redwood	3,970
Renville	4,470
Rice	6,120
Rock	2,190
Roseau	2,300
St. Louis	45,600
Scott	2,820
Sherburne	1,710
Sibley	3,070
Stearns	11,230
Steele	3,940
Stevens	1,860
Swift	2,740
Todd	4,980
Traverse	1,530
Wabasha	3,810
Wadena	2,160
Waseca	3,030
Washington	5,440
Watonwan	2,660
Wilkin	1,800
Wiona	8,390
Wright	5,470
Yellow Medicine	3,100

●  
**MISSISSIPPI**  
**207,000**

Adams	3,580
Alcorn	2,660
Amite	1,540
Attala	2,380
Benton	750
Bolivar	7,250
Calhoun	1,490
Carroll	1,530
Chickasaw	1,810
Choctaw	970
Claiborne	1,180
Clarke	1,770
Clay	1,940
Coahoma	5,600
Copiah	2,810
Covington	1,160
De Soto	2,120
Forrest	4,650
Franklin	1,130

	Radio Homes
George	620
Greene	980
Grenada	1,840
Hancock	1,390
Harrison	7,040
Hinds	12,510
Holmes	3,710
Humphreys	2,520
Issaquena	550
Itawamba	1,380
Jackson	2,050
Jasper	1,390
Jefferson	1,280
Jefferson Davis	1,040
Jones	5,040
Kemper	1,700
Lafayette	1,910
Lamar	1,230
Lauderdale	7,840
Lawrence	980
Leake	1,700
Lee	3,720
Leflore	6,090
Lincoln	2,610
Lowndes	3,800
Madison	3,380
Marion	1,920
Marshall	2,080
Monroe	3,680
Montgomery	1,510
Neshoba	2,260
Newton	1,880
Noxubee	2,220
Oktibbeha	1,830
Panola	2,550
Pearl River	2,100
Perry	730
Pike	3,770
Pontotoc	1,780
Prentiss	1,540
Quitman	2,200
Rankin	1,740
Scott	1,770
Sharkey	1,360
Simpson	1,760
Smith	1,400
Stone	530
Sunflower	6,040
Tallahatchie	3,150
Tate	1,490
Tippah	1,470
Tichomingo	1,370
Tunica	2,030
Union	2,000
Walthall	990
Warren	6,340
Washington	7,070
Wayne	1,220
Webster	990
Wilkinson	1,250
Winston	1,880
Yalobusha	1,870
Yazoo	2,610

**MISSOURI**  
**822,300**

	Radio Homes
Adair	4,290
Andrew	2,420
Atchison	2,280
Audrain	4,910
Barry	3,910
Barton	2,700
Bates	4,270
Benton	1,970
Bollinger	1,690
Boone	7,340
Buchanan	25,550
Butler	4,330
Caldwell	2,480
Callaway	3,370
Camden	1,360
Cape Girardeau	6,750
Carroll	3,930
Carter	820
Cass	4,110
Cedar	1,990
Chariton	3,360
Christian	2,050
Clark	2,000
Clay	6,330
Clinton	2,970
Cole	6,060
Cooper	3,850
Crawford	1,750
Dade	2,030
Dallas	1,540
Daviess	2,650
De Kalb	1,900
Dent	1,680
Douglas	1,860
Dunklin	5,470
Franklin	5,820
Gasconade	2,210
Gentry	2,740
Greene	20,610
Grundy	3,630
Harrison	3,110
Henry	4,840
Hickory	1,060
Holt	2,350
Howard	2,750
Howell	3,400
Iron	1,570
Jackson	131,600
Jasper	18,860
Jefferson	5,630
Johnson	4,550
Knox	1,800
Laclede	2,800
Lafayette	5,890
Lawrence	4,480
Lewis	2,500
Lincoln	2,610
Linn	5,250
Livingston	3,840
McDonald	2,210
Macon	4,700
Madison	1,660
Maries	1,150
Marion	8,280
Mercer	1,600

	Radio Homes
Miller	2,900
Mississippi	2,570
Moniteau	2,220
Monroe	2,620
Montgomery	2,500
Morgan	1,790
New Madrid	4,400
Newton	4,950
Nodaway	5,170
Oregon	1,800
Osage	1,770
Ozark	1,230
Pemiscot	5,750
Perry	2,130
Pettis	8,140
Phelps	2,800
Pike	3,970
Platte	2,540
Polk	3,010
Pulaski	1,770
Putnam	1,970
Ralls	1,910
Randolph	6,580
Ray	3,950
Reynolds	1,230
Ripley	1,620
St. Charles	4,970
St. Clair	2,300
St. Francois	6,720
St. Louis	49,150
St. Louis City	230,130
Ste. Genevieve	1,720
Saline	6,300
Schuyler	1,350
Scotland	1,670
Scott	4,500
Shannon	1,570
Shelby	2,380
Stoddard	4,140
Stone	1,700
Sullivan	2,600
Taney	1,450
Texas	2,740
Vernon	4,920
Warren	1,380
Washington	2,310
Wayne	1,790
Webster	2,500
Worth	1,160
Wright	2,590

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

**MONTANA**  
**114,600**

Beaverhead	1,340
Big Horn	1,580
Blaine	1,720
Broadwater	600
Carbon	2,510
Carter	800
Cascade	9,340
Chouteau	1,820
Custer	2,490
Daniels	1,040

**NEBRASKA**  
**284,100**

Adams	5,480
Antelope	2,770
Arthur	210
Banner	280
Blaine	280
Boone	2,640
Box Butte	2,560
Bcyd	1,280
Brown	1,110
Buffalo	5,240
Burt	2,500
Butler	2,780

	Radio Homes
Cass	3,750
Cedar	2,830
Chase	980
Cherry	1,920
Cheyenne	1,970
Clay	2,810
Colfax	2,350
Cuming	2,510
Custer	4,850
Dakota	1,850
Dawes	2,350
Dawson	3,540
Deuel	730
Dixon	2,090
Dodge	5,660
Douglas	55,840
Dundy	1,000
Fillmore	2,640
Franklin	1,830
Frontier	1,510
Furnas	2,470
Gage	6,370
Garden	930
Garfield	630
Gosper	760
Grant	290
Greeley	1,410
Hall	6,120
Hamilton	2,470
Harlan	1,720
Hayes	610
Hitchcock	1,350
Holt	2,910
Hooker	230
Howard	1,890
Jefferson	3,540
Johnson	1,850
Kearney	1,590
Keith	1,290
Keyapaha	550
Kimball	870
Knox	3,380
Lancaster	23,500
Lincoln	5,040
Logan	340
Loup	300
McPherson	250
Madison	5,350
Merrick	2,120
Morrill	1,680
Nance	1,600
Nemaha	2,640
Nuckolls	2,560
Otoe	4,210
Pawnee	1,860
Perkins	1,020
Phelps	2,060
Pierce	1,970
Platte	3,880
Polk	1,960
Redwillow	2,890
Richardson	4,080
Rock	590
Saline	3,630
Sarpy	1,900

	Radio Homes
Saunders	4,090
Scotts Bluff	5,400
Seward	3,150
Sheridan	2,010
Sherman	1,620
Sioux	790
Stanton	1,380
Thayer	2,680
Thomas	290
Thurston	1,720
Valley	1,820
Washington	2,420
Wayne	1,960
Webster	2,040
Wheeler	370
York	3,560

●  
**NEVADA**  
**28,500**

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

●  
**NEW HAMPSHIRE**  
**124,400**

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

●  
**NEW JERSEY**  
**1,022,500**

Atlantic	33,120
Bergen	96,620
Burlington	23,350
Camden	63,410
Cape May	8,500
Cumberland	18,340
Essex	212,560
Gloucester	18,140
Hudson	170,920
Hunterdon	9,410
Mercer	43,710
Middlesex	49,230

	Radio Homes
Monmouth	40,070
Morris	27,020
Ocean	9,450
Passaic	77,660
Salem	9,320
Somerset	15,580
Sussex	7,270
Union	75,800
Warren	13,020

●  
**NEW MEXICO**  
**62,300**

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

●  
**NEW YORK**  
**3,132,300**

Albany	55,630
Allegany	10,190
Bronx	326,360
Broome	35,550
Cattaraugus	18,270
Cayuga	16,620
Chautauqua	32,920
Chemung	19,210
Chenango	9,350
Clinton	9,780
Columbia	10,650
Cortland	8,460
Delaware	10,660
Dutchess	24,790
Erie	182,850
Essex	7,790

	Radio Homes
Franklin	10,170
Fulton	12,900
Genesee	10,740
Greene	7,230
Hamilton	970
Herkimer	16,020
Jefferson	21,680
Kings	620,000
Lewis	5,610
Livingston	8,890
Madison	10,720
Monroe	106,720
Montgomery	14,810
Nassau	75,450
New York	461,300
Niagara	35,030
Oneida	47,740
Onondaga	72,790
Ontario	13,810
Orange	32,120
Orleans	7,550
Oswego	17,610
Otsego	12,930
Putnam	3,350
Queens	284,480
Rensselaer	30,950
Richmond	35,970
Rockland	13,550
St. Lawrence	21,220
Saratoga	16,110
Schenectady	31,630
Schoharie	5,460
Schuyler	3,500
Suffolk	37,740
Seneca	5,880
Steuben	21,800
Sullivan	9,290
Tioga	6,930
Tompkins	11,140
Ulster	21,150
Warren	9,150
Washington	11,510
Wayne	13,440
Westchester	124,110
Wyoming	7,430
Yates	4,640

**NORTH CAROLINA  
408,600**

Alamance	5,650
Alexander	1,320
Alleghany	790
Anson	3,160
Ashe	2,100
Avery	1,180
Beaufort	4,430
Bertie	2,580
Bladen	2,330
Brunswick	1,830
Buncombe	16,660
Burke	3,230
Cabarrus	5,500
Caldwell	3,330
Camden	610

	Radio Homes
Carteret	2,430
Caswell	1,660
Catawba	5,680
Chatham	2,570
Cherokee	1,670
Chowan	1,470
Clay	550
Cleveland	6,340
Columbus	3,980
Craven	4,440
Cumberland	5,630
Currituck	800
Dare	710
Davidson	6,390
Davie	1,590
Duplin	3,720
Durham	12,550
Edgecombe	6,170
Forsyth	20,020
Franklin	3,030
Gaston	10,400
Gates	1,060
Graham	580
Granville	3,150
Greene	1,720
Guilford	22,740
Halifax	5,710
Harnett	4,110
Haywood	3,540
Henderson	3,140
Hertford	1,770
Hoke	1,340
Hyde	920
Iredell	6,260
Jackson	1,820
Johnston	6,030
Jones	990
Lee	2,130
Lenoir	4,640
Lincoln	2,580
McDowell	2,280
Macon	1,460
Madison	2,060
Martin	2,500
Mecklenburg	23,520
Mitchell	1,440
Montgomery	1,780
Moore	3,360
Nash	6,370
New Hanover	8,330
Northampton	2,690
Onslow	1,570
Orange	2,590
Pamlico	1,120
Pasquotank	3,030
Pender	1,670
Perquimans	1,180
Person	2,280
Pitt	6,430
Polk	1,190
Randolph	4,380
Richmond	4,250
Robeson	7,120
Rockingham	6,060
Rowan	8,250

	Radio Homes
Rutherford	4,670
Sampson	4,190
Scotland	2,350
Stanly	3,570
Stokes	2,200
Surry	4,640
Swain	1,230
Transylvania	1,190
Tyrrell	570
Union	4,650
Vance	3,250
Wake	13,650
Warren	2,240
Washington	1,270
Watauga	1,560
Wayne	6,850
Wilkes	3,720
Wilson	5,800
Yadkin	1,890
Yancey	1,470

**NORTH DAKOTA  
119,600**

Adams	1,080
Barnes	3,570
Benson	2,290
Billings	480
Bottineau	2,610
Bowman	930
Burke	1,710
Burleigh	3,830
Cass	10,030
Cavalier	2,380
Dickey	1,840
Divide	1,670
Dunn	1,440
Eddy	1,030
Emmons	1,830
Foster	1,090
Golden Valley	760
Grand Forks	6,570
Grant	1,590
Hettinger	1,370
Griggs	1,160
Kidder	1,250
La Moure	1,930
Logan	1,190
McHenry	2,600
McIntosh	1,450
McKenzie	1,730
McLean	2,950
Mercer	1,450
Morton	3,420
Mountrail	2,390
Nelson	1,690
Oliver	650
Pembina	2,540
Pierce	1,440
Ramsey	2,980
Ransom	1,900
Renville	1,290
Richland	3,740
Rolette	1,710
Sargent	1,630



	Radio Homes
Sheridan	1,140
Sioux	750
Slope	740
Stark	2,620
Steele	1,140
Stutsman	4,600
Towner	1,390
Truill	2,130
Walsh	3,400
Ward	6,620
Wells	2,190
Williams	3,690

●  
**OHIO**  
**1,641,500**

Adams	4,990
Allen	17,460
Ashland	7,320
Ashtabula	17,230
Athens	10,230
Augalize	7,060
Belmont	21,880
Brown	5,330
Butler	27,530
Carroll	3,990
Champaign	6,460
Clark	22,890
Clermont	7,960
Clinton	5,870
Columbiana	21,580
Coshocton	7,380
Crawford	9,250
Cuyahoga	295,030
Darke	9,690
Defiance	5,720
Delaware	6,700
Fairfield	10,830
Erie	10,850
Fayette	5,320
Franklin	90,880
Fulton	5,950
Gallia	4,980
Geauga	3,790
Greene	8,300
Guernsey	10,150
Hamilton	153,830
Hancock	10,760
Hardin	7,190
Harrison	4,710
Henry	5,530
Highland	6,900
Hocking	4,780
Holmes	3,940
Huron	8,920
Jackson	5,870
Jefferson	19,760
Knox	7,880
Lake	10,320
Lawrence	9,710
Licking	16,010
Logan	7,750
Lucas	85,940
Lorain	25,670
Madison	4,760

	Radio Homes
Mahoning	52,780
Marion	11,640
Medina	7,540
Meigs	5,910
Mercer	5,670
Miami	13,460
Monroe	4,320
Montgomery	68,570
Morgan	3,490
Morrow	3,980
Muskingum	17,420
Noble	3,660
Ottawa	6,160
Paulding	3,770
Perry	7,440
Pickaway	5,960
Pike	3,040
Portage	10,600
Preble	5,990
Putnam	5,780
Richland	16,270
Ross	10,460
Sandusky	10,290
Scioto	18,440
Seneca	11,700
Shelby	6,070
Stark	53,510
Summit	82,210
Trumbull	27,960
Tuscarawas	17,040
Union	4,990
Van Wert	6,670
Vinton	2,370
Warren	6,770
Washington	10,810
Wayne	11,850
Williams	6,530
Wood	12,660
Wyandot	4,890

●  
**OKLAHOMA**  
**454,300**

Adair	2,170
Alfalfa	2,710
Atoka	2,240
Beaver	1,890
Beckham	5,230
Blaine	3,430
Bryan	5,290
Caddo	8,360
Canadian	5,340
Carter	7,980
Cherokee	2,630
Choctaw	3,970
Cimarron	950
Cleveland	4,580
Coal	1,860
Comanche	6,300
Cotton	2,490
Craig	2,860
Creek	12,130
Custer	4,960
Delaware	2,300

	Radio Homes
Dewey	2,240
Ellis	1,870
Garfield	10,330
Garvin	4,990
Grady	8,270
Grant	2,660
Greer	3,410
Harmon	2,240
Harper	1,350
Haskell	2,400
Hughes	5,090
Jackson	5,180
Jefferson	2,820
Johnston	2,100
Kay	11,040
Kingfisher	2,990
Kiowa	5,160
Latimer	1,790
Le Flore	6,860
Lincoln	5,710
Logan	5,560
Love	1,510
McClain	3,260
McCurtain	5,450
McIntosh	3,650
Major	2,090
Marshall	1,740
Murray	2,240
Muskogee	12,960
Noble	2,950
Nowata	2,380
Okfuskee	4,680
Oklahoma	54,080
Okmulgee	10,690
Osage	8,940
Ottawa	7,500
Pawnee	3,610
Payne	7,630
Pittsburg	8,460
Pontotoc	5,770
Pottawatomie	13,240
Pushmataha	2,400
Roger Mills	2,200
Rogers	3,220
Seminole	15,090
Sequoyah	2,890
Stephens	6,030
Texas	2,450
Tillman	4,340
Tulsa	45,550
Wagoner	3,510
Washington	6,170
Washita	4,820
Woods	3,400
Woodward	2,900

●  
**OREGON**  
**285,400**

Baker	4,930
Benton	4,820
Clackamas	14,530
Clatsop	6,000
Columbia	5,840

	Radio Homes		Radio Homes		Radio Homes
Coos	8,600	Huntingdon	8,350	Darlington	4,690
Crook	950	Indiana	15,350	Dillon	2,580
Curry	1,070	Jefferson	11,230	Dorchester	2,140
Deschutes	4,340	Juniata	3,320	Edgefield	1,900
Douglas	6,960	Lackawanna	66,850	Fairfield	2,250
Gilliam	950	Lancaster	46,910	Florence	7,050
Grant	1,830	Lawrence	22,250	Georgetown	2,840
Harney	1,780	Lebanon	15,850	Greenville	15,870
Hood River	2,650	Lehigh	41,710	Greenwood	4,540
Jackson	10,230	Luzerne	92,070	Hampton	1,910
Jefferson	630	Lycoming	23,490	Horry	3,590
Josephine	3,680	McKean	13,370	Jasper	1,090
Klamath	9,180	Mercer	23,010	Kershaw	3,370
Lake	1,410	Millin	8,990	Lancaster	2,860
Lane	16,330	Monroe	6,950	Laurens	4,680
Lincoln	3,060	Montgomery	60,680	Lee	2,430
Linn	7,610	Monteur	2,940	Lexington	4,140
Malheur	3,130	Northampton	39,710	McCormick	1,110
Marion	16,830	Northumberland	28,780	Marion	3,160
Morrow	1,400	Perry	5,190	Marlboro	3,340
Multnomah	102,890	Philadelphia	467,940	Newberry	4,120
Polk	4,960	Pike	1,990	Oconee	3,330
Sherman	810	Potter	4,240	Orangeburg	7,120
Tillamook	3,500	Schuykill	49,570	Pickens	3,610
Umatilla	6,840	Snyder	4,450	Richland	13,520
Union	5,050	Somerset	16,030	Saluda	1,710
Wallowa	2,180	Sullivan	1,620	Spartanburg	14,700
Wasco	3,769	Susquehanna	7,850	Sumter	5,510
Washington	9,210	Tioga	7,930	Union	3,570
Wheeler	710	Union	4,170	Williamsburg	3,060
Yamhill	6,750	Venango	14,960	York	6,330
		Warren	9,930		
		Washington	43,140		
		Wayne	6,639		
		Westmoreland	62,460		
		Wyoming	3,750		

**PENNSYLVANIA**  
**2,206,100**

Adams	8,500
Allegheny	315,590
Armstrong	17,030
Beaver	32,850
Bedford	8,050
Berks	55,240
Blair	32,900
Bradford	12,210
Bucks	22,520
Butler	17,970
Cambria	40,550
Cameron	1,220
Carbon	13,420
Centre	10,210
Chester	28,420
Clarion	7,810
Clearfield	18,010
Clinton	7,480
Columbia	11,180
Crawford	16,040
Cumberland	17,260
Dauphin	40,890
Delaware	67,990
Elk	6,900
Erie	43,330
Fayette	40,030
Forest	1,230
Franklin	14,790
Fulton	1,960
Greene	9,030

**SOUTH DAKOTA**  
**132,900**

Armstrong	10
Aurora	1,310
Beadle	4,720
Bennett	800
Bon Homme	2,200
Brookings	3,260
Brown	6,610
Brule	1,400
Buffalo	340
Butte	1,670
Campbell	910
Charles Mix	2,840
Clark	2,010
Clay	2,000
Corson	1,650
Codington	3,610
Custer	1,090
Davison	3,620
Day	2,600
Deuel	1,500
Dewey	1,180
Douglas	1,290
Edmunds	1,460
Fall River	1,760
Faulk	1,290
Grant	1,950
Gregory	2,070
Haakon	940
Hamlin	1,480
Hand	1,660

**RHODE ISLAND**  
**155,500**

Bristol	5,360
Kent	11,820
Newport	9,670
Providence	121,450
Washington	7,200

**SOUTH CAROLINA**  
**207,300**

Abbeville	2,610
Aiken	5,790
Allendale	1,460
Anderson	9,400
Bamberg	1,980
Barnwell	2,350
Beaufort	2,780
Berkeley	2,300
Calhoun	1,680
Charleston	18,510
Cherokee	3,580
Chester	3,640
Chesterfield	3,480
Clarendon	2,840
Colleton	2,750

	Radio Homes
Hanson	1,100
Harding	700
Hughes	1,560
Hutchinson	2,450
Hyde	680
Jackson	510
Jerauld	1,110
Jones	610
Kingsbury	2,360
Lake	2,460
Lawrence	3,290
Lincoln	2,640
Lyman	1,220
McCook	1,890
McPherson	1,430
Meade	2,190
Marshall	1,670
Mellette	890
Miner	1,530
Minnehaha	11,050
Moody	1,770
Pennington	4,500
Perkins	1,570
Potter	1,080
Roberts	2,760
Sanborn	1,390
Shannon	730
Spink	2,900
Stanley	490
Sully	680
Todd	980
Tripp	2,280
Turner	2,870
Union	2,190
Walworth	1,710
Washabaugh	440
Washington	300
Yankton	2,950
Ziebach	740

**TENNESSEE**  
**459,900**

Anderson	3,050
Bedford	3,570
Benton	1,690
Bledsoe	900
Blount	5,470
Bradley	3,790
Campbell	4,280
Cannon	1,290
Carroll	4,180
Carter	4,330
Cheatham	1,310
Chester	1,530
Clairborne	3,330
Clay	1,290
Cocke	3,060
Coffee	2,670
Crockett	2,600
Cumberland	1,660
Davidson	48,810
Decatur	1,450
De Kalb	2,050
Dickson	2,890

	Radio Homes
Dyer	5,170
Fayette	3,830
Faytress	1,520
Franklin	3,350
Gibson	7,550
Giles	4,240
Grainger	1,780
Greene	4,980
Grundy	1,630
Hamblen	2,760
Hamilton	35,170
Hancock	1,170
Hardeman	3,070
Hardin	2,300
Hawkins	3,380
Haywood	3,700
Henderson	2,510
Henry	4,350
Hickman	2,030
Houston	830
Humphreys	1,840
Jackson	1,770
Jefferson	2,520
Johnson	1,590
Knox	31,370
Lake	1,790
Lauderdale	3,610
Lawrence	3,670
Lewis	840
Lincoln	3,850
Loudon	2,720
McMinn	4,700
McNairy	2,820
Macon	2,020
Madison	9,820
Marion	2,880
Marshall	2,680
Maury	6,060
Meigs	770
Monroe	2,910
Montgomery	5,090
Moore	590
Morgan	1,910
Obion	5,010
Overton	2,300
Perry	1,020
Pickett	710
Polk	2,240
Putnam	3,450
Rhea	2,130
Roane	3,860
Robertson	4,540
Rutherford	5,200
Scott	2,100
Sequatchie	570
Sevier	2,650
Shelby	72,140
Smith	2,400
Stewart	1,830
Sullivan	8,790
Sumner	4,570
Tipton	3,930
Trousdale	880
Unicoi	1,980
Union	1,380

	Radio Homes
Van Buren	490
Warren	3,190
Washington	7,860
Wayne	1,720
Weakley	4,850
White	2,280
Williamson	3,460
Wilson	4,030

**TEXAS**  
**1,033,500**

Anderson	5,520
Andrews	130
Angelina	4,380
Aransas	360
Archer	1,550
Armstrong	490
Atascosa	2,040
Austin	2,860
Bailey	670
Bandera	580
Bastrop	3,560
Baylor	1,180
Bee	2,420
Bell	8,560
Bexar	61,820
Blanco	530
Borden	180
Bosque	2,330
Bowie	8,130
Brazoria	3,520
Brazos	3,780
Brewster	1,190
Briscoe	760
Brooks	780
Brown	5,000
Burleson	2,870
Burnet	1,560
Caldwell	4,890
Calhoun	750
Callahan	1,950
Cameron	13,120
Camp	1,500
Carson	1,290
Cass	3,890
Castro	640
Chambers	850
Cherokee	6,100
Childress	2,780
Clay	2,100
Cochran	260
Coke	740
Coleman	3,750
Collin	7,150
Collingsworth	2,220
Colorado	3,040
Comal	2,380
Comanche	2,810
Concho	1,060
Cooke	4,070
Coryell	2,790
Cottle	1,420
Crane	570

	Radio Homes		Radio Homes		Radio Homes
Crockett	490	Jack	1,370	Parmer	800
Crosby	1,540	Jackson	1,470	Pecos	1,370
Culberson	230	Jasper	2,530	Polk	2,510
Dallam	1,590	Jeff Davis	290	Potter	11,050
Dallas	76,570	Jefferson	29,450	Presidio	1,490
Dawson	2,010	Jim Hogg	670	Rains	900
Deaf Smith	930	Jim Wells	1,970	Randall	1,390
Delta	1,810	Johnson	5,850	Reagan	610
Denton	5,480	Jones	3,790	Real	340
De Witt	4,390	Karnes	2,970	Red River	4,290
Dickens	1,190	Kaufman	5,820	Reeves	1,190
Dimmit	1,200	Kendall	820	Refugio	1,140
Donley	1,630	Kenedy	100	Roberts	240
Duval	1,560	Kent	500	Robertson	3,290
Eastland	6,410	Kerr	1,880	Rockwall	1,210
Ector	690	Kimble	650	Runnels	3,440
Edwards	440	King	150	Rusk	4,260
Ellis	9,180	Kinney	570	Sabine	1,730
El Paso	25,430	Kleberg	2,090	San Augustine	1,650
Erath	3,370	Knox	1,550	San Jacinto	1,360
Falls	5,490	Lamar	7,910	San Patricio	3,330
Fannin	6,320	Lamb	2,420	San Saba	1,480
Fayette	4,360	Lampasas	1,580	Schleicher	480
Fisher	1,830	La Salle	1,170	Scurry	1,780
Floyd	1,930	Lavaca	4,130	Shackelford	1,130
Foard	950	Lee	1,760	Shelby	3,960
Fort Bend	4,060	Leon	2,830	Sherman	380
Franklin	1,150	Liberty	3,040	Smith	8,460
Freestone	3,340	Limestone	6,000	Somervell	470
Frio	1,380	Lipscomb	690	Starr	1,440
Gaines	370	Live Oak	1,150	Stephens	3,050
Galveston	15,280	Llano	870	Sterling	240
Garza	790	Loving	40	Stonewall	750
Gillespie	1,670	Lubbock	7,470	Sutton	440
Glasscock	180	Lynn	1,630	Swisher	1,080
Goliad	1,330	McCulloch	2,110	Tarrant	46,660
Gonzales	3,930	McLennan	18,910	Taylor	8,120
Gray	4,550	McMullen	190	Terrell	460
Grayson	12,340	Madison	1,620	Terry	1,160
Gregg	2,660	Marion	1,500	Throckmorton	770
Grimes	3,450	Martin	760	Titus	2,360
Guadalupe	4,130	Mason	840	Tom Green	7,620
Hale	3,600	Matagorda	2,960	Travis	14,840
Hall	2,660	Maverick	1,040	Trinity	1,970
Hamilton	2,000	Medina	1,980	Tyler	1,730
Hansford	560	Menard	730	Upshur	2,930
Hardeman	2,400	Midland	1,600	Upton	1,280
Hardin	2,400	Milam	5,440	Uvalde	2,160
Harris	85,110	Mills	1,190	Val Verde	2,700
Harrison	7,760	Mitchell	2,250	Van Zandt	4,390
Hartley	340	Montague	3,160	Victoria	3,370
Haskell	2,480	Montgomery	2,330	Walker	2,680
Hays	2,380	Moore	230	Waller	1,620
Hemphill	700	Morris	1,350	Ward	810
Henderson	4,240	Molloy	940	Washington	4,010
Hidalgo	12,410	Nacogdoches	4,400	Webb	6,990
Hill	6,640	Navarro	9,630	Wharton	4,430
Hockley	1,220	Newton	1,830	Wheeler	2,430
Hood	890	Nolan	3,840	Wichita	16,030
Hopkins	4,300	Nueces	9,380	Wilbarger	4,210
Houston	4,110	Ochiltree	1,010	Willacy	1,490
Howard	4,590	Oldham	220	Williamson	7,090
Hudspeth	550	Orange	2,770	Wilson	2,240
Hunt	8,250	Palo Pinto	3,150	Winkler	1,580
Hutchinson	2,960	Panola	3,100	Wise	2,950
Irion	340	Parker	3,110		

	Radio Homes
Wood	3,490
Yoakum	150
Young	3,490
Zapata	380
Zavala	1,410

●  
**UTAH**  
**111,000**

Beaver	1,150
Box Elder	3,630
Cache	5,930
Carbon	3,680
Daggett	90
Davis	2,940
Duchesne	1,630
Emery	1,410
Garfield	850
Grand	400
Iron	1,560
Juab	1,890
Kane	420
Millard	2,050
Morgan	520
Piute	400
Rich	360
Salt Lake	44,720
San Juan	700
Sanpete	3,420
Sevier	2,260
Summit	1,980
Tooele	2,060
Uintah	1,900
Utah	10,060
Wasatch	1,150
Washington	1,490
Wayne	370
Weber	11,980

●  
**VERMONT**  
**83,600**

Addison	4,460
Bennington	5,850
Caledonia	6,670
Chittenden	11,150
Essex	1,690
Franklin	6,990
Grand Isle	900
Lamoille	2,700
Orange	4,250
Orleans	5,460
Rutland	11,930
Washington	10,200
Windham	6,860
Windsor	9,490

●  
**VIRGINIA**  
**400,200**

Accomac	6,140
Albermarle	7,150
Alleghany	4,640

	Radio Homes
Amelia	1,110
Amherst	2,350
Appomatox	1,060
Arlington	10,960
Augusta	7,870
Bath	1,090
Bedford	3,930
Bland	750
Boteourt	2,170
Brunswick	2,440
Buckanan	1,730
Buckingham	1,730
Campbell	11,660
Caroline	1,880
Carroll	2,820
Charles City	640
Charlotte	1,950
Chesterfield	3,860
Clarke	1,030
Craig	510
Culpeper	1,900
Cumberland	950
Dickenson	1,870
Dinwiddie	8,210
Elizabeth City	4,720
Essex	930
Fairfax	3,930
Fauquier	2,940
Floyd	1,450
Fluvanna	990
Franklin	2,910
Frederick	4,550
Giles	1,660
Gloucester	1,630
Goochland	970
Grayson	2,610
Greene	710
Greensville	1,790
Halifax	5,090
Hanover	2,310
Henrico	48,810
Henry	3,750
Highlan	580
Isle of Wight	1,890
James City	1,120
King and Queen	920
King George	750
King William	1,110
Lancaster	1,330
Lee	4,010
Loudoun	3,060
Louisa	1,950
Lunenburg	1,800
Madison	1,140
Mathews	1,200
Mecklenburg	4,010
Middlesex	1,100
Montgomery	4,230
Nansemond	5,220
Nelson	2,080
New Kent	620
Norfolk	47,910
Northampton	2,910
Northumberland	1,560
Nottoway	2,090

	Radio Homes
Orange	1,800
Page	2,190
Patrick	1,840
Pittsylvania	12,120
Powhatan	730
Prince Edward	2,100
Prince George	3,680
Prince William	1,990
Princess Anne	2,440
Pulaski	3,080
Rappahanonck	970
Richmond	890
Roanoke	22,120
Rockbridge	3,900
Rockingham	5,800
Russell	3,290
Scott	2,940
Shenandoah	3,290
Smyth	3,350
Southampton	3,400
Spotsylvania	2,810
Stafford	1,120
Surry	1,030
Sussex	1,620
Tazewell	4,540
Warren	1,270
Warwick	9,120
Washington	6,440
Westmoreland	1,180
Wise	7,260
Wythe	2,900
York	1,250

●  
**WASHINGTON**  
**443,300**

Adams	1,950
Asotin	2,320
Benton	3,120
Chelan	8,730
Clallam	5,670
Clark	11,360
Columbia	1,530
Cowlitz	8,650
Douglass	2,230
Ferry	1,310
Franklin	1,630
Garfield	970
Grant	1,610
Grays Harbor	16,380
Island	1,780
Jefferson	2,390
King	134,090
Kitsap	9,270
Kittitas	4,680
Klickitat	2,840
Lewis	11,150
Lincoln	3,280
Mason	2,780
Okanogan	5,260
Pacific	4,200
Pend Oreille	2,040
Pierce	46,940
San Juan	1,040

	Radio Homes
Skagit	9,600
Skamania	880
Snohomish	22,990
Spokane	42,220
Stevens	5,310
Thurston	9,030
Wahkiakum	1,060
Walla Walla	7,460
Whatcom	16,730
Whitman	7,500
Yakima	21,320

**WEST VIRGINIA**  
**348,300**

Barbour	3,920
Berkeley	5,840
Boone	4,530
Braxton	4,060
Brooke	5,300
Cabell	20,680
Calhoun	1,900
Clay	2,280
Doddridge	2,130
Fayette	13,660
Gilmer	2,010
Grant	1,610
Greenbrier	6,790
Hampshire	2,420
Hancock	5,790
Hardy	1,850
Harrison	16,850
Jackson	3,190
Jefferson	3,400
Kanawha	32,280
Lewis	4,350
Lincoln	3,240
Logan	10,870
McDowell	16,380
Marion	14,530
Marshall	8,290
Mason	4,190
Mercer	11,830
Mineral	4,170
Mingo	6,960
Monongalia	10,960
Monroe	2,300
Morgan	1,790
Nicholas	3,540
Ohio	17,760
Pendleton	1,700
Pleasants	1,410

	Radio Homes
Pocahontas	2,650
Preston	5,740
Putnam	3,190
Raleigh	12,440
Randolph	4,720
Ritchie	3,290
Roane	3,470
Summers	3,780
Taylor	4,060
Tucker	2,520
Tyler	2,820
Upshur	3,680
Wayne	5,640
Webster	2,480
Weztel	4,520
Wirt	1,270
Wood	13,470
Wyoming	3,800

**WISCONSIN**  
**612,700**

Adams	1,470
Ashland	4,010
Barron	6,100
Bayfield	2,660
Brown	14,030
Buffalo	2,730
Burnett	1,820
Calumet	2,940
Chippewa	6,460
Clark	5,700
Columbia	6,540
Crawford	3,080
Dane	24,700
Dodge	10,490
Door	3,360
Douglas	10,120
Dunn	5,000
Eau Claire	8,950
Florence	670
Fon du Lac	12,690
Forest	1,790
Grant	7,720
Green	4,680
Green Lake	3,010
Iowa	3,860
Iron	1,750
Jackson	2,830
Jefferson	8,270
Juneau	3,320
Kenosha	14,040
Kewaunee	2,880
Le Crosse	11,970
Lafayette	3,500
Langlade	3,940
Lincoln	4,140
Manitowoc	12,000
Marathon	12,580

	Radio Homes
Marinette	6,260
Marquette	1,820
Milwaukee	170,490
Monroe	5,370
Oconto	4,460
Oneida	3,200
Outagamie	12,630
Ozaukee	3,440
Papin	1,390
Pierce	3,940
Polk	4,560
Portage	5,950
Price	2,990
Racine	20,470
Richland	3,610
Rock	17,340
Rush	2,760
St. Croix	4,660
Sauk	6,610
Sawyer	1,570
Shawano	5,580
Sheboygan	15,920
Taylor	2,800
Trempealeau	4,140
Vernon	5,050
Vilas	1,360
Walworth	6,980
Washburn	1,980
Washington	5,140
Waukesha	10,630
Waupaca	6,600
Waushara	2,690
Winnebago	17,220
Wood	7,290

**WYOMING**  
**49,300**

Albany	2,950
Big Horn	2,180
Campbell	1,350
Carbon	2,620
Converse	1,500
Crook	1,020
Fremont	2,310
Goshen	2,180
Hot Springs	1,307
Johnson	1,010
Laramie	5,950
Lincoln	2,180
Natrona	6,380
Niobrara	1,010
Park	1,800
Platte	1,890
Sheridan	3,850
Sublette	380
Sweetwater	4,350
Teton	390
Uinta	1,290
Washakie	790
Weston	990
Yellowstone	
National Park	60

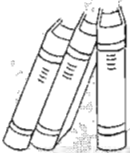


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# THE TECHNICAL SIDE



1938 ————— 1939



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# Technical Advances in Broadcasting

## ★ For the Year 1938 ★

By

**E. K. COHAN**

*Director of Engineering, Columbia Broadcasting System*

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**I**T is somewhat difficult to estimate the progress in broadcasting during the year 1938 from the engineering standpoint because as an industry approaches maturity the technical advances tend to become less spectacular, less dramatic. Technical improvements in broadcasting now are becoming refinements. We are attempting to make an exact science out of what has heretofore been an art.

We have long known, for example, that aerials would radiate radio waves, but more recently have we learned how to control and direct them to given listening areas with the highest efficiency. We have long known that by treating a studio we could make it sound "brilliant" or make it sound "dead." But only recently have we learned how to "build a room on paper" that will, when constructed, possess the desired acoustical characteristics. In short, we are rapidly reaching the stage where we are tying together the loose ends of an operation that was necessarily long conducted on a potluck basis. Our "guesstimates" are becoming accurate predictions.

Many of these refinements are matters which the listener, although he could notice them if they were called to his attention, might not necessarily be aware of. Among these are improved signal strength, improved quality of transmission, and improved operating efficiency. Practically all radio sets now contain an automatic variable amplifier which provides less power for a strong signal than for a weak one. Therefore the owner of such a set is only conscious of increased signal strength in its relation to the amount of electrical interference also picked up by his receiver, if and when this occurs.

Another improvement in signal strength is due to the introduction of the "peak" limiting amplifier which "chops off" the overloads that blast, and makes it possible for the softer tones to be heard more distinctly.

Nor is the listener likely to be conscious of better program quality, because fidelity characteristics of broadcasting have been improved so much that they are usually

superior to the ability of many receivers to reproduce them. It must be borne in mind that we transmit that quality right to the listener's aerial. It is there that the trouble begins. High fidelity is really an expansion of the musical range, comparable to increasing the number of octaves in the scale. But the cheaper the set, the narrower the bottle neck through which this range attempts to pass, and here the psychological factor on the part of the set owner enters in. Curiously enough, the listener has a tendency to become proud of the age of his set. He likes to point with pride to the fact that he has had his set so many years, and that the tubes still "light up." He does not realize that although the tubes in his set still burn, they may have lost nearly all their life, since their function depends upon the number of electrons given off as the filament is heated, and the tube gives off fewer electrons as it increases in age. Thus, without knowing it, the listener may be depriving himself of 50 to 90 per cent of the enjoyment he could otherwise get out of his radio if he would invest in an up-to-date set.

This peculiar trait of human nature is also shown in the affection that a person is apt to have for his old automobile. However, there is this difference: the owner of the old automobile has a daily opportunity to test his car in comparison with his neighbor's; but the owner of an old radio set has no such opportunity for direct comparison with his neighbor's newer receiver. If he did, he might be amazed at the difference in performance.

Another matter which the listener is inclined to take for granted is the simple, every-day fact that when he tunes in his set, radio programs will be immediately



and constantly available to him. One thing I continue to marvel at is the extraordinary degree of continuity and service in broadcasting, in view of the innumerable possibilities of breakdown. Consider that the amount of energy created when sound impinges against a

1

microphone is only  $\frac{1}{30000000000000}$  of

its strength by the time it receives the necessary amplification and is transmitted by a 50 kw. station; then when one pauses to think of the innumerable cables, jacks, plugs, switches, vacuum tubes, and the tens of thousands of various contacts through which it must pass, the breakdown in any one of which would throw the program off the air, one can realize the extent of this efficiency. And to that must be added the possibilities of power line failure, wire line failure, and even water failure in the system used to cool the high power vacuum tubes used in the transmitter. And even then we have not taken into consideration the possibility of human error. In spite of all these factors, the last available annual figures for Columbia's stations show that the percentage of total failures was only .07919 per cent of the total time on the air. However, this remaining percentage of failure can be very important, particularly when one considers that it might occur during a broadcast of an event of international importance being listened to by upwards of 50,000,000 people. It is for that reason that we spend many hours and much energy trying to reduce this infinitesimal figure to an even lower one.

It is difficult to confine any technical advancements to the limited period between January 1st and December 31st, because the developments which emerge in the open are so often dependent on long scientific research and laboratory experiment, but there have been other developments in addition to those already mentioned, which should be briefly touched upon. Along with our general ability to control acoustics through exact planning of studio characteristics, the year has seen an increased usage of echo chambers and related means of controlling reverberation, thus widening the acoustical scope or perspective of programs.

The year has also seen greatly increased activity in the field of international broadcasting by those of us who are rendering this type of service. This is something that the American listener is not likely to be aware of because stations now engaging in international short wave broadcasting employ directional antennas to concentrate the waves to those countries or sections of the world to which they wish to transmit. Accordingly, while the American owner of a short wave set hears

what other nations are doing in short wave broadcasting, he does not get a true picture of what his own country is doing, because we are literally and purposely sending signals "over his head." It is well then to bring attention to the fact that American short wave stations which once did little more than relay programs of their own domestic broadcast station or network, are now carrying programs especially designed to appeal to the foreign audience, including daily world news and other programs being transmitted in half a dozen different tongues. Increases in power, improved operations, greater antenna efficiencies, and more flexible and increased transmitting schedules have all combined to make the services of American short wave stations much greater than that rendered a year ago.

It might be well to look at the short wave picture a moment through the other end of the telescope. In the past year the Vienna and Czechoslovakia crises vividly brought home to the American listener the degree to which short wave radio has shrunk the world. It is not universally known that there are no telephone cables between America and Europe. All transatlantic broadcasts can only be transmitted and received by means of radio. The same is equally true of programs from and to Central and South America, Honolulu, the Philippines, and the Orient. The apparent ease—and I say "apparent" advisedly—with which the networks now switch to the capitals of Europe is the best indication of the intensive engineering which has been going on behind the scenes to make these things possible.

Another aspect of these technical developments which is of considerable significance is the ability to make instantaneously available to all our people important news of the world. This is the best indication of the value and efficiency, particularly in time of emergency or need, of the radio broadcasting facilities we possess.

As we start into the new year, the things which are ahead in radio naturally come to mind. While television and facsimile are more in the future than in the past, they have been receiving their rightful share of midnight oil. The year will see as much activity in these fields as was seen in the early days of broadcasting. In years to come, the average man's television or facsimile set will take its place beside his radio set as an integral part of his household and his daily life as his radio is today. If these new adjuncts have seemed to be long in emerging from the laboratory, it can be said with emphasis that the caution being exercised in seeing that the major problems are worked out before the public invests large sums of money can only react in the long run to the public's benefit.

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330 WEST 42nd ST., NEW YORK CITY

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### **History**

On May, 13, 1912, the Institute of Radio Engineers was formed through the merging of two organizations active in the technical radio field. One of these was the Wireless Institute, the headquarters of which was in New York City and the other which was located in Boston was known as the Society of Wireless Telegraph Engineers. The former organization had a membership of fourteen at the start of 1909 and twenty-seven on January 1, 1912. The Society of Wireless Telegraph Engineers had eleven members on the first day of 1907 and forty-three on January 1, 1912. At the time of its foundation, the Institute of Radio Engineers had fewer than fifty members.

Prominent in the early work of the Society of Wireless Telegraph Engineers were John Stone Stone, Lee de Forest, and Fritz Lowenstein. Those identified with the initial work of the Wireless Institute included John S. Murphy, R. A. Somerville, Joseph D.

Fountain, R. B. Respress, R. A. Cleva, John Gregg, E. Barnwell, Philip Farnsworth, Sidney L. Williams, R. H. Marriott, G. W. Pickard, Harry Shoemaker, and Eugene Thurston. The consolidation of these two societies and the initial work of organizing the Institute of Radio Engineers were done by Alfred N. Goldsmith, J. V. L. Hogan, and R. H. Marriott.

### **General**

The Institute of Radio Engineers functions solely to advance the art and science of radio communication. It includes among its members those who have played prominent parts in the development of radio in the United States as well as many noted radio engineers and scientists in other countries.

Membership in the Institute is strictly personal and several grades have been established. The requirements for admission to these grades is contained in the Institute's Constitution and the eligibility of the applicant is passed on by the Board of Directors.

# CONSULTING ENGINEERS

- Altec Service Corp.**  
250 W. 57th St.  
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- American Signal Co.**  
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Chicago, Ill.
- Andrews, Victor J.**  
7221 S. Francisco Ave.  
Chicago, Ill.
- Appleby, Thomas**  
Southern Bldg.  
Washington, D. C.
- Appleby, Thomas**  
Southern Bldg.  
Washington, D. C.
- Barron, John H.**  
Earle Building  
Washington, D. C.
- Bendix Radio Corp.**  
60 E. 25th St.  
Chicago, Ill.
- Burnett, William W. L.**  
4814 Idaho St.  
Can Diego, Calif.
- Cieferskor, J. R.**  
247 E. 43rd St.  
New York, N. Y.
- Comm. Development Corp.**  
130 Cedar St.  
New York, N. Y.
- Crossley, Alfred**  
154 E. Erie St.  
Chicago, Ill.
- Cullum, A. Earl, Jr.**  
2935 North Henderson Ave.  
Dallas, Texas.
- de Mers, Paul A.**  
21 Brookline Avenue  
Boston, Mass.
- DeWitt, J. H.**  
In care of Station WSM  
Nashville, Tenn.
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- Edwards & Martin**  
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- Everitt, W. L. (E.E., Ph.D.)**  
Communication Laboratory  
The Ohio State University  
Columbus, Ohio.
- Feikert, Grant S.**  
Oregon Argicultural College  
Corvallis, Oregon.
- Felix, Edgar H.**  
7 W. 44th St.  
New York, N. Y.
- Finch Labs., Inc.**  
37 W. 57th St.  
New York, N. Y.
- Foss, William L.**  
815—15th St., N. W.  
Washington, D. C.
- Gillett, Glenn D.**  
National Press Building  
Washington, D. C.
- Globe Radio Labs.**  
20 W. 22nd St.  
New York, N. Y.
- Godley, Paul F.**  
10 Marion Rd.  
Montclair, New Jersey.
- Goldsmith, Dr. Alfred N.**  
444 Madison Ave.  
New York, N. Y.
- Grimwood, Fred O.**  
Evansville, Indiana.
- Hazeltine Service Corp.**  
333 W. 52nd St.  
New York, N. Y.
- Hogan, John V. L.**  
730 Fifth Ave.  
New York, New York.
- Holey, W. J. (Holey & Rollins)**  
1368 Northview Ave., N. E.  
Atlanta, Ga.
- International Electronics Inc.**  
630 Fifth Ave.  
New York, N. Y.
- Jansky & Bailey**  
National Press Building  
Washington, D. C.
- Kiebert, Martin V.**  
66 Cobb Building  
Seattle, Washington.
- Martin, R. D.**  
7 Howard St.  
Spokane, Wash.
- McCreary, Harold J.**  
105 W. Adams St.  
Chicago, Ill.
- McNary & Chambers**  
National Press Building  
Washington, D. C.
- Marriott, Capt. Robert H.**  
1470 East 18th Street  
Brooklyn, New York.
- Mashbir, Col. Sidney F.**  
Washington Institute of Tech  
College Park, Maryland  
or  
McLachen Building  
Washington, D. C.
- Page, E. C., and Davis, Geo.**  
1311 Livingston Street  
Evanston, Illinois.  
or  
Munsey Building  
Washington, D. C.
- Parrish, Robert B.**  
5155 South Gramercy Place  
Pacific Engineering Co.  
Los Angeles, Calif.
- Paust, L. R.**  
2725 N. St. Louis St.  
Chicago, Ill.
- Peterkin, Ernest P.**  
Peterkin Radio Laboratories  
13176 Manor Avenue  
Detroit, Michigan.
- Pickard, Dr. Greenleaf Whittie**  
Seabrook Beach, N. H.
- Radio Patents Corp.**  
10 E. 40th St.  
New York, N. Y.
- Radio Service Engineers**  
1369 E. 57th St.  
Chicago, Ill.
- Rhine, Arthur E.**  
158 W. 230th St.  
New York, N. Y.
- Singleton, H. C.**  
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615 Alder Street  
Portland, Oregon.
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56 Sparks St.  
Ottawa, Ont., Canada.
- Technidyne Corp.**  
524 Broadway  
New York, N. Y.
- United Transformer Corp.**  
72 Spring St.  
New York, N. Y.
- Van Nostrand, W.**  
P. O. Box 50, Station E  
Allanla, Georgia.
- Wilмотte, Raymond M.**  
730 Fifth Ave.  
New York, N. Y.
- Wilson, H. L.**  
260 East 161st Street  
New York, N. Y.

# RADIO PATENTS IN 1938

By

**JOHN B. BRADY**

*Counsellor at Law, Washington, D. C.*

The outstanding patent decision of the year was rendered by the Supreme Court of the United States, May 2, 1938, in the case of General Talking Pictures Corporation v. Western Electric Company, Inc. which was affirmed after rehearing by a majority opinion. Under the facts of this case, the Court held that purchases of amplifiers from a restricted licensee under the patents, infringed the patents by use of the amplifiers for purposes beyond the scope of the restriction. In this case it developed that General Talking Pictures Corporation had purchased amplifiers from a licensee under the patents only empowered to sell such amplifiers for radio amateur reception, radio experimental reception and radio broadcast reception. The use of such amplifiers in talking picture installations in theaters was held to be outside the scope of the license. A dissenting opinion was filed by Mr. Justice Black and Mr. Justice Reed. The patents involved relate principally to direct or impedance coupled circuits for amplifier systems, that is, Lowenstein patent 1,231,764, for Negative Bias; Arnold patents 1,329,283, 1,403,475, 1,448,550, 1,465,332 and 1,520,994; and Mathes patent 1,426,754.

This series of patents and others were the subject of numerous patent suits by Radio Corporation of America during the year. In the District Court for the Southern District of California at Los Angeles, Radio Corporation of America litigated Arnold patent 1,403,475, on Impedance Coupling; Wilson patent 1,403,932 on Biasing Resistors; DeForest patents 1,507,016 and 1,507,017 on Oscillation Systems; Lowenstein patent 1,618,017 for Tuning Control Systems; Lemmon patent 1,702,833 for Condensers; Round patent 1,811,095 on Amplifiers and Detectors; and Reissue patent 18,578 to Ballantine and Hull for Demodulator and Method of Demodulation, against Low Radio Company. The litigation was extended to include the Chamberlain multiple condenser patent 1,573,374; the Kellogg Sound Reproducer patents 1,707,617 and 1,795,214; the Rice and Kellogg Loud Speaker patents 1,728,879 and 1,894,197; and the

Sagle slotted plate patent 2,052,316 for adjusting the capacity range of variable condensers. A consent decree was entered in the Low Radio Company litigation holding the patents valid and infringed.

In the United States District Court for the Northern District of Illinois, Radio Corporation of America sued Music Master, Inc. under this same group of patents, including also Heising patent 1,936,162 on Transmission Systems. Litigation under the same patents and others was pursued by Radio Corporation of America in the District Court for the Southern District of New York against Luxor Radio Manufacturing Company. This latter litigation also involved Mathes patents 1,531,805 and 1,658,346 on Oscillation Generators and Amplifiers; Loewe patent 1,596,198 on System for Generating Oscillations; Lewellyn patent 1,896,780 on Modulating Device; Vreeland patents 1,239,852 and 1,544,081 on Radio Receiving and Transmitting Systems.

General Electric Company also sued Luxor Radio Manufacturing Company in the District Court for the Southern District of New York under the Kellogg patents 1,795,214 and 1,707,617 on Sound Reproducers. The same group of patents were litigated by Radio Corporation of America against Federal Radio & Television Company in the District Court for the Northern District of California, at San Francisco, resulting in an injunction against defendants on May 16, 1938. Radio Corporation of America was successful in obtaining a consent decree under this group of patents in litigation in the District Court for the Southern District of New York against J. & L. Sara Company, Inc.

In the District Court for the Northern District of Illinois, Radio Corporation of America litigated this same group of patents against Lake Sales Radio Company, Inc. resulting in an injunction on February 21, 1938.

Western Electric Company sued Lansing Manufacturing Company in the District Court for the Southern District of California, at Los Angeles, under the Wente Loud Speaker patents 1,707,545, 1,992,268 and 2,037,187; and the Har-

ri-son Sound Reproducer patents 1,730,-425 and 1,734,624. In the same Court Western Electric Company sued Bristow & Company under DeForest patents, 1,507,016 and 1,507,017 on the Oscillator.

Western Electric Company, also pursued Cineina Supplies, Inc. in the United States District Court at Minneapolis, Minnesota, under the same patents involved in the General Talking Pictures Company litigation.

Western Electric Company, Inc. were plaintiffs in an action in the District Court at Trenton, New Jersey, against Biophone Corporation involving Heising patent 1,432,022, for Circuit Connections for Electron Tube Circuits; Blattner patents 1,483,273 and 1,493,595, for Filament Heating Circuits for Tubes and Electron Tube Amplifiers; and Arnold patents 1,465,332, for Electron Tube Amplifiers, and 1,504,537, for Power Limiting Amplifying Device.

During the year the litigation between Radio Corporation of America and Mackay Radio & Telegraph Company, Inc. under the Carter patents 1,623,996, 1,909,610 and 1,974,387 on Radio Transmission Circuits and Antenna; and the Lindenblad patents 1,884,006 and 1,927,522 advanced to hearing before the Supreme Court of the United States and upon which decision at the close of the year is now being awaited.

The Hazeltine Corporation litigation against Radio Corporation of America in the District Court for the District of Delaware, terminated under Wheeler patents 1,951,695, Peak Detector, and 2,041,273; and Reissue patent 19,744, Amplifier Volume Control.

Hazeltine Corporation sued Detrola Radio & Television Corporation under Wheeler Volume Control Reissue patent 19,744 in the District Court for the Eastern District of Michigan, at Detroit, on March 3, 1938. In the same Court on February 15, 1938, Hazeltine Corporation had sued Sparks-Withington Company under this same patent. Litigation under the Wheeler patents 1,951,685 and 2,041,273; and the MacDonald patents 2,022,514 and 1,913,604 by Hazeltine Corporation against General Electric Company terminated in the United States District Court of Maryland, at Baltimore, Maryland, on May 20, 1938.

The litigation between Frank L. Dyer and R.C.A. Victor Company, in the United States District Court, at Trenton, New Jersey, on the phonograph

record patents 1,570,297, 1,726,546 and 1,783,498 terminated February 8, 1938. Mr. Dyer's suit against Decca Records, Inc. in the District Court for the Southern District of New York was terminated April 15, 1938.

Litigation on the Ruben Electrolytic Condenser patents 1,710,073 and 1,714,-191 was brought to a close against Universal Music Company in the District Court for the Southern District of California, and against E. B. Latham & Company, and also a suit against Cosmic Condenser Corporation in the District Court for the Southern District of New York. Litigation under Ruben patent 1,891,207, for Electrolytic condenser terminated in the United States District Court of Maryland, at Baltimore, Maryland, against Sun Radio & Service Supply Corporation.

William G. Finch pursued litigation against International Research Laboratories, Inc. in the District Court for the District of Delaware under Finch patents 2,047,863, Telecommunications System; 2,048,604, Electromagnetic Coupling Device; and 2,066,463, Electrostatic Telecommunication System.

Litigation continued under the R. A. Fessenden patents 1,617,240, for Method of Directive Signaling, and 1,617,242 for Wireless Transmission and Reception, which has been in litigation for some years in the District Court at Delaware against Radio Corporation of America. An appeal was filed in the Third Circuit Court of Appeals by the Fessenden interests from an adverse decision in the District Court.

Nakken Patents Corporation sued Western Electric Company, Inc. on October 1, 1938 in the Southern District of New York under Nakken patents Re. 16,870 and 1,889,758 on Means for Transforming Light Impulses into Electric Current Impulses.

Johnson Laboratories, Inc. sued Andrea Radio Corporation in the District Court for the Eastern District of New York on August 29, 1938 under the Polydoroff patent 1,982,690, for Selective Radio Circuit.

Amy, Aceves & King, Inc. sued, on October 19, 1938, Birnbach Radio Company, Inc. in the District Court for the Southern District of New York under patent 1,920,162, for Radio Aerial Attachment.

The year was one continued round of radio patent litigation, radio patentees asserting their rights under the benefits accorded by the patent laws.

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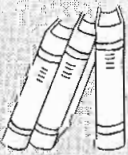


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# RADIO BUYING GUIDE



WHAT TO BUY  
AND  
WHERE TO BUY IT



**ACOUSTICAL PRODUCTS AND SERVICE**

Amplion Products Corp., 38 West 21st St., N. Y. C.  
 Armstrong Cork Products Co., Lancaster, Pa.  
 Atlantic Gypsum Products Co., 40 Central Street, Boston, Mass.  
 Color-Tone, Inc., South Bend, Ind.  
 Celotex Corp., 919 No. Michigan Ave., Chicago.  
 Cork Insulation Co., Inc., 155 E. 44th St., N. Y. C.  
 Electrical Research Products, Inc., 250 W. 57th St., New York, N. Y.  
 Ferro Building Products Co., 360 Lexington Ave., N. Y. C.  
 General Insulating & Mfg. Co., Alexandria, Ind.  
 General Insulating Products Co., 8821 15th Ave., Brooklyn, N. Y.  
 Insulite Co., 1100 Builders Exch., Minneapolis, Minn.  
 International Balsa Co., Jersey City, N. J.  
 Johns-Mansville Co., 22 E. 40th St., New York, N. Y.  
 Keasbey & Mattison Co., Ambler, Pa.  
 National Gypsum Co., 192 Delaware Ave., Buffalo, N. Y.  
 National Rug Mills, Inc., 2494 S. 5th St., Milwaukee, Wis.  
 Northwest Magnesite Co., Pittsburgh, Pa.  
 RCA Manufacturing Co., Inc., Camden, N. J.  
 S. O. S. Corp., 1600 Broadway, N. Y. C.  
 Scholes, Wm. & Sons, Inc., 2nd and Indiana Ave., Philadelphia, Pa.  
 Shure Bros., 225 W. Huron St., Chicago, Ill.  
 Shugart, Harold E. Co., 7470 Santa Monica Blvd., Los Angeles, Calif.  
 Slater Co., The, Inc., 300 W. Austin Ave., Chicago, Ill.  
 Sugar, S. S., 5 East 57th Street, N. Y. C.  
 Union Fibre Co., Inc., Winona, Minn.  
 Union Fibre Sales Co., 205 E. 42nd St., N. Y. C.  
 Universal Gypsum & Lime Co., 192 Delaware Ave., Buffalo, N. Y.  
 Upson Co., Lockport, N. Y.  
 U. S. Gypsum Co., 300 W. Adams St., Chicago.  
 Volt, Christian A., 1482 Broadway, N. Y. C.  
 Webster Electric Co., 100 Varick St., New York, N. Y.  
 Western Electric Co., 195 Broadway, N. Y. C.  
 Western Felt Works, 4115 Ogden Ave., Chicago.  
 Wood Conversion Co., First Nat'l Bank Bldg., St. Paul, Minn.

**AERONAUTICAL RADIO EQUIPMENT**

Bendix Radio Corp., 230 Park Ave., N. Y. C.  
 General Electric Co., Schenectady, N. Y.  
 Harvey Radio Labs., Cambridge, Mass.  
 Lear Developments, Inc., Roosevelt Field, Mineola, L. I.  
 Radio Frequency Labs., Inc., Boonton, N. J.  
 Wilcox Electric Co., 1014 W. 37th St., Kansas City, Mo.  
 Western Electric Co., 195 Broadway, N. Y. C.

A-C Masterpack Co., Duncan, Okla.  
 Acme Sound Co., 2758 Broadway, N. Y. C.  
 Allied Recording Co., 126 W. 46th St., N. Y. C.  
 American Transformer Co., 178 Emmett St., Newark, N. J.  
 Amplifier Co. of America, 37 W. 20th St., N. Y. C.  
 Amplifier Engineering Co., 49 Church St., Boston, Mass.  
 Amplion Products Corp., 38 West 21st Street, N. Y. C.  
 Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.  
 Audio Development Co., S. Minneapolis, Minn.  
 Audio Products Co., Los Angeles, Calif.  
 Audio Research, Inc., 105 E. 16th St., N. Y. C.  
 Automatic Radio Mfg. Co., 122 Brookline Ave., Boston, Mass.  
 Bell Sound Systems, Columbus, Ohio.  
 Blue Seal Sound Devices, Inc., 723 Seventh Ave., New York, N. Y.  
 Burstein-Applebee, 1012 McGee Street, Kansas City, Mo.  
 Canady Sound Appliance Co., 19570 S. Sagamore Rd., Rocky River P. O., Cleveland, O.  
 Cinema Sound Equipment Co., 8572 Santa Monica Blvd., Hollywood, Cal.  
 Collins Radio Co., 2920 First Ave., Cedar Rapids, Ia.  
 Daniel Electrical Labs., N. Y. C.  
 DeVry, Herman A., Inc., 1111 Center Street, Chicago.  
 Duhem, M. P. Mfg. Co., 135 Hayes St., San Francisco, Cal.  
 Electrical Research Products, Inc., 250 W. 57th St., N. Y. C.  
 Electro-Acoustic Product Co., Ft. Wayne, Indiana.  
 Electronic Design Corp., Chicago, Ill.  
 Espey Mfg. Co., 67 Irving Place, N. Y. C.  
 Federated Purchaser, Inc., 25 Park Place, New York, N. Y.  
 Gates Radio & Supply Co., Quincy, Ill.  
 Good-All Electric Mfg. Co., Ogallala, Neb.  
 Hirsch, Gustav, Organization, 209 S. Third St., Columbus, O.  
 Lafayette Radio Mfg. Co., 100 Sixth Ave., N. Y. C.  
 Lincrophone Co., Inc., 1661 Howard Ave., Utica, N. Y.  
 Mellaphone Corp., 65 Atlantic Ave., Rochester, N. Y.  
 Miles Reproducer Co., Inc., 112 W. 14th St., New York, N. Y.  
 Morlen Electric Co., Inc., N. Y. C.  
 Motiograph, Inc., 431 W. Lake St., Chicago.  
 Motion Picture Accessory Co., 2200 S. Vermont Ave., Los Angeles.  
 Operadio Mfg. Co., St. Charles, Ill.  
 Pacent Engineering Corp., 79 Madison Avenue, N. Y. C.  
 Picture-Fone Co., 212 W. North St., Lima, O.  
 Piezoelectric Laboratories, 612 Rockland Ave., New Dorp, S. I., N. Y.  
 Flatter Sound Products Corp., North Vernon, Ind.  
 Presto Recording Corp., 139 W. 19th St., N. Y. C.  
 RCA Manufacturing Co., Inc., Camden, N. J.  
 Radio Installation Co., 1357 N. Gordon Ave., Hollywood, Cal.  
 Radio Industries of Canada, Ltd., 120 Fort St., Winnipeg.  
 Radio Receptor Co., 106 7th Ave., N. Y. C.  
 Radiotone, 7356 Melrose Avenue, Hollywood, Calif.  
 Radioek Co., Chicago, Illinois.  
 Rauland Corp., 3341 Belmont Ave., Chicago.  
 Raytheon Mfg. Co., Waltham, Mass.  
 Remler Co., Ltd., San Francisco, Calif.  
 Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.



Roth-Downs Mfg. Co., 2233 University Ave., St. Paul, Minn.

Royal Zenith Sound Projectors, Inc., 33 W. 60th St., N. Y. C.

Silver Marshall, Inc., 6401 W. 65th Clearing, Chicago.

S. O. S. Corp., 1600 Broadway, New York City.

Sound Projects Co., 3140 N. Walton Avenue, Chicago, Ill.

Sound Systems, Inc., Cleveland, Ohio.

Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Road, Rochester, N. Y.

Thordarson Electric Mfg. Co., Chicago, Ill.

Toledo Sound Equipment Labs, 1215 Jackson St., Toledo, O.

United Transformer Corp., 72 Spring St., N. Y. C.

Van Sickle Radio Co., 1113 Pine St., St. Louis, Mo.

Weber Machine Corp., 59 Rutter St., Rochester, N. Y.

Webster Co., 3825 W. Lake St., Chicago, Ill.

Webster Electric Co., 100 Varick St., N. Y. C.

Webster Electric Co., Racine, Wisc.

Wenzel Co., 2059 S. State St., Chicago, Ill.

Western Electric Co., 195 Broadway, N. Y. C.

Wilcox Electric Co., 1014 W. 37th Street, Kansas City, Mo.

## ANTENNAS

Andrew, Victor J., 7221 S. Francisco Ave., Chicago, Ill.

Birnbach Radio Co., 145 Hudson St., N. Y. C.

Blaw-Knox Co., P. O. Box 1198, Pittsburgh, Pa.

F. & H. Radio Labs, Fargo, N. D.

Hoke Vertical Radiator Co., 219 Bollingbrook St., Petersburg, Va.

International Derrick & Equipment Co., 875 Michigan Ave., Columbus, Ohio.

Johnson, E. F. Co., Waseco, Minn.

Radiart Corp., Shaw Ave., and E. 133rd St., Cleveland, Ohio.

Technical Appliance Corp., 17 E. 16th St., N. Y. C.

Washington Institute of Technology, Washington, D. C.

## ANTENNA EQUIPMENT

Bendix Radio Corp., Washington, D. C.

Birnbach Radio Co., 145 Hudson St., N. Y. C.

General Electric Corp., Schenectady, N. Y.

Gits Molding Corp., 1848 S. Kilbourn Ave., Chicago, Ill.

Isolantite, Inc., 233 Broadway, N. Y. C.

Jacobs, Charles F., 270 Lafayette St., N. Y. C.

Johnson Co., E. F., Waseca, Minn.

Lapp Insulator Co., Gilbert St., Leroy, N. Y.

Locke Insulator Corp., South Charles and Cromwell, Baltimore, Md.

Muter Co., 1255 S. Michigan Ave., Chicago, Ill.

Quam-Nichols Co., 33rd Place and Cottage Grove Ave., Chicago, Ill.

RCA Mfg. Co., Camden, N. J.

## ANTENNA MASTS

American Bridge Co., Pittsburgh, Pa.

Beasley Construction Co., John F., P. O. Box 1547, Muskogee, Okla.

Hartenstine-Zane Co., Inc., 225 Broadway, N. Y. C.

Lehigh Structural Steel Co., 17 Battery Place, N. Y. C.

New Jersey Erectors, 346 Broadway, Newark, N. J.

## ANTENNA SURVEYS

RCA Mfg. Co., Inc., Camden, N. J.

Skifter, Hector R., St. Paul, Minn.

## ATTENUATORS

Audio Products Co., Los Angeles, Calif.

Centralab Division, Globe Union Mfg. Co., 900 E. Keefe Ave., Milwaukee, Wis.

Clarostat Mfg. Co., 285 North Sixth St., Brooklyn, N. Y.

Collins Radio Co., 2921 First Ave., Cedar Rapids, Ia.

Daven Co., The, 158 Summit St., Newark, N. J.

Ferrante Electric, Inc., 30 Rockefeller Plaza, N. Y. C.

General Radio Co., 30 State St., Cambridge, Mass.

International Resistance Co., 401 N. Broad St., Philadelphia, Pa.

Ohmite Mfg. Co., Chicago, Ill.

Remler Co., Ltd., 19th and Bryan Sts., San Francisco, Cal.

Tech Laboratories, 7 Lincoln St., Jersey City, N. J.

## AUDIO-FREQUENCY AMPLIFIERS

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.

Emar Instrument Corp., 29 W. 57th St., N. Y. C.

Forest Sound Systems, 776 Forest Ave., New York City.

Gates Radio & Supply Co., Quincy, Ill.

General Radio Co., 30 State St., Cambridge, Mass.

General Transformer Corp., 500-532 S. Throop St., Chicago, Ill.

Hollywood Electric Transcriber Mfg. Co., 1512 W. Slauson Ave., Los Angeles, Cal.

RCA Mfg. Co., Camden, N. J.

Radio Engineering & Mfg. Co., 26 Journal Square, Jersey City, N. J.

Radio Television Industries Corp., 2 Linden St., Reading, Mass.

Radolek Co., Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.

Raytheon Mfg. Co., 190 Willow St., Walton, Mass.

Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.

United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.

United Transformer Corp., 72 Spring St., N. Y. C.

Vibro-Master Co., 2744 Broadway, N. Y. C.

Webster Electric Co., Racine, Wis.

Western Electric Co., 195 Broadway, N. Y. C.

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## BATTERIES

Bond Electric Corp., 146 Munson St., New Haven, Conn.  
Bright Star Battery Co., Clifton, N. J.  
Burgess Battery Co., Freeport, Ill.  
Edison, Thomas A., Inc., Edison Storage Battery Division, West Orange, N. J.  
Electric Storage Battery Co., 19th and Allegheny Aves., Philadelphia.  
Eveready Battery Co.  
General Dry Batteries, Inc., Cleveland, Ohio.  
Globe-Union, Inc., 900 E. Keefe Ave., Milwaukee, Wisc.  
Insuline Corp of America, 25 Park Pl., N. Y. C  
Miles Reproducer Co., Inc., 112 W. 14th St., N.Y C  
National Carbon Co., 30 E. 42nd St., N. Y. C  
Ray-O-Vac Co., 2317 Winnebago St., Madison, Wis.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Universal Battery Co., 3410 La Salle St., Chicago, Ill.  
U-S-L Battery Corp., Niagara Falls, N. Y.  
Willard Storage Battery Co., 246 E. 131st St. Cleveland, Ohio.

## BELLS—CHIMES, MUSICAL AND ELECTRICAL

Acme Electric Construction Co., 37 W. VanBuren St., Chicago, Ill.  
Amplion Products Corp., 38 West 21st St., N. Y. C  
Deagan, J. C., Inc., 1770 Berteau Ave., Chicago.  
Jenkins Music Co., 1217 Walnut St., Kansas City, Mo.  
Kohler-Liebich Co., 3553 Lincoln Ave., Chicago.  
McShane, Bell Foundry Co., 280 Madison Ave., N. Y. C.  
RCA Manufacturing Co., Inc., Camden, N. J.  
Ross, Charles, Inc., 244 W. 49th St., N. Y. C  
Schwarze Electric Co., Adrian, Mich.

## BIAS CELLS

Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.

## BINDING POSTS

Eby, Hugh H. Co., 2066 Hunting Park Ave. Philadelphia, Pa.

## BROADCAST EQUIPMENT

American Sales Co., 44 W. 19th St., N. Y. C.  
Collins Radio Co., 2920 First Ave., N. E., Cedar Rapids, Iowa  
Deobittle & Falknor, 7421 S. Loomis Blvd., Chicago, Ill.  
Gates American Corp., Quincy, Ill.

Graybar Electric Co. (Distributors for Western Elec.), 420 Lexington Ave., N. Y. C.  
Hygrade Sylvania Corp., Clifton, N. J.  
Insuline Corp. of America, 25 Park Row, N. Y. C.  
International Broadcasting Equipment Co., 312 W. 51st St., Chicago, Ill.  
Johnson E. F. Co., Waseca, Minn.  
Kluge Radio Co., 1041 N. Bonnie Brae, Los Angeles, Cal.  
Neely, Norman B., 5334 Hollywood Blvd., Hollywood, Calif  
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.  
Piezoelectric Laboratories, 612 Rockland Ave., New Drop, S. I., N. Y.  
RCA Mfg Co., Camden, N. J.  
Radio Engineering Labs., 100 Wilbur Ave., Long Island City, N. Y.  
Radio Engineering & Mfg Co., 26 Journal Square, Jersey City, N. J.  
Radio Television Industries Corp., 2 Linden St., Reading, Mass.  
Remler Co., Ltd., 2101 Bryant St., San Francisco, Cal.  
Skiffer, Hector R., St. Paul Hotel, St. Paul, Minn.  
D. V. Tostenson, Moorhead, Minn.  
Transmitter Equipment Mfg. Co., 130 Cedar St., N. Y. C  
United Transformer Corp., 72 Spring St., N. Y. C.  
Western Electric Co., 195 Broadway, N. Y. C.

## CABLES

Alden Products Co., 715 Center St., Brockton, Mass.  
Alpha Wire Corp., 30 Howard St., N. Y. C  
American Radio Hardware Co., 476 Broadway, N. Y. C  
Belden Mfg Co., 4647 W. Van Buren, Chicago, Ill.  
Birnbach Radio Co., 145 Hudson St., N. Y. C  
Consolidated Wire & Associated Corps., 512 S. Peoria St., Chicago, Ill.  
Cornish Wire Co., 30 Church St., N. Y. C.  
Essex Wire Corp., 14310 Woodward Ave., Detroit, Mich  
Mallory, P. R. & Co., Indianapolis, Ind.  
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.  
Rivard Wire & Cable Corp., Toledo, O.  
Transducer Corp., Rockefeller Plaza, N. Y. C.

## CABLES. COAXIAL

Andrew, Victor J., 7221 S. Francisco Ave., Chicago, Ill.  
Commercial Radio Equipment Co., 216 E. 74th St., Kansas City, Mo.  
Isolantific, Inc., 233 Broadway, N. Y. C.  
Transducer Corp., 30 Rockefeller Plaza, N. Y. C.

## CARPETS

Aetna Carpet Co., 9006 Melrose Ave., Los Angeles.  
Bigelow Sanford Carpet Co., Inc., 140 Madison Ave., N. Y. C.  
Greater New York Carpet House, Inc., 244 W. 49th St., N. Y. C.  
Hotel & Theater Carpet Co., 427 W. 42nd St., N. Y. C.

Mohawk Carpet Mills, Inc., 295 Fifth Ave., N. Y. C.

Pick, Albert Co., Inc., 2159 Pershing Road, Chicago.  
Shearer, B. F., Co., 2318 Second Ave., Seattle Wash.  
Slater, William V., Inc., 300 W. Austin Ave., Chicago.

Sloane, W. & J., Selling Agents Division, 295 Fifth Ave., N. Y. C.

Smith, Alexander & Sons., Saw Mill River Rd. and Lake Ave., Yonkers, N. Y.

## 1939 BUYING GUIDE

Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.

Technical Appliance Corp., N. Y. C.

Thordarson Electric Mfg. Co., Chicago, Ill.

Tobe Deutschmann Corp., Canton, Mass.

United Transformer Corp., 72 Spring St., N. Y. C.

Whisk Laboratories, N. Y. C.

### CARPET CUSHIONS

Bigelow Sanford Carpet Co., Inc., 140 Madison Ave., New York, N. Y.

Clinton Carpet Co., 222 N. Bank Drive, Chicago.

Greater New York Carpet House, Inc., 244 W. 49th St., New York, N. Y.

Pick, Albert Co., Inc., 2159 Pershing Road, Chicago.

Western Felt Works, 4115 Ogden Ave., Chicago.

### COILS

Aladdin Radio Industries, Inc., 366 W. Superior St., Chicago, Ill.

Alden Products Co., 715 Center St., Brockton, Mass.

Automatic Winding Co., Newark, N. J.

Bond Radio Co., 13139 Hamilton Ave., Detroit, Mich.

Bud Radio, Inc., 1937 E. 57th St., Cleveland, O.

Carren Mfg. Co., 415 S. Aberdeen St., Chicago, Ill.

Coils, Inc., Providence, R. I.

Continental-Diamond Fibre Co., Newark, N. J.

Coto-Coil Co., Inc., 229 Chapman St., Providence, R. I.

Delta Radio Co., 135 Liberty St., N. Y. C.

General Mfg. Co., 8066 S. Chicago Ave., Chicago, Ill.

General Winding Co., 214 Fulton St., N. Y. C.

Greyhound Equipment Co., Bklyn., N. Y.

Guthman, Edwin I., Co., 400 S. Peoria St., Chicago, Ill.

Halldorson Co., Chicago, Ill.

Hammerlund Mfg. Co., 424 W. 33rd St., N. Y. C.

Insuline Corp. of America, 25 Park Place, N. Y. C.

International Radio Corp., Ann Arbor, Mich.

Johnson, E. F., Co., Waseca, Minn.

Meisner Mfg. Co., Mt. Carmel, Ill.

Miller, J. W. & Co., Los Angeles, Calif.

Precision Inductance Corp., 591 Broadway, N. Y. C.

Sickles, F. W., Co., 300 Main St., Springfield, Mass.

Teleradio Engineering Corp., N. Y. C.

United Transformer Corp., 72 Spring St., N. Y. C.

Universal Winding Co., Providence, R. I.

### CATHODE RAY

#### OSCILLOGRAPHS

Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.

Delta Radio Co., 135 Liberty St., N. Y. C.

DuMont, Allen B., Laboratories, 542 Valley Rd., Upper Montclair, N. J.

General Electric Co., Schenectady, N. Y.

RCA Mfg. Co., Camden, N. J.

United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.

### CATHODE RAY TUBES

Arcturus Radio Tube Co., 720 Frelinghuysen Ave., Newark, N. J.

Cathode Ray & Television Tube Co., Brockton, Mass.

DuMont, Allen B., Laboratories, 542 Valley Rd., Upper Montclair, N. J.

Electronic Products Co., St. Charles, Ill.

Hygrade Sylvania Corp., N. Y. C.

Natural Union Radio Corp., 57 State St., Newark, N. J.

Raytheon Mfg. Co., Waltham, Mass.

RCA Mfg. Co., Camden, N. J.

Western Electric Co., 195 Broadway, N. Y. C.

Westinghouse Lamp Co., Bloomfield, N. J.

### CONDENSERS, ELECTROLYTIC

Aerovox Corp., 70 Washington St., Brooklyn, N. Y.

Ariston Mfg. Corp., 4045 Diversey St., Chicago, Ill.

Concourse Condenser Co., 387 Wales St., N. Y. C.

Condenser Products, 1369 N. Branch St., Chicago, Ill.

Consolidated Condenser Co., 618 W. Elm St., Chicago, Ill.

Consolidated Wire & Associated Corps., 512 S. Peoria St., Chicago, Ill.

Cornell-Dubilier Corp., 1000 Hamilton Blvd., South Plainfield, N. J.

Cosmic Radio Corp., 699 E. 135th St., N. Y. C.

Crowley, H. L. & Co., 1 Central Ave., W. Orange, N. J.

Curtis Condenser Corp., 3088 W. 106 St., Cleveland, Ohio.

Deutschman, Tobe, Corp., Canton, Mass.

Magnavox Co., 2131 Buester Rd., Fort Wayne, Ind.

Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.

### CHOKES, FILTER

Continental Carbon, Inc., 13900 Torsin Ave., Cleveland, Ohio.

Coto-Coil Co., Inc., Providence, R. I.

Dongan Electric Mfg. Co., Detroit, Michigan.

Doolittle & Falkner, Inc., 74 S. Loomis Blvd., Chicago, Ill.

Ferrante Electric, Inc., 30 Rockefeller Plaza, N. Y. C.

General Transformer Corp., 500-532 S. Throop St., Chicago, Ill.

Jefferson Electric Co., Bellwood, Ill.

Miller, J. W. Co., Los Angeles, Calif.

Ohmite Mfg. Co., 4835 W. Flournoy St., Chicago, Ill.

## 1939 BUYING GUIDE

Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.  
National Union Radio Corp., 570 Lexington Ave., N. Y. C.  
Solar Mfg. Co., 599 Broadway, N. Y. C.  
Sprague Products Co., N. Adams, Mass  
Tilton Electric Corp., 15 E. 26th St. N. Y. C.

### CONDENSERS, FIXED

Aerovox Corp., 70 Washington St., Brooklyn N. Y.  
American Condenser Corp., Chicago, Ill.  
Cardwell Mfg. Corp., Allen D. 81 Prospect St. Brooklyn, N. Y.  
Centralab, 900 E. Keefe Avenue, Milwaukee, Wisc.  
Continental Carbon, Inc., 13900 Lorain Ave., Cleveland, Ohio  
Cornell-Dubilier Corp., 1000 Hamilton Blvd., South Plainfield, N. J.  
Crowley, Henry L. & Co., Inc., 1 Central Avenue, W. Orange, N. J.  
Curtis Condenser Corp., Cleveland, Ohio  
Deutschman, Tobe, Corp., Canton, Mass  
Dumont Electric Co., Inc., N. Y. C.  
Electro-Motive Mfg. Co., 797 E. 140th St., N.Y.C.  
Erie Resistor Corp., Erie, Pa.  
Fast John E. & Co., 3132 N. Crawford Ave. Chicago, Ill.  
Magnavox Co., Inc., Ft. Wayne, Ind.  
Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.  
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.  
Miller, J. W. & Co., Los Angeles, Calif  
Morrill & Morrill, N. Y. C.  
Muter Co., The 1255 S. Michigan Ave., Chicago, Ill.  
National Union Radio Co. of N. Y., 570 Lexington Ave., N. Y. C.  
RCA Mfg. Co., Camden, N. J.  
Sangamo Electric Co., Springfield, Ill.  
Sickles, The F. W., Co. 300 Main St., Springfield, Mass  
Solar Mfg. Co., 599 Broadway, N. Y. C.  
Sprague Specialties, Inc., North Adams, Mass  
Underwood Electrical & Mfg. Co. Chicago, Ill.

### CONDENSERS, VARIABLE

American Steel Package Co. The Squire Ave., Defiance, Ohio  
Audio Products Co., Los Angeles, Calif  
Automatic Winding Co., Newark, N. J.  
Cardwell, Allen D., Mfg. Corp. 81 Prospect St. Brooklyn, N. Y.  
Crowley, Henry L. & Co., 1 Central Ave. West Orange, N. J.  
DeJur-Ansco Corp., Shelton, Conn.  
General Instrument Co., Elizabeth, N. J.  
General Radio Co., 30 State St. Cambridge Mass.  
Guthmau, Edwin I., Co., 400 S. Peoria St., Chicago, Ill.  
Hammarlund Mfg. Co., 424 W. 33rd St., N. Y. C.  
Johnson, E. F. Co., Waseca, Minn  
National Co., Inc., Walden, Mass

Radio Condenser Co., Camden, N. J.  
Reliance Die & Stamping Co., Chicago, Ill.  
Sickles, F. W. Co., 300 Main St., Springfield, Mass

### CONVERTERS, ELECTRIC

Amplifier Engineering Co., 49 Church St., Boston, Mass  
Automatic Devices Co., 737 Hamilton St., Allentown Pa.  
Carter Motor Co., 361 W. Superior St., Chicago, Ill.  
Century Electric Co., 1806 Pine St., St. Louis, Mo.  
Continental Electric Co., 50 Church St., N. Y. C.  
Ecor, Inc., Chicago, Ill.  
Electric Specialty Co., Stamford, Conn.  
Electronic Labs., Indianapolis, Ind.  
Fidelity Electric Co., Lancaster, Pa.  
Good-All Electric Mfg. Co., Ogallala, Neb.  
Hertner Electric Co., 12690 Elmswood Ave., Cleveland  
Hirsch Gustav, Organization, 309 S. Third St., Columbus, Ohio.  
Hoffman-Soons, 387 First Ave., New York, N. Y.  
Ideal Electric Mfg. Co., Mansfield, Ohio.  
Janette Mfg. Co., 556 West Monroe St., Chicago.  
Liberty Elec. Corp., 276 Culloden Rd., Stamford, Conn  
Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.  
Northwestern Electric Co., 408 S. Hoyne Ave., Chicago, Ill.  
Picture-Fone Co., 212 W. North St., Lima, Ohio  
Pioneer Generator Co., Chicago, Ill.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

### COUPLING EQUIPMENT

Andrew, Victor J., Chicago, Ill.  
Johnson E. F. Co. Waseka, Minn.

### DIALS AND KNOBS

Aluminum Goods Mfg. Co., Monitowoc, Wisc.  
American Emblem Co., Utica, N. Y.  
Bassian Bros. Co., Rochester, N. Y.  
Crowe Name Plate & Mfg. Co., Chicago, Ill.  
Davies Molding Co., Harry, 142 N. Wells St., Chicago, Ill.  
DeJur-Ansco Corp., Shelton, Conn.  
Gits Molding Corp., 1848 S. Kilbourn Ave., Chicago, Ill.  
Mallory, P. R. & Co., Inc., 3029 E. Washington St. Indianapolis, Ind.  
Meissner Mfg. Co., Mt. Carmel, Ill.  
Ohmite Mfg. Co., 4835 Flourney St., Chicago, Ill.  
Premier Crystal Labs., 719 Pulitzer Bldg., N. Y. C.

### DOORS, FIREPROOF

All Metal Construction Co., Jones and Gifford Ave., Jamestown, N. Y.  
Barnum, E. T., Iron & Wire Works, 6108 Linwood Ave. Detroit, Mich

Clancy, T. R., Inc., 1010 W. Belden Ave., Syracuse, N. Y.  
 Missouri Fire Door and Cornice Co., 2621 Cass Ave., St. Louis.  
 Overly Manufacturing Co., Greenburg, Pa.  
 Richards Wilcox Mfg. Co., Aurora, Ill.

## ELECTRICAL MEASURING EQUIPMENT

(SEE METERS)

Boonton Radio Corp., Fanny Road, Boonton, N. J.  
 Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.  
 Continental Electric Co., Geneva, Ill.  
 Daven Co., The, 158 Summit St., Newark, N. J.  
 Delta Radio Co., 135 Liberty St., N. Y. C.  
 Deutschmann, Tobe, Canton, Mass.  
 Fairchild Aerial Camera Corp., 62-10 Woodside Ave., Woodside, N. Y.  
 General Radio Co., 30 State St., Cambridge, Mass.  
 Hickok Electrical Instrument Co., Cleveland, O.  
 Million Radio & Television Labs., 595 N. Union St., Chicago, Ill.  
 Premier Crystal Labs., 719 Pulitzer Bldg., N. Y. C.  
 RCA Mfg. Co., Camden, N. J.  
 Radio Engineering Labs., Inc., 25-14 41st Ave., Long Island City, N. Y.  
 Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
 Skifter, Hector R., St. Paul Hotel, St. Paul, Minn.  
 Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.  
 Superior Instruments Corp., 136 Liberty St., N. Y. C.  
 Supreme Instruments Corp., Greenwood, Miss.  
 Tech Laboratories, 703 Newark Ave., Jersey City, N. J.  
 Triplett Electrical Instrument Co., Harmon Rd., Bluffton, Ohio.  
 Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.  
 United Motors Service, 3044 Grand Blvd., Detroit, Mich.  
 United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.  
 Wright's Electrical Instrument Laboratories, Reed College, Portland, Ore.  
 Weston Electrical Instrument Corp., 614 Freylinghusen Ave., Newark, N. J.

## EQUALIZERS

Daven Co., The, 158 Summit St., Newark, N. J.  
 Emar Instrument Corp., 29 W. 57th St., N. Y. C.  
 Sound Apparatus Co., 150 W. 46th St., N. Y. C.  
 Tech Laboratories, 703 Newark Ave., Jersey City, N. J.  
 United Transformer Corp., 72 Spring St., N. Y. C.

## FILTERS, INTERFERENCE

Andrew, Victor J., Chicago, Ill.  
 Deutschmann, Tobe, Canton, Mass.

## FIREPROOF AND SOUND-RETARDING DOORS

Evanston Sound-Proof Door Co., 1500 Lincoln St., Evanston, Ill.

## FIXTURES, LIGHTING

Battle, Robert, Inc., 35-28 42nd St., Long Island City, N. Y.  
 Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.  
 Erikson Electric Co., 6 Power House St., Boston, Mass.

Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.  
 General Electric Co., Schenectady, N. Y.  
 Guth, Edwin F., Co., 2615 Washington Ave., St. Louis, Mo.  
 Holzmuelle, C. J., 1108 Howard St., San Francisco, Calif.  
 Hub Electric Corp., 2225 W. Grand Ave., Chicago, Ill.  
 King Scenic Co., 1914 Main St., Dallas, Tex.  
 Kliegl Bros., Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., New York, N. Y.  
 Nation-Wide Manufacturing Corp., 449 W. 42nd St., New York, N. Y.  
 Rambusch Decorating Co., 2 W. 45th St., New York, N. Y.  
 Ross, Charles, Inc., 244 W. 49th St., New York, N. Y.  
 Saltzman, J. G., Inc., 480 Lexington Ave., N. Y. C.  
 Sterling Reflector Co., 1431 W. Hubbard St., Chicago, Ill.  
 Voigt Co., 12th & Montgomery Aves., Philadelphia, Pa.  
 Wagner-Woodruff Co., 830 S. Olive St., Los Angeles, Calif.  
 Wheeler Reflector Co., 275 Congress St., Boston, Mass.

## FLOOR COVERINGS

American Mat Corp., 1708 Adams St., Toledo, O.  
 American Tile & Rubber Co., Perrine Ave., Trenton, N. J.  
 Armstrong Cork Products Co., Lancaster, Pa.  
 Bigelow Sanford Carpet Co., Inc., 140 Madison Ave., New York, N. Y.  
 Clinton Carpet Co., 222 N. Bank Drive, Chicago, Ill.  
 Greater New York Carpet House, Inc., 250 W. 49th St., New York, N. Y.  
 Imperial Floor Co., Inc., 59 Halstead St., Rochester, N. Y.  
 King Scenic Co., 1914 Main St., Dallas, Tex.  
 Pick, Albert, Co., Inc., 2519 Pershing Road, Chicago, Ill.  
 Puritan Rubber Manufacturing Co., Perrine Ave., Trenton, N. J.  
 Rosenheim, J., & Co., 71 W. 45th St., New York, N. Y.  
 Slater Co., The, 300 W. Austin Ave., Chicago, Ill.  
 Smith, Alexander, & Sons, Carpet Co., Sales Division, 295 Fifth Ave., New York, N. Y.

## FREQUENCY CONTROL UNITS

American Piezo Supply Co., 40th & Woodland Ave., Kansas City, Mo.  
 Collins Radio Co., Cedar Rapids, Ia.  
 Commercial Radio Equipment Co., 7205 Baltimore St., Kansas City, Mo.  
 Doolittle & Falknor, Inc., 1306 W. 74th St., Chicago, Ill.  
 International Broadcasting Equipment Co., 312 W. 51st St., Chicago, Ill.  
 Premier Crystal Laboratories, Inc., Park Row, N. Y. C.  
 RCA Mfg. Co., Camden, N. J.  
 Radio Engineering Laboratories, Inc., 100 Wilbur Ave., Long Island City, N. Y.  
 Tostenson, D. V., Moorhead, Minn.  
 Western Electric Co., 195 Broadway, N. Y. C.  
 Western Radio Engineering Co., 5th & St. Peter St., St. Paul, Minn.

## FUSES

Jefferson Electric Co., Bellewood, Ill.  
Littlefuse Laboratories 4238 Lincoln Ave., Chicago, Ill.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.

## GENERATORS

Amplifier Engineering Co., 49 Church St., Boston, Mass.  
Automatic Devices Co., 737 Hamilton St., Allentown, Pa.  
Briggs & Stratton Corp., Milwaukee, Wis.  
Carter Motor Co., Chicago, Ill.  
Century Electric Co., 1806 Pine St., St. Louis, Mo.  
Cinema Sound Equipment Co., 8572 Santa Monica Blvd., Hollywood, Cal.  
Cinema Studios Supply Corp., 1438 N. Beachwood Dr., Los Angeles, Cal.  
Continental Electric Co., 50 Church St., N. Y. C.  
Continental Electric Co., Inc., 323 Ferry St., Newark, N. J.  
Electric Specialty Co., Stamford, Conn.  
Fidelity Electric Co., Lancaster, Pa.  
Gardiner, L. J., Co., 935 W. Goodale Blvd., Columbus, Ohio.  
General Electric Co., Schenectady, N. Y.  
Gen-E-Rotor, Des Moines, Ia.  
Good-All Electric Mfg. Co., Ogallala, Neb.  
Hallberg, J. H., 303 Fourth Ave., N. Y. C.  
Hertner Electric Co., 12690 Elmwood Ave., Cleveland, Ohio.  
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.  
Hoffman-Soons, 387 First Ave., New York, N. Y.  
Ideal Electric Mfg. Co., Mansfield, Ohio.  
Janette Mfg. Co., 556 W. Monroe St., Chicago, Ill.  
Kato Engineering Co., Mankato, Minn.  
Liberty Electric Corp., 276 Culloden Rd., Stamford, Conn.  
Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.  
Mole-Richardson, Inc., 941 N. Sycamore Ave., Hollywood, Calif.  
Northwestern Electric Co., 408 S. Hope Ave., Chicago.  
Onan & Sons, D. W., 440 Royalston Ave., Minneapolis, Minn.  
Picture-Fone Co., 212 W. North St., Lima, Ohio.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Sarvas Electric Co., 60 Rutledge St., Brooklyn, N. Y.  
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

## HARD OF HEARING DEVICES

Acousticon Division of Dictograph Products Co., Inc., 580 Fifth Ave., N. Y. C.  
Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.  
Electrical Research Products, Inc., 250 W. 57th St., New York, N. Y.  
Gates Radio & Supply Co., Quincy, Ill.  
Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.  
RCA Manufacturing Co., Inc., Camden, N. J.  
S. O. S. Corp., 1600 Broadway, N. Y. C.  
Sonotone Corp., 19 W. 44th St., N. Y. C.  
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.  
Universal Microphone Co., Ltd., 424 Warren Lane, Inglewood, Calif.  
Western Electric Co., 195 Broadway, N. Y. C.

## HARDWARE, RADIO

American Radio Hardware Co., Inc., 475 Broadway, N. Y. C.

## HEADPHONES

Acme Specialty Co., 1770 N. Berteau Ave., Chicago, Ill.  
Brush Development Co., E. 40th and Perkins Ave., Cleveland, Ohio.  
Cannon Co., C. F., Main St., Springwater, N. Y.  
Chicago Telephone Supply Co., 1142-1228 W. Bardsley Ave., Elkhart, Ind.  
Dictograph Products Co., 580 Fifth Ave., N. Y. C.  
Insuline Corp. of America, 25 Park Pl., N. Y. C.  
Philmore Mfg. Co., 113 University Pl., N. Y. C.  
Quam-Nichols Co., 33rd Pl. and Cottage Grove Ave., Chicago, Ill.  
Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.  
Trimm Radio Mfg. Co., Chicago, Ill.  
Universal Microphone Co., Ltd., Inglewood, Calif.

## HORNS AND SPEAKERS

A-C Masterpack Co., Duncan, Okla.  
American Radio Speaker Corp., 443 Hudson Ave., Brooklyn, N. Y.  
Amphon Products Corp., 38 West 21st St., N. Y. C.  
Amplifier Engineering Co., 49 Church St., Boston, Mass.  
Ariston Mfg. Co., Chicago, Ill.  
Arlavox Mfg. Co., Chicago, Ill.  
Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.  
Ballantyne Co., 219 N. 16th St., Omaha, Neb.  
Best Mfg. Co., 1200 Grove St., Irvington, N. J.  
Bond Radio Co., Detroit, Mich.  
Cinaudagraph Corp., Stamford, Conn.  
Electrical Research Products, Inc., 250 W. 57th St., New York City.  
Federated Purchaser, Inc., 25 Park Place, New York  
Fox Sound Equipment Corp., 3120 Munroe St., Toledo, Ohio.  
Good-All Electric Mfg. Co., Ogallala, Neb.  
Hawley Products Co., 201 N. 1st Ave., St. Charles, Ill.  
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.  
Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago, Ill.  
Lansing Mfg. Co., 6900 McKinley Ave., Los Angeles, Calif.  
Lifetime Corp., The, 1010 Madison Ave., Toledo, O.  
Magna-Vox Co., Inc., 2131 Beuter Rd., Ft. Wayne, Indiana.  
Mellaphone Corp., 65 Atlantic Ave., Rochester, N. Y.  
Miles Reproducer Co., Inc., 812 Broadway, New York, N. Y.  
Operadio Mfg. Co., St. Charles, Ill.  
Oxford-Tartak Radio Corp., 915 W. Van Buren St., Chicago, Ill.  
Paent Engineering Corp., 79 Madison Ave., New York, N. Y.  
Platter Sound Products Corp., North Vernon, Ind.  
Premier Products, Inc., 915 W. Van Buren St., Chicago, Ill.  
Quam-Nichols Co., Chicago, Ill.  
Racon Electric Co., Inc., 52 E. 19th St., New York, N. Y.  
Radio Speakers, Inc., 1338 S. Michigan Ave., Chicago, Ill.  
Rola Co., 2570 E. Superior Ave., Cleveland, Ohio.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Royal Zenith Sound Projectors, Inc., 33 W. 60th St., N. Y. C.  
RCA Manufacturing Co., Inc., Camden, N. J.  
S. O. S. Corp., 1600 Broadway, N. Y. C.  
Silver-Marshall, Inc., 6401 West 65th St., Chicago, Ill.  
Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Road, Rochester, N. Y.  
Toledo Sound Equipment Labs., 1215 Jackson St., Toledo, Ohio.  
Unit Reproducers Mfg. Co., 999 Main St., Rochester, N. Y.  
University Labs., 191 Canal St., N. Y. C.  
Utah Radio Products Co., 820 Orleans Ave., Chicago.  
Vibro-Master, Inc., 2744 Broadway, N. Y. C.  
Webster Electric Co., 100 Varick St., New York, N. Y.  
Wenzel Co., 2059 S. State St., Chicago, Ill.

Western Electric Co., 195 Broadway, N. Y. C.  
Wright De Coster, Inc., 2233 University Ave.,  
St. Paul, Minn.

## 1939 BUYING GUIDE

### INSULATION

Acme Wire Co., 1255 Dixwell Ave., New Haven, Conn.  
Alden Products Co., 715 Center St., Brockton, Mass.  
American Lava Corp., Cherokee Blvd. & Manufacturers Road, Chattanooga, Tenn.  
Bakelite Corp., 247 Park Ave., N. Y. C.  
Brand, W. & Co., 268 Fourth Ave., N. Y. C.  
Corning Glass Works, Corning, N. Y.  
Crowley, Henry L., & Co., 1 Central Ave., West Orange, N. J.  
Demuth Glass Works, Inc., Brooklyn, N. Y.  
Electronic Mechanics, Inc., N. Y. C.  
Franklin, A. W., & Co., 175 Varick St., N. Y. C.  
Gits Molding Corp., 4600 W. Huron St., Chicago, Ill.  
Insuline Corp. of America, 25 Park Pl., N. Y. C.  
Isclantite, Inc., 233 Broadway, N. Y. C.  
Johnson, E. F., Co., Waseca, Minn.  
Lapp Insulator Co., Gilbert St., LeRoy, N. Y.  
Locke Insulator Corp., S. Charles and Cromwell, Baltimore, Md.  
Mica Insulator Co., 200 Varick St., N. Y. C.  
Mycalex Corp. of America, 101 W. 31st St., N. Y. C.  
Owens-Illinois Glass Co., Newark, Ohio.  
Porcelain Products, Inc., Findlay, Ohio.  
Stupakoff Labs., Inc., Pittsburgh, Pa.

### INTEROFFICE COMMUNICATION SYSTEMS

American Carrier Call, 39 W. 60th St., N. Y. C.  
Carter Motor Co., 361 W. Superior St., Chicago, Ill.  
Dictograph Corp., 580 Fifth Ave., N. Y. C.  
Million Radio & Television Labs., 595 N. Union St., Chicago, Ill.  
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.  
Philo Radio & Television Corp., Toga & C Sts., Philadelphia, Pa.  
Piezoelectric Labs., 612 Rockland Ave., New Dorp, S. I., N. Y.  
Radolek Co. Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.  
RCA Mfg. Co., Camden, N. J.  
Remler Co., Ltd., San Francisco, Calif.  
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.  
Universal Microphone, Ltd., Englewood, Calif.  
Webster Co., 3825 W. Lake St., Chicago, Ill.

### JACKS AND PLUGS

Alden Products Co., 715 Centre, Brockton, Mass.  
American Phenolic Corp., 1215 W. VanBuren, Chicago, Ill.  
American Radio Hardware Co., 476 Broadway, N. Y. C.  
Bastian Bros. Co., Rochester, N. Y.  
Birnbach Radio Co., 145 Hudson St., N. Y. C.  
Bud Radio, Inc., 1937 E. 57th St., Cleveland, Ohio.  
Centralab, 900 E. Keefe Ave., Milwaukee, Wisc.  
Cinch Mfg. Corp., 2335 W. VanBuren St., Chicago, Ill.  
Eby, Hugh H., Co., 2066 Hunting Park Ave., Philadelphia, Pa.  
Franklin, A. W., Mfg. Co., 175 Varick St., N. Y. C.  
General Radio, 30 State St., Cambridge, Mass.  
Johnson, E. F., Co., Waseca, Minn.  
Jones, Howard B., 2300 Wabansia Ave., Chicago, Ill.  
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.  
Meissner Mfg. Co., Mt. Carmel, Ill.  
National Co., Malden, Mass.  
Rivard Wire & Cable Corp., 1014 Madison Ave., Toledo, Ohio.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Trimm Radio Mfg. Co., 1770 W. Berbeau Ave., Chicago, Ill.  
Utah Radio Products Co., The, 812 Orleans St., Chicago, Ill.

### LIGHTING

Battle, Robert, Inc., 35-28 42nd St., Long Island City, N. Y.  
Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.  
Climax Reflector, Inc., 315 Reynolds Place, S. W., Canton, O.  
Cole, W. C., & Co., 320 E. 12th St., Los Angeles, Calif.  
Curtis Lighting, Inc., 1123 W. Jackson Blvd., Chicago, Ill.  
Duhem Motion Picture Manufacturing Co., 135 Hayes St., San Francisco, Calif.  
E-J Electric Installation Co., 227 E. 45th St., New York, N. Y.  
Erikson Electric Co., 6 Power House St., Boston, Mass.  
Flexlume Corp., 1100 Military Road, Buffalo, N. Y.  
General Electric Co., Schenectady, N. Y.  
Golde Manufacturing Co., 1214 W. Madison St., Chicago, Ill.  
Guth, Edwin F., Co., 2615 Washington Ave., St. Louis, Mo.  
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, O.  
Hub Electric Corp., 2225 W. Grand Ave., Chicago, Ill.  
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., New York, N. Y.  
Olesen, Otto K., Illuminating Co., Ltd., 1560 N. Vine St., Hollywood, Calif.  
Rambusch Decorating Co., 2 W. 45th St., New York, N. Y.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Saltzman, J. G., Inc., 480 Lexington Ave., N. Y. C.  
Sterling Reflector Co., 1431 W. Hubbard St., Chicago, Ill.  
Throckmorton, Cleon, Inc., 102 W. Third St., New York, N. Y.  
Voigt Co., 12th & Montgomery Aves., Philadelphia, Pa.  
Wheeler Reflector Co., 275 Congress St., Boston, Mass.

### LOUD SPEAKERS

(See *Horns and Speakers*)

### METAL PANELS, RACKS AND CABINETS

Atlas Sound Corp., 1451-39th St., Brooklyn, N. Y.  
Guthman, Edwin J., & Co., Inc., 400 S. Peoria St., Chicago, Ill.  
Mallory, P. R., Co., Indianapolis, Ind.  
Miles Reproducer Co., 812 Broadway, N. Y. C.  
Far-Metal Products Corp., 3525-41st St., Long Island City, N. Y.  
Radio Engineering Labs., 25-14-41st St., Long Island City, N. Y.

### METERS

Aerovox Corp., 70 Washington St., Brooklyn, N. Y.  
Andrew, Victor J., 7221 S. Francisco Ave., Chicago, Ill.  
Ballantine Laboratories, Boonton, N. J.  
Bendix Radio Corp., Washington, D. C.  
Boonton Radio Corp., Boonton, N. J.  
Burton-Rogers Co., 857 Boylston St., Boston, Mass.  
Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.  
Deutschmann, Tobe, Corp., Canton, Mass.  
Ferranti Electric, Inc., 30 Rockefeller Plaza, N. Y.  
General Electric Co., Schenectady, N. Y.  
General Radio Co., 30 State St., Cambridge, Mass.  
Hickok Electrical Instruments Co., Cleveland, O.  
Monarch Mfg. Co., 3341 Belmont Ave., Chicago, Ill.  
Radio Engineering Labs., Long Island City, N. Y.  
Rawson Electrical Instrument Co., Cambridge, Mass.

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RCA Mfg. Co., Camden, N. J.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Shallcross Mfg. Co., 10 Jackson Ave., Collingdale, Pa.  
Standard Piezo Co., Carlisle, Pa.  
Superior Instruments Co., 136 Liberty St., N. Y. C.  
Supreme Instrument Co., Greenwood, Miss.  
Triplett Electric Instrument Co., Bluffton, O.  
Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.  
Weston Electrical Instrument Co., 614 Frelinghuysen Ave., Newark, N. J.

## MICA

(ALSO SEE INSULATION)  
Brand, William & Co., 276 Fourth Ave., N. Y. C.  
Mica Insulator Co., N. Y. C.

## MICROPHONE ACCESSORIES

American Microphone Co., 1915 S. Western Ave., Los Angeles, Cal.  
American Phenolic Corp., 1250 W. Van Buren St., Chicago, Ill.  
Astatic Microphone Lab., Inc., 830 Market St., Youngstown, Ohio  
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C.  
Eastern Mike-Stand Co., 56 Christopher Ave., Brooklyn, N. Y.  
Shure Brothers, 225 W. Huron St., Chicago, Ill.  
Universal Microphone Co., Ltd., 424 Warren Lane, Inglewood, Cal.  
Western Electric Co., 195 Broadway, N. Y. C.

## MICROPHONE CABLE

Birnback Radio Co., 145 Hudson St., N. Y. C.

## MICROPHONE STANDS

American Microphone Co., 1915 S. Western Ave., Los Angeles, Cal.  
Amperite Company, 561 Broadway, N. Y. C.  
Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.  
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C.  
Bud Radio, Inc., Cleveland, Ohio.  
Eastern Mike-Stand Co., 56 Christopher St., N. Y. C.  
Electro-Voice Mfg. Co., Inc., South Bend, Ind.  
Espey Mfg. Co., 67 Irving Place, N. Y. C.  
Gerrett, M. A., Corp., Milwaukee, Wisc.  
Hetro Electrical Industries, Chicago, Ill.  
Shure Bros., 225 W. Huron St., Chicago, Ill.  
Universal Microphone Co., Ltd., Inglewood, Calif.

## MICROPHONES

American Microphone Co., 1915 S. Western Ave., Los Angeles, Cal.  
Amperite Company, 561 Broadway, N. Y. C.  
Astatic Microphone Laboratory, Inc., 830 Market St., Youngstown, Ohio.  
Atlas Sound Corp., 1451-39th St., Brooklyn, N. Y.  
Beacon Microphone Co., Akron, Ohio.  
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C.  
Brush Development Co., The, E. 40th and Perkins Ave., Cleveland, Ohio.  
Carrier Microphone Co., Inglewood, Calif.  
Daniel Electrical Labs., N. Y. C.  
Electro-Voice Mfg. Co., Inc., South Bend, Ind.  
Fairchild Aerial Camera Corp., 62-10 Woodside Ave., Woodside, N. Y.  
Lifetime Corp., The, 1010 Madison Ave., Toledo, Ohio.  
Philmore Mfg. Co., Inc., 113-115 University Pl., N. Y. C.

Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.  
Pacnet Engineering Corp., 79 Madison Ave., N. Y. C.  
Racan Electric Co., 52 E. 19th St., N. Y. C.  
Radio Television Industries Corp., 2 Linden St., Reading, Mass.  
Radio Receptor Co., 106 Seventh Ave., N. Y. C.  
RCA Mfg. Co., Camden, N. J.  
Scarrland Product Co., Kansas City, Mo.  
Shure Bros. Co., 225 W. Huron St., Chicago, Ill.  
Transducer Corp., 30 Rockefeller Plaza, N. Y. C.  
Turner Co., Cedar Rapids, Iowa.  
Universal Microphone Co., Ltd., 424 Warren Lane, Inglewood, Cal.  
Vibro-Master Co., 2744 Broadway, N. Y. C.  
Western Electric Co., 195 Broadway, N. Y. C.  
Westinghouse Electric & Mfg. Co., Pittsburgh, Pa.

## MONITORS, FREQUENCY AND MODULATION

Bendix Radio Corp., Washington, D. C.  
Boehme, H. O., Inc.  
Broer Broadcasting Corp.  
Commercial Radio Equipment Co., Kansas City, Mo.  
Donnelley Monitoring Service, Lake Bluff, Ill.  
Doolittle & Falknor, Inc., 1306 W. 74th St., Chicago, Ill.  
General Radio Co., 30 State St., Cambridge, Mass.  
Hygrade Sylvania Corp., Clifton, N. J.  
International Broadcasting Equipment Co., 312 W. 51st St., Chicago, Ill.  
Lampkin Labs., Bradentown, Fla.  
Link, Fred M., Co., N. Y. C.  
Peterkin Radio Labs., Detroit, Mich.  
Piezo Electric Laboratories, 612 Rockland Ave., New Dorp, N. Y.  
Pillar of Fire.  
RCA Mfg. Co., Camden, N. J.  
Standard Piezo Co., 126 Cedar St., Carlisle, Pa.  
Western Electric Co., 195 Broadway, N. Y. C.

## MOTORS

Alliance Mfg. Co., Alliance, Ohio.  
B-L Electric Mfg. Co., St. Louis, Mo.  
Carter Motor Co., 361 W. Superior St., Chicago, Ill.  
Ecor, Ind., Chicago, Ill.  
Electric Specialty Co., Stamford, Conn.  
Janette Mfg. Co., 556 W. Monroe St., Chicago, Ill.  
Kato Engineering Co., Kankato, Minn.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Standard Electrical Products Co., 317 Sibley St., St. Paul, Minn.

## NEEDLES, PHONOGRAPH AND RECORDING

Acton, H. W., Co., 370 Seventh Ave., N. Y. C.  
Allied Recording Products, N. Y. C.  
Bagshaw, W. H., Co., Lowell, Mass.  
Cellulose Record & Mfg. Co., 1135 W. 42nd St., Los Angeles, Calif.  
Cook, F. L., 606 Parkman Ave., Los Angeles, Calif.  
Electrovox Co., 424 Madison Ave., N. Y. C.  
Fairchild Aerial Camera Corp., Long Island City, N. Y.  
Federal Recorder Co., Inc., 50 W. 57th St., N. Y. C.  
Garod Sales Corp., N. Y. C.  
Gerrett, M. A., Corp., Milwaukee, Wisc.  
Lowell Needle Co., Putnam, Conn.  
Miles Reproducer Co., 812 Broadway, N. Y. C.  
Mirror Record Co., 54 W. 25th St., N. Y. C.  
Musicraft Records, Inc., 10 W. 47th St., N. Y. C.  
Phonograph Needle Mfg. Co., Inc., 42 Dudley St., Providence, R. I.  
Presto Recording Corp., 139 W. 19th St., N. Y. C.  
Rangertone, Inc., 201 Verona Ave., Newark, N. J.  
Recaton Corp., 178 Prince St., N. Y. C.  
Wall-Kane Needle Mfg. Co., Inc., 869 Broadway, N. Y. C.



## ORGANS

Austin Organs, Inc., 156 Woodland St., Hartford, Conn.  
Gottfried, A. Co., Erie, Pa.  
Hammond Organ Co., N. Y. C.  
Marr, David Co., Warsaw, N. Y.  
Schantz, A. J., Sons & Co., Orrville, O.  
Wurlitzer, Rudolph, Co., North Tonawanda, N. Y.

## PHOTOELECTRIC CELLS

Continental Electric Co., 203 S. First St., St. Charles, Ill.  
Cutter-Hammer, Inc., N. 12th St. and W. St. Paul Ave., Milwaukee, Wis.  
DeVry, Herman A., Inc., 1111 Center St., Chicago.  
Duhem Mfg. Co., 135 Hayes St., San Francisco, Cal.  
Eby, Hugh H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.  
Electrical Research Products, Inc., 250 W. 57th St., N. Y. C.  
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.  
G.-M. Laboratories, Inc., 1731-35 Belmont Ave., Chicago.  
Gates Radio & Supply Co., Quincy, Ill.  
General Electric Co., Schenectady, N. Y.  
General Scientific Corp., 4829 S. Kedzie Ave., Chicago, Ill.  
Good-A.I. Electric Mfg. Co., Ogallala, Neb.  
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.  
Incandescent Lamp Dept., General Electric Co., Nela Park, Cleveland, Ohio.  
International Theater Accessories Corp., 1600 Broadway, N. Y. C.  
Loewenberg, F., N. Y. C.  
Lumatron Vacuum Products Division, General Scientific Corp., 4829 S. Kedzie Ave., Chicago.  
Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.  
National Union Radio Corp. of N. Y., 570 Lexington Ave., N. Y. C.  
Pacnet Engineering Corp., 79 Madison Ave., N. Y. C.  
Picture-Fone Co., 212 W. North St., Lima, Ohio.  
Pioneer Photo Electric Co., 496 Broome St., N. Y. C.  
RCA Manufacturing Co., Inc., Camden, N. J.  
RCA Radiotron Division, RCA Manufacturing Co., Inc., Camden, N. J.  
Royal Zenith Sound Projectors, Inc., 33 W. 60th St., N. Y. C.  
S. O. S. Corp., 1600 Broadway, N. Y. C.  
Scolux Co., E. Newark, N. J.  
Sylvania Products Co., Emporium, Pa.  
Telephoto & Television Corp., 133 W. 19th St., N. Y. C.  
Wenzel Co., 2059 S. State St., Chicago, Ill.  
Western Electric Co., 195 Broadway, N. Y. C.  
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.  
Westinghouse Lamp Co., 30 Rockefeller Plaza, N. Y. C.  
Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.

## PICKUPS. CRYSTAL AND MAGNETIC

Alden Products Co., 715 Center St., Brockton, Mass.  
Astatic Microphone Lab., 830 Market St., Youngstown, O.  
Audak Co., 500 Fifth Ave., N. Y. C.  
Bell Sound Systems, Inc., 61-62 E. Goodale St., Columbus, O.  
Brush Development Co., The, E. 40th and Perkins Ave., Cleveland, Ohio.  
Dynaphone Corp., 507 Fifth Ave., N. Y. C.  
Electric Labs. Co., 141 E. 25th St., N. Y. C.  
Electric Research Labs., 2500 Cottage Grove Ave., Chicago, Ill.  
Electric Acoustic Products Co., 2131 Beuter Rd., Ft. Wayne, Ind.  
Foraco Corp., 2111 Woodward Ave., Detroit, Mich.

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Garrard Sales Corp., 17 Warren St., N. Y. C.  
Gibbs, Thomas, 900 W. Lake St., Chicago, Ill.  
La Salle Radio Corp., 140 Washington St., N. Y. C.  
Life Time Corp., 1012 Madison Ave., Toledo, O.  
Miles Reproducer Co., 812 Broadway, N. Y. C.  
Million Radio & Television, 685 W. Ohio St., Chicago, Ill.  
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.  
Pacnet Eng. Corp., 79 Madison Ave., N. Y. C.  
Proctor, B. A., Co., 17 W. 60th St., N. Y. C.  
RCA Mfg. Co., Camden, N. J.  
Shure Brothers, 225 W. Huron Street, Chicago, Ill.  
Sound Systems, Inc., 6545 Carnegie Ave., Cleveland, O.  
Unit Reproducers Mfg. Co., 999 E. Main St., Rochester, N. Y.  
Webster Electric Co., Racine, Wis.

## POTENTIOMETERS, INC.

(See also Meters)

Chicago Telephone Supply Co., 1142-1228 W. Beasley Ave., Elkhart, Ind.  
Daven Co., The, 158 Summit St., Newark, N. J.  
General Radio Co., 30 State St., Cambridge, Mass.  
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.  
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.  
Precision Resistor Co., 334 Badger Ave., Newark, N. J.  
Radio Television Industries Corp., 2 Linden St., Reading, Mass.  
Tech Laboratories, 703 Newark Ave., Jersey City, N. J.

## PUBLIC ADDRESS SYSTEMS

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.  
Audio Products Co., 4185 W. Second St., Los Angeles, Cal.  
Bell Sound Systems, Columbus, Ohio  
Burstein-Applebee, 1012 McGee St., Kansas City, Mo.  
Community Broadcast Studios, 2234 W. Adams Blvd., Los Angeles, Cal.  
Electro Acoustic Products Co., 2131 Bueter Rd., Fort Wayne, Ind.  
Electronic Design Corp., Chicago, Ill.  
Forest Sound Systems, 776 Forest Ave., N. Y. C.  
Hollywood Electric Transcriber Mfg. Co., 1512 W. Slauson Ave., Los Angeles, Cal.  
Million Radio & Television Laboratories, 595 N. Union St., Chicago, Ill.  
Morlen Electric Co., Inc., N. Y. C.  
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.  
RCA Mfg. Co., Camden, N. J.  
Radolek Co. Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.  
Remler Co., Ltd., 19th and Bryan Sts., San Francisco, Cal.  
Sound Products, Hollywood, Calif.  
Sound Projects Co., 3140 N. Walton Avenue, Chicago, Ill.  
Sundt Engineering Co., 4238 Lincoln Avenue, Chicago, Ill.  
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.  
Vibro-Master Co., 2744 Broadway, N. Y. C.  
Webster Electric Co., Racine, Wis.  
Western Electric Co., 195 Broadway, N. Y. C.  
Wilcos Electric Co., 1014 W. 37th St., Kansas City, Mo.

## QUARTZ CRYSTALS AND ACCESSORIES

American Piezo Supply Co., 3921 Agnes Ave., Kansas City, Mo.  
 Bellefonte Eng. Labs., Bellefonte, Pa.  
 Bliley Electric Co., Union Station Bldg., Erie, Pa.  
 Burnett, William W. L., Radio Laboratories, 8414 Idaho St., San Diego, Cal.  
 Collins Radio Co., Cedar Rapids, Ia.  
 Commercial Radio Equipment Co., 216 E. 74th St., Kansas City, Mo.  
 Fridgen Crystal Labs., Bellefonte, Pa.  
 General Radio Co., 30 State St., Cambridge, Mass.  
 Hipower Crystal Co., 2035 Charleston St., Chicago, Ill.  
 Hollister Crystal Co., Merriman, Kansas  
 Peterson Radio Co., Council Bluffs, Iowa  
 Piezo Electric Labs., 612 Rockland Ave., New Dorp, N. Y.  
 Precision Crystal Labs., Inc., Springfield, Mass.  
 Precision Piezo Service, 427 Asia St., Baton Rouge, La.  
 Premier Crystal Laboratories, 719 Fultizer Bldg., N. Y. C.  
 RCA Mfg. Co., Camden, N. J.  
 Scientific Research Laboratories, 124 Jackson Ave., Hyattsville, Md.  
 Standard Piezo Co., 126 Cedar St., Carlisle, Pa.  
 Valpey Crystals, Box 321, Holliston, Mass.  
 Western Electric Co., 195 Broadway, N. Y. C.

## RECORDERS, DISC

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.  
 Allied Recording Co., 126 W. 48th St., N. Y. C.  
 Amplifier Co., of America, 37 W. 20th St., N. Y. C.  
 Amphon Products Corp., 38 W. 21st St., N. Y. C.  
 Audak Co., 500 Fifth Ave., N. Y. C.  
 Audio Research, Inc., 105 E. 16th St., N. Y. C.  
 Bogen, David, Co., 663 Broadway, N. Y. C.  
 Carter, E. P., 112 Cedar Ave., Pitman, N. J.  
 Cinema Sound Equipment Co., 8572 Santa Monica Blvd., Hollywood, Cal.  
 Decca Recording Laboratories, 666 Lake Shore Dr., Chicago, Ill.  
 Dencose, Inc., 29 W. 57th St., N. Y. C.  
 Electrical Research Products, Inc., 250 W. 57th St., N. Y. C.  
 Fairchild Aerial Camera Corp., Long Island City, N. Y. C.  
 Federal Recorder Co., Inc., 50 W. 57th St., N. Y. C.  
 Gates Radio & Supply Co., Quincy, Ill.  
 Gibbs, Thomas B., 900 W. Lake St., Chicago, Ill.  
 Herkit Engineering Co., 130 W. 46th St., N. Y. C.  
 Holloway Co., N. Y. C.  
 Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.  
 Mirror Record Corp., 54 W. 25th St., N. Y. C.  
 Musicraft Records, Inc., 10 W. 47th St., N. Y. C.  
 Poinsettia, Inc., 112 Cedar Ave., Pitman, N. J.  
 Powers Cinephone Corp., 723 7th Ave., N. Y. C.  
 Presto Recording Corp., 135 W. 39th St., N. Y. C.  
 Proctor Co., 17 W. 60th St., N. Y. C.  
 Rangertone, Inc., 201 Verona Ave., Newark, N. J.  
 RCA Manufacturing Co., Inc., Camden, N. J.  
 Sound Apparatus Co., 150 W. 46th St., N. Y. C.  
 Speak-O-Phone Record & Equipment Co., N. Y. C.  
 Universal Microphone Co., Englewood, Calif.  
 Vibro-Master Co., 2744 Broadway, N. Y. C.  
 Western Electric Co., 195 Broadway, N. Y. C.

## RECORDING EQUIPMENT AND ACCESSORIES

Acoustic Consultants, Inc., N. Y. C.  
 Alliance Manufacturing Co., Alliance, Ohio  
 Allied Phonograph & Record Mfg. Co., 1041 N. Las Palmas Ave., Hollywood, Calif.

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.  
 Allied Recording Products, 126 W. 46th St., N. Y. C.  
 Audak Co., 500 Fifth Ave., N. Y. C.  
 Audio Devices Inc., 1600 Broadway, N. Y. C.  
 Carter, E. P., 112 Cedar Ave., Pitman, N. J.  
 Cellulone Record Mfg. Co., 1135 W. 42nd St., Los Angeles, Cal.  
 Clark Phonograph Record Co., 216 High St., Newark, N. J.  
 Cook, F. L., 606 Parkman Ave., Los Angeles, Cal.  
 Electrical Research Products, Inc., 250 W. 57th St., N. Y. C.  
 Electro-Vox Recording Studios, 5546 Melrose Ave., Hollywood, Cal.  
 Farar Instrument Corp., 29 W. 57th St., N. Y. C.  
 Fairchild Aerial Instrument Corp., Van Wyck Blvd. & Jamaica Ave., Long Island City, N. Y.  
 Federal Recorder Co., Inc., 50 W. 57th St., N. Y. C.  
 Garod Sales Corp., N. Y. C.  
 Gates Radio & Supply Co., Quincy, Ill.  
 Holloway Co., N. Y. C.  
 Hollywood Electric Transcriber Mfg. Co., 1512 W. Slauson Ave., Los Angeles, Cal.  
 Lansing Mfg. Co., 6900 S. McKinley Ave., Los Angeles, Calif.  
 Mirror Record Corp., 58 W. 25th St., N. Y. C.  
 Musicraft Records, Inc., 10 W. 47th St., N. Y. C.  
 Nash Radio Products, St. Louis, Mo.  
 Neely, Norman B., 5334 Hollywood Blvd., Hollywood, Cal.  
 Piezoelectric Laboratories, 612 Rockland Ave., S. I., N. Y.  
 Poinsettia, Inc., Pitman, N. J.  
 Proctor, B. A., Co., 17 W. 60th St., N. Y. C.  
 Presto Recording Corp., 139 W. 19th St., N. Y. C.  
 RCA Mfg. Co., Camden, N. J.  
 Radio Engineering & Mfg. Co., Jersey City, N. J.  
 Radio & Film Methods, 101 Park Ave., N. Y. C.  
 Radiotone, Inc., 7356 Melrose Ave., Hollywood, Cal.  
 Rangertone, Inc., 201 Verona Ave., Newark, N. J.  
 Remler Co., Ltd., San Francisco, Calif.  
 Shure Bros., 225 W. Huron St., Chicago, Ill.  
 Sound Apparatus Co., 150 W. 46th St., N. Y. C.  
 Sound Products, Hollywood, Calif.  
 Sound Projects Co., 3140 W. Walton Ave., Chicago, Ill.  
 Sound Systems, Cleveland, O.  
 Speak-O-Phone Recording & Equipment Co., 23 W. 60th St., N. Y. C.  
 Unit Reproducers Corp., Rochester, N. Y.  
 United Transformer Corp., 72 Spring St., N. Y. C.  
 Universal Microphone Ltd., 424 Warren Lane, Inglewood, Cal.  
 Upco Engineering Labs., N. Y. C.  
 Vibro-Master, 2744 Broadway, N. Y. C.  
 Webster Co., 5622 Bloomingdale Ave., Chicago, Ill.  
 Webster Electric Co., Racine, Wis.  
 Wilcox Electric Co., 1014 W. 37th St., Kansas City, Mo.

## RECTIFIERS

American Transformer Co., 175 Emmett St., Newark, N. J.  
 Amprex Electronic Products, Inc., 79 Washington St., Bklyn., N. Y.  
 B-L Electric Mfg. Co., St. Louis, Mo.  
 Continental Electric Co., 715 Hamilton Avenue, Geneva, Ill.  
 Eitel-McCullough, Inc., San Bruno, Calif.  
 Electronic Products, Los Angeles, Calif.  
 Federal Telegraph Co., Newark, N. J.  
 Ferranti Electric, Inc., 30 Rockefeller Plaza, N. Y. C.  
 Heintz & Kaufman, Ltd., South San Francisco, Calif.  
 International Tel. & Tel. Corp., N. Y. C.  
 Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.  
 Raytheon Mfg. Co., Waltham, Mass.  
 Taylor Tubes, Inc., 2341 Wabansia Ave., Chicago, Ill.  
 United Electronics Co., 42 Spring St., Newark, N. J.  
 United Transformer Corp., 72 Spring St., N. Y. C.  
 Western Electric Co., 195 Broadway, N. Y. C.  
 Westinghouse Electric & Mfg. Co., Bloomfield, N. J.

## RELAYS

Advance Electric Co., Los Angeles, Calif.  
Allen-Bradley Co., Milwaukee, Wisc.  
Allied Control Co., N. Y. C.  
American Automatic Electric Sales Co., Chicago, Ill.  
Brach, L. S., Mfg. Co., 55 Dickerson St., Newark, N. J.  
Cinema Engineering Co., Hollywood, Calif.  
Eby, Hugh H., Inc., Philadelphia, Pa.  
Guardian Electric Co., Chicago, Ill.  
Heineken Machinery Corp., N. Y. C.  
Leach Relay Co., Los Angeles, Calif.  
Muter, The, Co., Chicago, Ill.  
Roller-Smith Co., N. Y. C.  
Sigma Instruments, Inc., Belmont, Mass.  
Standard Electrical Products Co., St. Paul, Minn.  
Struthers Dunn, Inc., Philadelphia, Pa.  
United Cinephone Corp., Long Island City, N. Y.  
Ward Leonard Electric Co., 31 South St., Mt. Vernon, N. Y.  
Weston Electrical Instrument Corp., 612 Frelinghuysen Ave., Newark, N. J.

## RESISTORS

Aerovox Corp., 70 Washington St., Brooklyn, N. Y.  
Allen-Bradley Co., Milwaukee, Wisc.  
Atlas Resistor Co., 423 Broome St., N. Y. C.  
Carborundum Co., Niagara Falls, N. Y.  
Centralab Division of Globe Union Mfg. Co., 900 E. Keefe Ave., Milwaukee, Wis.  
Clarostat Mfg. Co., 285 N. 6th St., Bklyn., N. Y.  
Continental Carbon, Inc., 13900 Lorain Ave., Cleveland, O.  
Crowley, Henry L., Co., 1 Central Ave., West Orange, N. J.  
Daven Co., The, 158 Summit St., Newark, N. J.  
Electro-Motive Mfg. Co., 797 E. 140th St., N. Y. C.  
Erie Resistor Corp., 644 W. 12th St., Erie, Pa.  
General Radio Co., 30 State St., Cambridge, Mass.  
Hardwick, Hindle, Inc., Newark, N. J.  
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.  
Lectrohn, Inc., Cicero, Ill.  
Leeds & Nothrup Co., Philadelphia, Pa.  
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.  
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.  
Morrill & Morrill, N. Y. C.  
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.  
Ohmite Mfg. Co., 4835 W. Flounay St., Chicago, Ill.  
Precision Resistor Co., 334 Badger Ave., Newark, N. J.  
Shallcross Mfg. Co., Collingdale, Pa.  
Speer Carbon Co., St. Mary's, Pa.  
Stackpole Carbon Co., St. Mary's, Pa.  
States Co., Hartford, Conn.  
Tech Laboratories, 7 Lincoln St., Jersey City, N. J.  
Utah Radio Products Co., 812 Orleans St., Chicago, Ill.  
Ward Leonard Electric Co., 31 South St., Mt. Vernon, N. Y.  
White Dental Mfg. Co., The S. S., 10 E. 40th St., N. Y. C.  
Wirt Co., Philadelphia, Pa.

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## RHEOSTATS

Bishop & Babcock Manufacturing Co., 4901 Hamilton Ave., N. E., Cleveland, Ohio.  
Cutler-Hammer, Inc., N. 12th and W. St. Paul Ave., Milwaukee, Wis.  
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.  
Fulton, E. E. Co., 1018 S. Wabash Ave., Chicago, Ill.  
Gates Radio & Supply Co., Quincy, Ill.  
Hardwick, Hindle, Inc., Newark, N. J.  
Hertner Electric Co., 12690 Elmwood Ave., Cleveland, Ohio.  
Hoffman-Soons, 387 First Ave., N. Y. C.  
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.  
Kliegl Bros., Universal Stage Lighting Co., 321 W. 50th St., N. Y. C.  
P. R. Mallory Co., 3029 E. Washington St., Indianapolis, Ind.  
McAuley, J. E. Mfg. Co., Inc., 522 W. Adams St., Chicago, Ill.  
Ohmite Mfg. Co., 4835 W. Flounay St., Chicago, Ill.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Schaefer Bros. Co., 1059 W. Eleventh Street, Chicago, Ill.  
Strong Electric Co., 2501 Lagrange St., Toledo, O.  
Ward Leonard Electric Co., 37 South St., Mt. Vernon, N. Y.  
Westinghouse Electric Mfg. Co., East Pittsburgh.

## SOCKETS

Aiden Products Co., 715 Center St., Brockton, Mass.  
American Phenolic Corp., 1250 W. Van Buren St., Chicago, Ill.  
American Radio Hardware Co., 476 Broadway, N. Y. C.  
Bastian Bros., 1600 N. Clinton Ave., Rochester, N. Y.  
Birnback Radio Co., 145 Hudson St., N. Y. C.  
Bond Radio Co., 13139 Hamilton Ave., Detroit, Mich.  
Bud Radio Inc., 1937 E. 55th St., Cleveland, O.  
Cinch Mfg. Corp., 2335 W. Van Buren St., Chicago, Ill.  
Clarostat Mfg. Co., 285 N. 6th St., Brooklyn, N. Y.  
Continental-Diamond Fibre Co., Newark, N. J.  
Eby, Hugh H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.  
Franklin, A. W., Mfg. Corp., 175 Varick St., N. Y. C.  
Hammarlund Mfg. Co., 424 W. 33rd St., N. Y. C.  
Insuline Corp. of America, 25 Park Place, N. Y. C.  
International Radio Corp., Ann Arbor, Mich.  
International Resistor Co., 401 N. Broad St., Philadelphia, Pa.  
Isolantite, Inc., 233 Broadway, N. Y. C.  
Johnson, E. F., Co., Waseca, Minn.  
Jones, H. B., 2300 Wabansia Ave., Chicago, Ill.  
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.  
Meissner Mfg. Co., Mt. Carmel, Ill.  
Micarta Fabricators, Inc., 4619 Ravenswood Ave., Chicago, Ill.  
National Co., Malden, Mass.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Teleradio Eng. Corp., 484 Broome St., N. Y. C.

## SOLDER

Brach, L. S., Mfg. Co., 55 Dickerson St., Newark, N. J.  
Drake Electric Works, Inc., Chicago, Ill.  
Gardner Metal Co., 4820 S. Campbell Ave., Chicago, Ill.  
Kester Solder Co., 4201 Wrightwood Ave., Chicago, Ill.  
Ruby Chemical Co., Columbus, Ohio

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## SOLDERING IRONS

Drake Electric Works, Inc., 3656 Lincoln Ave., Chicago, Ill.  
Electric Soldering Iron Co., Deep River, Conn.  
Ideal Commutator Dresser Co., Sycamore, Ill.  
Ross Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Stay Warm Electric Co., Ravenna, Ohio

## SOUND EFFECTS APPARATUS

Fairchild Aerial Camera Corp., 62-10 Woodside Ave., Woodside, N. Y.  
Gennett Records, 729 Seventh Ave., N. Y. C.  
Radio Engineering Mfg. Co., 26 Journal Square, Jersey City, N. J.  
Speedy-Q Records, 1344 S. Flower St., Los Angeles, Cal.  
Standard Radio, 6404 Hollywood Blvd., Hollywood, Calif.  
United Transformer Corp., 72 Spring St., N. Y. C.

## SOUND EQUIPMENT AND SYSTEMS

Acme Sound Co., 2758 Broadway, N. Y. C.  
Allied Radio Corp., 833 Jackson Blvd., Chicago, Ill.  
Allied Recording Co., 126 W. 46th St., N. Y. C.  
American Transformer Co., 178 Emmett St., Newark, N. J.  
Amplifier Co. of America, 37 W. 20th St., N. Y. C.  
Amplion Products Corp., 38 W. 21st St., N. Y. C.  
Audio Development Co., 4351 France Ave., S. Minneapolis, Minn.  
Autocrat Radio Co., 3855 N. Hamilton Ave., Chicago, Ill.  
Automatic Radio Mfg. Co., 122 Brookline Ave., Boston, Mass.  
Bell Sound Systems Inc., Columbus, Ohio  
Bendix Radio Mfg. Co., Wood Lake, Minn.  
Bogen, David, Co., 663 Broadway, N. Y. C.  
Brown Ebinger Radio Co., 3924 Washington Blvd., St. Louis, Mo.  
Bud Radio, Inc., Cleveland, Ohio.  
Collins Radio Co., Cedar Rapids, Ia.  
Deluxe Sound Co., 123 South St., Bogota, N. J.  
DeVry, Herman A., Inc., 1111 Center St., Chicago, Ill.  
Dunn-Hall Co., 1477 W. Adams St., Chicago, Ill.  
Electra Corp., 1500 N. Kostner Ave., Chicago, Ill.  
Electrical Research Labs., 2500 Cottage Grove Ave., Chicago, Ill.  
Electro Acoustic Products Co., 2131 Beiter Rd., Ft. Wayne, Ind.  
Electronic Devices Inc., Warren, Pa.  
Electronic Sound Labs., Inc., 5912 Melrose Ave., Hollywood, Calif.  
Fox Sound Equipment Corp., 3120 Monroe St., Toledo, Ohio  
Gates Radio & Supply Co., 115 N. 4th St., Quincy, Ill.  
Gibbs, Thumas B., 900 W. Lake St., Chicago, Ill.  
Hetro Electrical Industries, Inc., Chicago, Ill.  
Jenkins & Adair, 3333 Belmont Ave., Chicago, Ill.  
La Salle Radio Corp., 140 Washington St., Chicago, Ill.  
Lipman Engineering Co., 415 Van Braam St., Pittsburgh, Pa.  
Link, Fred M., 125 W. 17th St., New York City.  
Miles Reproducer Co., 812 Broadway, N. Y. C.  
Million Radio & Television Co., 685 W. Ohio St., Chicago, Ill.

Morlon Electric Co., 60 W. 15th St., N. Y. C.  
Operadio Mfg. Co., St. Charles, Ill.  
Pacent Engineering Corp., 79 Madison Ave., N. Y. C.  
Piezoelectric Labs., 612 Rockland Ave., New Dorp, N. Y.  
Rangertone, Inc., 201 Verona Ave., Newark, N. J.  
Radio Amplifier Labs., 59 Walker St., N. Y. C.  
Radio Receptor Co., 251 W. 19th St., N. Y. C.  
RCA Mfg. Co., Front & Cooper Sts., Camden, N. J.  
Recording Equipment Mfg. Co., 6611 Sunset Blvd., Hollywood, Calif.  
Regal Amplifier Mfg. Co., 14 W. 17th St., N. Y. C.  
Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif.  
Sound Apparatus Co., 150 W. 46th St., N. Y. C.  
Sound Products, 704 N. Curson Ave., Hollywood, Calif.  
Sound Systems, Inc., 6545 Carnegie Ave., Cleveland, Ohio.  
Speak-O-Phone Recording & Equipment Co., 23 W. 60th St., N. Y. C.  
Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.  
Sundt Engineering Co., 4238 N. Lincoln Ave., Chicago, Ill.  
Tech Laboratories, 703 Newark Ave., Jersey City, N. J.  
Techna Corp., 926 Howard St., San Francisco, Calif.  
Transformer Corp. of America, 69 Wooster St., N. Y. C.  
Unified Sound Engineering Co., 2229 University Ave., St. Paul, Minn.  
Universal Microphone Co., Inglewood, Calif.  
Webster Co., 5623 Bloomingdale Ave., Chicago, Ill.  
Webster Electric Co., Racine, Wisc.  
Western Electric Co., 195 Broadway, N. Y. C.

## SWITCHES

Centralab Division of Globe Union Mfg. Co., 900 E. Keefe St., Milwaukee, Wis.  
Chicago Telephone Supply Co., 1142-1228 W. Beardsley Ave., Elkhart, Ind.  
Continental Electric Co., Geneva, Ill.  
Daven Co., The, 158 Summit St., Newark, N. J.  
Eby, Hugh H., Inc., Philadelphia, Pa.  
Gamewell Co., Newton Falls, Mass.  
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.  
Meissner Mfg. Co., Mt. Carmel, Ill.  
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.  
Oak Mfg. Co., 711 W. Lake St., Chicago, Ill.  
Ohmite Electric Co., 4835 W. Flounay St., Chicago, Ill.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Stallcross Mfg. Co., Colbydale, Pa.  
Strothers-Dumdee, Philadelphia, Pa.  
Tech Laboratories, 703 Newark Ave., Jersey City, N. J.  
Utah Radio Products Co., The, 812 Orleans St., Chicago, Ill.

## TEMPERATURE CONTROL UNITS

Billey Electric Co., Union Station Bldg., Erie, Pa.  
Doolittle & Falknor, Inc., 1306 W. 74th St., Chicago, Ill.  
Piezoelectric Laboratories, New Dorp, N. Y.  
Precision Piezo Service, 427 Asia St., New Orleans, La.  
Tostenson, D. V., Moorhead, Minn.

## TRANSFORMERS

Acme Electric Mfg. Co., Cuba, N. Y.  
Alloy Transformer Co., 135 Liberty St., N. Y. C.  
American Transformer Co., 175 Emmet St., Newark, N. J.  
Arlavox Mfg. Co., Chicago, Ill.  
Audio Development Co., St. Paul, Minn.  
Chicago Transformer Co., Chicago, Ill.  
Consolidated Radio Products Co., 361 W. Superior St., Chicago, Ill.  
Coto Coil Co., Providence, R. I.  
Donegan Electric Mfg. Co., Detroit, Mich.  
Doolittle & Falkner, Inc., 7421 S. Loomis Blvd., Chicago, Ill.  
Ferrante Electric, Inc., 30 Rockefeller Plaza, N. Y. C.  
Franklin Transformer Mfg. Co., Minneapolis, Minn.  
Freed Transformer Co., N. Y. C.  
General Radio Co., 30 State St., Cambridge, Mass.  
General Transformer Corp., 500-532 S. Throop St., Chicago, Ill.  
General Winding Co., 214 Fulton St., N. Y. C.  
Hallerson Co., Chicago, Ill.  
Hammarland Mfg. Co., 424 W. 33rd St., N. Y. C.  
Hass Electric & Mfg. Co., 305 E. Munroe St., Springfield, Ill.  
Inck Mfg. Co., Ft. Wayne, Ind.  
International Transformer Co., N. Y. C.  
Jefferson Electric Co., Bellwood, Ill.  
Kenyon Transformer Co., N. Y. C.  
Miles Reproducer Co., 812 Broadway, N. Y. C.  
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.  
RCA Mfg. Co., Camden, N. J.  
Robertson-Davis Co., Chicago, Ill.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Sola Electric Co., 2525 Clybourn Ave., Chicago, Ill.  
Standard Electric Products Co., 317 Sibley St., St. Paul, Minn.  
Standard Transformer Corp., 850 Blackhawk St., Chicago, Ill.  
Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago, Ill.  
Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.  
United Transformer Corp., 72 Spring St., N. Y. C.  
Utah Radio Products Co., 720 Orleans St., Chicago, Ill.  
Webster Electric Co., Racine, Wisc.  
Westinghouse Elec. & Mfg. Co., Pittsburgh, Pa.  
Willard Storage Battery Co., Cleveland, Ohio

## TRANSMISSION LINES

Andrew, Victor J., 7221 S. Francisco Ave., Chicago, Ill.  
Collins Radio Co., First Ave., Cedar Rapids, La.  
Communication Products, Inc., Jersey City, N. J.  
Doolittle & Falkner, Inc., Chicago, Ill.  
General Cable Corp., N. Y. C.  
Isolantite, Inc., 233 Broadway, N. Y. C.  
Johnson Co., E. F., Waseca, Minn.  
Transducer Corp., Rockefeller Plaza, N. Y. C.  
Western Electric Co., 195 Broadway, N. Y. C.

## TUBES, PHOTOELECTRIC

Continental Electric Co., Geneva, Ill.  
Electronic Products Co., 5356 E. 9th St., St. Charles, Ill.  
General Electric Co., Bridgeport, Conn.

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G-M Laboratories, Inc., 1735 Belmont Ave., Chicago, Ill.  
Lowenberg, F., 10 East 40th St., N. Y. C.  
National Union Radio Corp., Newark, N. J.  
RCA Mfg. Co., Camden, N. J.  
Western Electric Co., 195 Broadway, N. Y. C.  
Westinghouse Lamp Co., Bloomfield, N. J.  
Weston Electric Instrument Corp., Newark, N. J.

## TUBES, RADIO RECEIVING

Arcturus Radio Tube Co., 720 Frelinghuysen St., Newark, N. J.  
Champion Radio Works, 88 Holten St., Danvers, Mass.  
General Electric Co., Bridgeport, Conn.  
Hygrade Sylvania Corp., N. Y. C.  
Hytron Corp., 23 Derby St., Salem, Mass.  
International Radio Corp., 535 William St., Ann Arbor, Mich.  
Ken-Rad Tube & Lamp Corp., Owensboro, Ky.  
National Union Radio Corp. of N. Y., 570 Lexington Ave., N. Y. C.  
Philco Radio & Television Corp., Tioga and C Sts., Philadelphia, Pa.  
RCA Mfg. Co., Camden, N. J.  
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.  
Sparks-Withington Co., Jackson, Mich.  
Triad Mfg. Co., Inc., Middle and Fountain Sts., Pawtucket, R. I.  
Tung-Sol Lamp Works, Inc., Newark, N. J.  
Western Electric Co., 195 Broadway, N. Y. C.

## TUBES, RECTIFYING

Amperex Electronic Products, 79 Washington St., Brooklyn, N. Y.  
Continental Electric Co., Geneva, Ill.  
Eitel-McCullough, Inc., San Bruno, Calif.  
RCA Manufacturing Co., Camden, N. J.  
Raytheon, 190 Willow St., Waltham, Mass.  
Taylor Tubes, Inc., 2341 Wabansia Ave., Chicago, Ill.  
United Electronics Co., 42 Spring St., N. Y. C.  
Westinghouse Lamp Co., Bloomfield, N. J.

## TUBES, TRANSMITTING

Amperex Electronic Products, 79 Washington St., Brooklyn, N. Y.  
Eitel-McCullough, Inc., 798 San Mateo Ave., San Bruno, Calif.  
Electronic Products Co., 5356 E. Ninth St., Charles, Ill.  
Federal Telegraph Co., 200 Mt. Pleasant Ave., Newark, N. J.  
Heintz & Kaufman, Ltd., P. O. Box 69, S. San Francisco, Cal.  
Hytron Corp., 23 Derby St., Salem, Mass.  
Link, Fred M., 125 W. 17th St., N. Y. C.  
National Radio Tube Co., 3420 - 18th St., San Francisco, Calif.

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Raytheon Mfg. Co., Waltham, Mass.  
RCA Mfg. Co., Camden, N. J.  
Taylor Tubes, Inc., 2341 Wabansia Ave., Chicago, Ill.  
United Electronics Co., 42 Spring St., Newark, N. J.  
Western Electric Co., 195 Broadway, N. Y. C.  
Westinghouse Electric & Mfg. Co., Bloomfield, N. J.

### TURN TABLES

Acme Sound Co., 2758 Broadway, N. Y. C.  
Allied Recording Co., 126 W. 46th St., N. Y. C.  
Bell Sound Systems Inc., Columbus, Ga.  
Bogen, David, Co., 663 Broadway, N. Y. C.  
Carter, E. R., 112 Cedar Ave., Pitman, N. J.  
Dencose, Inc., 29 W. 57th St., N. Y. C.  
DeCh Mfg. Co., Elizabethport, N. J.  
Electro Acoustics Products Co., 2131 Beuter Rd., Fort Wayne, Ind.  
Fairchild Aerial Camera Corp., Long Island City.  
Federal Recorder Co., Inc., 50 W. 57th St., N. Y. C.  
Garod Sales Corp., N. Y. C.  
Gates Radio & Supply Co., Quincy, Ill.  
General Industries Co., Elyria, O.  
Metro Electric Industries Inc., Chicago, Ill.  
La Salle Radio Corp., 140 Washington St., N. Y. C.  
Miles Reproducer Co., 812 Broadway, N. Y. C.  
Pacent Engineering Corp., 79 Madison Ave., N. Y. C.  
Fresto Recording Corp., 139 W. 19th St., N. Y. C.  
Proctor, B. A. Co., Inc., 17 W. 60th St., N. Y. C.  
RCA Mfg. Co., Camden, N. J.  
Recording Equipment Mfg. Co., 6611 Sunset Blvd., Hollywood, Calif.  
Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif.  
Sound Apparatus Co., 150 W. 46th St., N. Y. C.  
Sound Projects Co., 3140 W. Walton St., Chicago, Ill.  
Sound Systems, Inc., 6545 Carnegie Ave., Cleveland, Ohio.  
Speedway Mfg. Co., 1834 S. 52nd St., Cicero, Ill.  
Transformer Corp. of America, 69 Wooster St., N. Y. C.  
Vibro Master Co., 2744 Broadway, N. Y. C.  
Western Electric Co., 195 Broadway, N. Y. C.

### VACUUM TUBE SOCKETS

(See Sockets)

### VACUUM TUBES, TRANSMITTING

(See Tubes, Transmitting)

### VARNISHED CLOTHS AND PAPERS

Acme Wire Co., New Haven, Conn.  
Bentley-Harris Mfg. Co., Conshohocken, Pa.  
Brand, William & Co., 276 Fourth Ave., N. Y. C.  
Insulation Manufacturers Corp., Chicago.  
Mica Insulator Co., N. Y. C.

### VERTICAL RADIATORS

(Also See Antennas)

Blaw-Knox Co., Pittsburgh, Pa.  
International Derrick & Equipment Co., 875 Michigan Ave., Columbus, Ohio  
Lohigh Structural Steel Co., 17 Battery Place, N. Y. C.  
Lingo, John, & Son, Inc., Camden, N. J.  
Truscan Steel Co., Youngstown, Ohio

### VIBRATORS

American Television & Radio Corp., 300 E. 4th St., St. Paul, Minn.  
Electronic Labs., Inc., Indianapolis, Ind.  
Link, Fred M., Co., N. Y. C.  
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.  
Meissner Mfg. Co., Mt. Carmel, Ill.  
Oak Mfg. Co., 711 W. Lake St., Chicago, Ill.  
Pauley-James Corp., 4619 Ravenswood Ave., Chicago, Ill.  
Radiart Corp., Shaw Ave. and 133rd St., Cleveland, Ohio  
RCA Mfg. Co., Camden, N. J.  
Utah Radio Products Co., 812 Orleans St., Chicago, Ill.

### VOLTAGE REGULATORS

Acme Electric & Mfg. Co., Cuba, N. Y.  
American Transformer Co., 175 Emmett St., Newark, N. J.  
Amperite Co., 561 Broadway, N. Y. C.  
Champion Radio Works, 88 Holten St., Danvers, Mass.  
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.  
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.  
RCA Mfg. Co., Camden, N. J.  
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.  
United Transformer Co., 72 Spring St., N. Y. C.  
Ward-Leonard Electric Co., Mt. Vernon, N. Y.  
Westinghouse Lamp Co., Bloomfield, N. J.

### WIRE

Acme Wire Co., 1255 Dixwell Ave., New Haven, Conn.  
Alpha Wire Corp., N. Y. C.  
American Electric Cable Co., Holyoke, Mass.  
Anaconda Wire & Cable Co., Chicago, Ill.  
Belden Mfg. Co., 4647 W. Van Buren St., Chicago, Ill.  
Birnback Radio Co., 145 Hudson St., N. Y. C.  
Cornish Wire Co., 30 Ch Church St., N. Y. C.  
Crescent Insulated Wire & Cable Co., Trenton, N. J.  
Driver-Harris Co., Harrison, N. J.  
Essex Wire Corp., 14310 Woodward Ave., Detroit, Mich.  
General Cable Corp., N. Y. C.  
Guthman, Edwin L., Co., 400 S. Peoria St., Chicago, Ill.  
Lenz Electric Mfg. Co., 1751 N. Western Ave., Chicago, Ill.  
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.  
Phelps-Dodge Copper Products Corp., Los Angeles, Calif.  
Rea Magnet Wire Co., Inc., East Pontiac St., Extended, Fort Wayne, Ind.  
Wheeler Insulated Wire Co., Bridgeport, Conn.



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# THE LEGAL SIDE



**“NEW PRINCIPLES  
in the  
LAW OF RADIO”**

**By Louis Nizer**

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**Federal Trade Commission  
Procedure**

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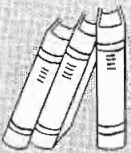
**Seventy-Fifth Congress  
Legislative Digest**

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**Federal Communications  
Bar Association**

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**Legal Bibliography**



*Radio Annual's presentation, last year, of Mr. Nizer's article, "Radio Programs and New Radio Concepts" as well as the same author's article entitled, "Proprietary Interests in Radio Programs," printed in the Columbia Law Review, were hailed, not only by the industry but by the legal profession.*

*In presenting the following article we believe another valuable contribution is being made, not only in the field of radio law, but indeed, to the general philosophy of law.*

*Louis Nizer, a member of the law firm of Phillips & Nizer, is a prominent member of the New York Bar. He is an authority on the law of screen, stage and radio. He is the author of the book entitled NEW COURTS OF INDUSTRY, and of other legal works, such as LITERARY PIRACY, AN ANALYSIS OF THE NATIONAL LABOR RELATIONS ACT, LAW OF RECEIVERSHIPS, THE LAW OF SUBSTITUTION IN MOTION PICTURES and other articles.*

JACK ALICOATE.



ANALYSIS OF  
NEW PRINCIPLES  
OF THE  
LAW OF RADIO

**By LOUIS NIZER**

*Introduction*

**N**O sooner has the law crystalized itself in respect to certain problems of human conduct than new inventions arrive to test its basic philosophy and to require its adjustment to new conditions. The airplane and radio have afforded such new laboratories for critical legal self inspection.

The problems in radio may legally be divided into two broad categories,—substantive and adjective law. The first involves the application of well-known legalistic concepts to novel situations: Is a broadcast intended for local consumption interstate commerce because the radio waves travel across a state line? Is a broadcast defamation slander or libel? Is the broadcasting of news a property right? Does the right of privacy apply to a recording which is broadcast?,—and many other problems.

The second category involves a new quasi legal forum which has been created by Congress to grant or terminate radio licenses. It is called The Federal Communications Commission. Around it has developed special rules of procedure. This branch of law is adjective law, but it is nevertheless vital to an understanding of newly established legal rights in the domain of radio.

This article treats with the decisions in both fields. However, it is not merely a recitation of cases and their holdings. An effort has been made to evaluate and criticize as well as report. A survey of the various decisions affords an opportunity of comparison which a Judge is deprived of in an isolated case. From this vantage point of a better perspective an attempt has been made to indicate the proper developments of the legal principles and to criticize those decisions which do not contribute to the sound development of the law.

## I. *The Recent Development of the Substantive Law of Radio*

\* \* \*

### *Unfair Competition*

An interesting problem today is whether radio stations may broadcast baseball games or other sport events without the consent of the owner of the club. These cases open a new vista in the law of unfair competition, which originally was limited to "passing-off" one's goods as those of another. The doctrine has, however, proved very useful, for it can be directed at the multifarious abuses which arise in our industrial system.

There are grave dangers in suppressing the news under any circumstances, for knowledge of events by the people is essential to the functioning of democracy. Injunctions should be limited solely to the type of broadcast which stresses amusement value, rather than the news. Most people listen to a play-by-play description of a game, or a blow-by-blow account of a fight to receive enjoyment therefrom. It is a pleasure which substitutes for that of witnessing the spectacle. Against such competition protection may well be afforded. But a mere announcement of the result of an inning or round does not furnish amusement but solely news, and so should not be stopped. Using such a distinction, the courts may safely steer a course between the conflicting policy considerations: the desire to prevent unfair competition, and the need for freedom of the news. Such a rule would not impinge on a station's liberty to broadcast other events for in most of them, indeed no amusement value is present.

The leading case in the field is *International News Service v. Associ-*

*ated Press*, 248 U.S. 215. There the International News Service took stories by the Associated Press from early editions of newspapers and sent them to newspapers subscribing to its service. The Supreme Court enjoined this practice as unfair competition. In dealing with the question of whether the Associated Press had "unclean hands," which, under familiar equity doctrine, would bar it from any relief, the Court held that taking "tips" and investigating them was not unfair competition.

An attempt was made in *Twentieth Century Sporting Club, Inc. v. Transradio Press Service, Inc.*, 165 Misc. 71, 300 N.Y. Supp. 159 (Sup. Ct. N.Y. 1937) to use this dictum to justify the defendant in broadcasting a running account of the Joe Louis-Tommy Farr fight. The defendant planned to take "tips" from a blow-by-blow broadcast of the fight and authenticate them by representatives at vantage points outside the stadium. But the Court declared, as is evident, that this was not the type of "tip" discussed in the *International News Service* case, but would rather amount to an "appropriation of the exclusive property rights of the plaintiffs." Although the *Twentieth Century Club* was not itself broadcasting the fight, the *National Broadcasting Co.*, which was joined as a plaintiff, was to do so. Unfair competition would therefore be present, and the defendant was enjoined from his contemplated broadcasting.

The Supreme Court in the *International News Service* case carefully avoided a finding with respect to a property right in the news. A recent case reaches an opposite conclusion on this question. In *National Exhibition*

*Co. v. Teleflash, Inc.*, 24 F. Supp. 488 (S.D.N.Y.) decided in 1936 but first reported in October 1938, suit was filed to enjoin the defendant from transmitting over telephone wires descriptions of baseball games in which the plaintiff's club, the New York Giants, participated. Plaintiff alleged that it did not know whether the news was obtained inside the park, or by observing the game from the outside. Tickets to the game did not prohibit the holder from broadcasting the contest. The basis for the action was the plaintiff's asserted exclusive property right to news of the game while it was in progress. But the Court held that there was no contractual right involved, for no contract had been proved, nor was there any trespass which would warrant relief. Moreover, no competition between the parties existed, despite the fact that the Western Union Company would no longer pay for the privilege of announcing the results of innings, and that ticket sales were reduced by the broadcast. The Teleflash Company was held to have an absolute right to broadcast whatever they could see from outside the grounds.

However, *Pittsburgh Athletic Club v. K.Q.V. Broadcasting Co.*, 24 F. Supp. 490 (W.D. Pa. 1938) held to the contrary. The Pittsburgh Club had sold exclusive broadcasting rights of its games to two companies who bought radio time from the National Broadcasting Co. Station K.Q.V. posted announcers outside the field, and gave a play-by-play description of the game. An injunction was sought by all the above parties against this practice. Tickets to the game were sold with the proviso that the holder agreed not to give out any news of

the game while it went on, but this obviously did not affect the defendant.

A preliminary injunction was granted on the ground that plaintiffs had a property right in the exclusive broadcasting rights with which defendant was interfering. Both plaintiff and defendant, it was stated, were using the news for profit, the latter indirectly by obtaining good-will.

The Court further declared that the Pittsburgh Club had a property right in the news, and a right to control the use thereof for a reasonable time following the game. This last dictum might lead to most undesirable results, including the suppression of news which is of vital importance to the general public. It is hardly likely that it will be followed in subsequent cases.

The case greatly stretches the boundaries of unfair competition. The Australian case of *Victoria Park Racing Co. v. Taylor*, 37 New South Wales 322 (1936) is in accord with the National Exhibition Co. decision rather than the Pittsburgh case. However, disregarding the wide scope of the dicta, and despite the dangers attached to it, the holding of the latter court would seem to be justified by the plaintiff's need for protection.

## Patents

As was to be expected, patent litigation has arisen in the radio field within the past two years. Simple concepts of patent law were involved in *Maibohm v. RCA Victor Co.*, 89 F. (2d) 317 (C.C.A. 4th, 1937) where plaintiff sued for damages for past infringement and for an injunction to restrain further infringement of a patented combination switch and variable resistance device used in radio con-

struction. Two years before the patent was secured, complete details had been published in a radio magazine, and subsequently the device had been publicly used by other companies. The Court declared that either of these facts would suffice to render the patent invalid. In addition, the device was not patentable at all because it was a mere adaptation of a previous device requiring only mechanical skill and not inventiveness.

*F. A. D. Andrea, Inc. v. Radio Corporation of America*, 88 F. (2d) 474 (C.C.A. 3rd, 1937) cert. denied 57 S. Ct. 754 (1938) raised the issues involved in the present monopoly investigation. Broadly speaking, there is a conflict between the patent and the anti-trust laws. The essence of a patent is the grant of a monopoly, which allows the inventor either to manufacture the product or use the device himself, or to compel others to pay him for his permission to use the patent. But the patent laws probably did not contemplate complete domination of an industry by the use of patents. This may be accomplished by cross-licensing agreements whereby patent holders either with conflicting patents, or patents on successive stages in an industry, permit each other to use their patents. This effectively prevents anyone else from entering the field: a complete violation of the spirit of the Sherman Act. The monopoly investigation has shown the possibilities of abuse of patents. It has presented the automobile industry as a good group and some glass manufacturers as a so-called bad group, which by threats of suit for patent infringement and by other devices attempted to eliminate all competition in the industry.

The Andrea case was an effort to force an alleged monopoly based on cross-licensing agreements to grant the plaintiff a license under the same terms as other licensees. The Andrea Co. seized upon Justice Brandeis' dictum in *Standard Oil Co. v. United States*, 283 U.S. 163, 172 (1931) that "Unless the industry is dominated or interstate commerce directly restrained, the Sherman Act does not require cross-licensing patentees to license at reasonable rates others engaged in interstate commerce." The contention was, of course, that there was domination of the industry and hence that licenses to others could be required. But the question in the Standard Oil case was not whether licenses should be issued, but whether the defendants themselves had a monopoly in the field. Therefore, the statement, though apparently in point, had no application here. The Court further found that remedies given by the Sherman and Clayton Acts are exclusive, and that the right to a license is not so given.

### *Trade-Marks*

In *Emerson Electrical Mfg. Co. v. Emerson Radio and Phonograph Corp.*, 80 F. (2d) 349 (Ct. of Customs and Patent Appeals, 1937), aff'd on reargument, 90 F. (2d) 331 (1937), appellee applied for the registration of a trade-mark for radio and television sets and apparatus, consisting of a treble clef and the words "Emerson Radio and Television." Claiming that this mark would lead to confusion with its products, appellant opposed the registration. Appellant is the manufacturer of many types of electrical equipment and one piece of radio apparatus, a dynamotor. The registration of the mark

was granted. The Court stated that the parties were engaged in essentially different fields of manufacturing and consequently there could be no confusion. Moreover, appellee was engaged in the manufacture of radios before appellant entered the radio field, and having this priority, was entitled to have its mark registered.

That the two companies were engaged in different lines of endeavor should not be the sole criterion for judging whether there will be confusion. It would seem that though the one party will not directly lose any sales by virtue of the fact that a similar mark is attached to a different product, yet the good-will attaching to the established mark will attach to the new product. This might have a deleterious effect on the original product. Assuming that manufacturer A produces a transmitter and has an established and highly respected trademark. B, manufacturing receiving apparatus, emulates A's mark. No passing off can occur since the two products are dissimilar and hence a prospective purchaser of a receiving set is not lost to A who never had such equipment for sale. However, if B's product is of inferior construction and there is an association between the two products by the purchasing public, A must necessarily suffer. The esteem in which his product was formerly held will suffer because of the association of the two resulting from the similar mark.

Judge Learned Hand indicated the modern trend in trademark protection in *Yale Elec. Corp. v. Robertson*, 26 F. (2d) 973 (C.C.A. 2d, 1928), when he said:

"The law of unfair trade comes down to nearly this—as Judges have repeated again and again—that one merchant shall not divert customers from another by representing what he sells as emanating from the second. This has been, and perhaps even more now is, the whole law and the Prophets on the subject, though it assumes many guises. Therefore it was at first a debatable point: whether a merchant's good-will, indicated by his mark, could extend beyond such goods as he sold. How could he lose bargains which he had no means to fill? What harm did it do a chewing-gum maker to have an ironmonger use his trademark? The law often ignores the nicer sensibilities.

"However, it has of recent years been recognized that a merchant may have a sufficient economic interest in the use of his mark outside the field of his own exploitation to justify interposition by a court. His mark is his authentic seal; by it he vouches for the goods which bear it; it carries his name for good or ill. If another uses it, he borrows the owner's reputation, whose quality no longer lies within his control. This is an injury, even though the borrower does not tarnish it, or divert any sales by its use; for a reputation, like a face, is a symbol of its possessor and creator, and another can use it only as a mask and so it has come to be recognized that, unless the borrower's use is so foreign to the owner's as to insure against any identification of the two, it is unlawful."

On the basis of Judge Hand's opinion it is doubtful that the ground that

the two companies manufactured different products is compelling. Clearly both manufacture products for the radio industry. Consequently it is quite conceivable that there will be an association between the products of each.

Whereas the law of trade-marks and trade-names has generally been concerned with similarity in appearance, the development of large scale radio advertising has caused a corresponding growth and development in the law. An apt illustration is to be found in *In Re Dutch Maid Ice Cream Co.* 95 F. (2d) 262 (Ct. of Customs and Patent Appeals, 1938). This was an appeal from a decision of the Commissioner of Patents refusing to register the trade-mark "Dutch Maid" as applied to ice cream because of its similarity to a previous trade-mark for ice cream "Dutchland Made." The Court in affirming this ruling posited its holding on the ground of confusion. Said the Court:

"The words 'maid' and 'made' have precisely the same pronunciation, and since the radio is one of the largely used mediums of advertising products, sound is of great importance and must enter as a very necessary factor in considering the likelihood of confusion in trade."

It is interesting to note that there had been no radio advertising of the product but the Court felt that the manufacturer would advertise on the air if he decided that he would gain by so doing.

The result here seems eminently fair. Even though it is doubtful that the words used constitute a technical trade-mark, the name "Dutchland Made" should be protected. Geographic names are protected if they

are used not to denote the *place* of origin but are associated with a particular manufacturer or producer. The similarity is probably not too apparent if the oral senses are excluded from consideration. But with the possibility of the use of the radio with its vocal presentation of the name, the probability of confusion increases, and becomes readily apparent. In view of this possibility it would appear that this decision should be followed under similar circumstances.

Not only are trademarks and trade-names protected. The patent and copyright laws protect inventions and original literary and musical compositions. In fact the law has gone further in the protection of "rights" of persons for their creative endeavors. Thus in *Waring v. W.D.L.S. Broadcasting Station, Inc.*, 327 Pa. 433, 194 Atl. 631 (1937) an injunction was issued to prevent the defendant from broadcasting recordings made by the plaintiff.

Fred Waring had made recordings which were sold with a label which read "Not licensed for radio broadcasting." The defendant, disregarding the label, broadcast the records. In granting the plaintiff (Waring) the injunctive relief for which he had prayed, the Court invoked several grounds. Firstly, the age-old, albeit tenuous, basis of "property rights" was put forth. An artist, pointed out the Court, adds something to the composition he plays by his interpretations. The entire product (here, composition and playing) need not be the creation of one person to be the subject of protection. One whose interpretation is unique and has a high commercial value has a property right in such an interpretation.

The fact that a recording was made

and sold did not constitute a publication which would release plaintiff's rights. The issue in the instant case was not affected because some restrictive covenants attached to personal property had been voided as being in restraint of trade. The copyright laws are inapplicable since they do not protect the rights here claimed. Moreover, plaintiff was not attaching a restrictive covenant to a chattel for he was not selling the physical record but rather the incorporeal privilege of reproducing the rendition of the song.

The famous *Associated Press* case was also used by the Pennsylvania Court to support its result. In that case the doctrine of unfair competition was broadened to include a prohibition upon pirating exclusive news reports even though there was no fraud. Further, the intent not to dedicate the property (news) to the public had to be inferred from the circumstances; here such an intent was made express. Plaintiff and defendant were competitors since both entertained the public over the radio. Both obtained revenue from advertisers, and defendant, by utilizing Waring's recordings, could eliminate practically all of the cost of entertainment. Plaintiff would then find it difficult to secure large fees if his recordings could be rebroadcast free of charge. Although no direct charge was made by defendant for this entertainment, it was designed to obtain advertisers to broadcast from its station, and was therefore for profit.

One further ground given was that if the courts did not protect persons like the plaintiff, artists would refuse to make recordings.

Judge Maxey in a separate concurring opinion refused to say that there

was unfair competition since that concept requires "passing off" — selling one's goods as those of another. But he maintained that the judgment should stand on the ground that this was an invasion of the right of privacy. He favored this doctrine because it would include recordings made by anyone and was not limited to those whose work was considered artistic.

The Waring case raises several interesting questions. In the first place to ground the decision on "property right" is to use a conceptualistic shibboleth which should be avoided. Property rights are not found in the physical order, not found in vacuo. Rather, when we say "property" we refer to a bundle of legal rights, powers and privileges. This bundle is the creature of the law. The fundamental attributes of "property" would not exist without the sanctions of the law. Thus when a court says that an artist has a property right, it is merely stating that it will give the artist some type of protection and not that in the natural order of things a musical rendition is property.

As to the right of privacy, Judge Maxey seems to have erred. The right of privacy is generally conceived to refer to the personal privacy of the plaintiff—his right to be let alone. While Warren and Brandeis in their article *The Right to Privacy* in 4 Harvard Law Review 193 (1890), suggest that the right to intellectual and artistic property is but an example of the common law concept of the right of privacy, there are definitions more limited in scope. In New York, for example, the statutory definition embodied in Section 50 of the Civil Rights Law is

much more restricted. It is defined as the use for purposes of trade or advertising of any living person's name, picture or portrait without his consent. Certainly the acts complained of in *Waring v. W.D., L.S. Broadcasting Station*, do not fall within the statutory definition. Nor does it seem possible to invoke the doctrine of privacy on any other ground where, as here, the person seeking protection behind the cloak of the "right of privacy" has permitted, and in fact desired, a widespread dissemination of the recordings. However, a desirable feature of Judge Maxey's opinion is that protection is afforded to all who make recordings and not only to those who attain some undefined standard of artistic ability.

In *Broene v. Mollie Co.*, 20 F. Supp. 135 (S.D. N.Y., 1937) we find the reiteration of the familiar principle that where an employee invents or creates something as part of his duties the new thing becomes the property of the employer. Plaintiff, in *Broene v. Mollie Co.* had been engaged by an advertising agency to direct a radio program for the defendant company. Using the melody of a well-known tune without the consent of the composer, plaintiff added new lyrics to create a theme song for the broadcasts. Four months after plaintiff left that program he had the song copyrighted and proceeded by a bill in equity to enjoin infringement of the copyright. The court held for the defendant.

Plaintiff's copyright covered merely the new lyrics, for the composer of the music had not consented to the use of the melody. While plaintiff wrote the words, they belonged to the advertising agency (plaintiff's employer) in trust for the defendant since as part of his

duties as program director, plaintiff was required to write a theme song. Moreover, plaintiff did not regard the song as his property, for he did not demand additional remuneration for its use, nor did he copyright the work until a few months after it was written. Thus, the doctrine that "where an employee creates something as part of his duties \* \* \*, the thing created is the property of the employer" was applicable and plaintiff was entitled to no relief.

### Taxation

The interstate character of radio broadcasting has been aired in two recent Georgia cases. Both cases involved local taxes. In *City of Atlanta v. Atlanta Journal Co.*, 198 S.E. 788 (Ga., 1938) the City of Atlanta levied a business license tax on local broadcasters who are defined as those selling time for local advertisements to be transmitted to residents of the State of Georgia. An exception was made for stations engaged solely in rebroadcasts or broadcasts intended entirely for non-residents of that state. Plaintiff, which sought to have the collection of the tax enjoined was engaged in rebroadcasting and in broadcasts originating locally and paid for by local advertisers. However, all its broadcasts reached residents of Georgia and also of other states. The highest court of Georgia, in holding for the plaintiff and enjoining the collection of the levy construed the tax ordinance to be confined in scope to stations broadcasting or intending to broadcast only to Georgia residents. Hence, plaintiff was not within the purview of the enactment. Such a construction undoubtedly follows the familiar canon of statu-



tory interpretation: statutes are to be construed in such a manner that questions of constitutionality will be avoided where possible. Had the Georgia court ruled that the plaintiff was subject to tax under the terms of the ordinance, the tribunal would then have been faced with the question of whether or not this tax was an unconstitutional interference with interstate commerce.

The question of the constitutionality of an occupation tax was litigated in *Atlanta v. Southern Broadcasting Co.*, 190 S.E. 594 (Ga. 1937). Plaintiff brought this suit to enjoin the sale of property for the collection of the tax, contending that the levy was a burden on interstate commerce and therefore invalid. The facts indicated that the broadcaster transmitted programs of the Columbia Broadcasting System wired in from other states. Approximately 70 per cent of the time sold was vended to local advertisers and broadcast to hearers not only in Georgia, but also in other states. The city conceded that programs rebroadcast were interstate communications but argued that the programs broadcast which originate locally were intrastate communications. Answered the Court:

“Such assumption is erroneous. It makes no difference where the communications originate; the question is, Do the communications cross a state line?”

Since the broadcasts were heard beyond the state they were interstate communications. Settled doctrines of constitutional law permit a state or municipality to levy an occupational tax on a person engaged in both interstate and intrastate commerce provided

that it is imposed solely on the intrastate business and “that the person taxed could discontinue the intrastate business without withdrawing also from the interstate business.” Intrastate broadcasts of the Southern Broadcasting Co. could not be abrogated without discontinuing the interstate communications. Hence the tax here involved was declared invalid.

The decision in *City of Atlanta v. Southern Broadcasting Co.* would have been sounder if the stress were put on the unreasonableness of the interference with interstate commerce rather than upon mere interference. The fact that the tax does touch the interstate aspect of the business should not be a sufficient reason for invalidating it. The growth of the concept of reasonableness in constitutional law points a way out. If the tax in question is of such a nature or severity that the taxpayer's business is impaired or no longer profitable, then the tax should clearly be held bad. On the other hand where the business can absorb the burden without decrease in efficiency the tax should be held valid. Surely a factual analysis similar to the inquiry of reasonableness in due process questions could be more desirable than a flat ruling that all taxes imposed upon interstate business are an invalid burden on interstate commerce.

### *Defamation*

The law of defamation presents an interesting question: Is the radio broadcast of a defamatory utterance a libel or is it a slander? The importance of this query is obvious. In the case of a libel the law presumes that the plaintiff has been injured by the publication of written defamation

and hence actual damages need not be proven; in the case of the spoken word no such presumption is made and proof of actual pecuniary damages must be made unless the defamation falls into the class of slanders *per se*.

The New York Appellate Division refused to state its opinion on the question in *Locke v. Benton and Bozels, Inc.*, 253 App. Div. 369 (1st Dept. 1938). Plaintiff alleged that defendant committed actionable defamation in that it broadcast from a script prepared by plaintiff, a newswriter, and inserted false statements concerning the conditions under which the broadcast was given, and described, various matters in such a way as to injure plaintiff's reputation as a reporter. A motion to dismiss the complaint was granted on the ground that the pleading was insufficient for the manner in which the alleged interpolations were made was not clear from the complaint, the defamatory language not having been set forth in the complaint. It was not necessary that the Court decide whether the action was for libel or slander since injury to a person's reputation in his trade or profession is slanderous *per se*, and as in the case of libel, proof of actual damage is not required.

Whether words spread by means of radio communications are considered slanders, libels or placed in some new classification, traditional doctrines of the law of defamations are being applied to the situations where radio is involved. Thus, the defense of truth has been held sufficient. (*Fleisig v. Debs Memorial Radio Fund, Inc.*, reported in New York Law Journal, Jan. 24, 1938.) There the defendant had announced that plaintiff had been

convicted in the Magistrates' Court of simple assault. Plaintiff moved to strike out defendant's defense that complaints had been filed against defendant for disorderly conduct based upon an assault he had committed. The motion was denied. While there is a technical distinction, between assault and disorderly conduct, laymen are not apt to draw that distinction. When the truth is practically the same as the defamation, no harm is done.

A long established principle was applied recently by the Supreme Court of New York. In *Arnold v. General Foods Corp.*, reported in N. Y. Law Journal, March 30, 1938, the alleged defamation occurred in a radio broadcast which concerned seemingly fictitious personages. The defendant's motion to dismiss the complaint was denied. The instant situation is different from a statement or comment about an actual person with whom plaintiff's allegation show he could not have been identified. Here the inquiry is whether or not a reasonable person would have thought that the defamatory utterance was about the plaintiff.

Nor would it seem to absolve the defendant of liability that the broadcast was prefaced by some remark to the effect that "all characters are fictitious and any resemblance is purely a coincidence and has no bearing or relation to any living person." In his renowned essay "Privilege, Malice, and Intent," Holmes said:

"When it is shown that the defendant's act has had temporal damage to the plaintiff for its consequence, the next question is whether that consequence was one which the

defendant might have foreseen. If common experience has shown that some such consequence was likely to follow the act under the circumstances known to the actor, he is taken to have acted with notice, and is held liable \* \* \*."

Applied to the present situations, if it could reasonably be foreseen that the words would be considered to be about the plaintiff and that as a result of the words he would be held up to ridicule, hate, shame or injured in his business, trade or profession, then the fact that the production is fictitious or was preceded by the blurb should not exonerate the defendant.

A Judge is absolutely immune from responsibility for defamatory words published in judicial proceedings. The fact that he permitted a trial to be broadcast would not change his privilege. *Irwin v. Ashurst*, 74 P. (2d) 1127 (Ore. 1938) so held. Plaintiff was a witness who testified in a murder trial. During his summation, one of the defendants, counsel for the defense in the murder trial, described plaintiff as a dope fiend and said he was lower than a rattlesnake. This statement as well as the other portions of the trial were transmitted by radio by permission of the Judge with the consent of counsel. Judicial immunity was not vitiated because of the permission granted. There is nothing illegal about broadcasting a criminal trial. Although the American Bar Association disapproves of such a practice, it is matter within the discretion of the trial court. Broadcasting without comment is no different from publication by a newspaper. The attorney was qualifiedly privileged if his remarks were pertinent to the issues or

even irrelevant, if not malicious. A broadcast of said remarks would be privileged; the broadcasting station not subject to liability.

A case involving defamation as well as the right of privacy and unfair competition is *Gardella v. Log Cabin Products Co.*, 89 F. (2d) 891 (C.C.A. 2nd, 1937). A judgment was had by the radio and stage performer "Aunt Jemima" for the use of that name on three broadcasts. When defendant could not succeed in hiring plaintiff it hired another woman who sang and spoke like plaintiff. The judgment was reversed by the Circuit Court of Appeals. Stage names, such as plaintiff's, are entitled to protection under the New York Civil Rights Law which protects the right of privacy. However, defendant had used the name "Aunt Jemima" as a trademark and for advertising purposes long before plaintiff began to use it. For the impersonation defendant was guilty of "passing off." But only nominal damages were imposed.

On the defamation point, plaintiff had a cause of action if there was a deception to the effect that the impersonator and plaintiff were one. The defamation consisted in the inferior quality of the impersonation, since it detracted from professional reputation. Injury by defamation to professional reputation is actionable and damages recoverable without proof of actual injury. Plaintiff was unsuccessful here, however, for it was only necessary that the Aunt Jemima on the program be identified as the fictitious Aunt Jemima. This was done and thus though there was some degree of imitation, there was no deception.

## *Contracts for Radio Time*

Two diverse tendencies in the interpretation and construction of contracts for time are apparent. Illustrating the strict view is *Barney's Clothes, Inc. v. WBO Broadcasting Co.*, 165 Misc. 532, 1 N.Y. Supp. (2d) 42 (Sup. Ct. 1937). Defendant broadcasting company had agreed to give plaintiff certain specified amounts of time and also to give it a certain number of special announcements. Plaintiff paid in full. The program given was not as long as the time contracted for, nor were the full number of announcements made. Alleging these facts, plaintiff brought an action to recover the *full contract price*. A motion to dismiss the complaint, interposed by the defendant was denied. The Court said:

"\* \* \* where a defendant receives the full payment on a contract that he was required to perform fully and he has partly performed, then any moneys paid to him may be recovered."

The contract was held to be an entire one, and the promissor required to show full performance to receive or retain payment. A more liberal construction was given in *Hello World Broadcasting Corp. v. International Broadcasting Corp.*, 186 La. 589, 173 So. 115 (1937). A rather involved contract contained a provision giving plaintiff \$5,000 worth of advertising time on the station. After plaintiff had used \$2,250 worth of its time, the station assigned its part-time rights to the 850 kilocycle channel and received an assignment of a continuous full-

time wave length of 1100 kilocycles. Plaintiff claimed damages for the balance of the contract averring that advertising over the new channel was valueless. There was no provision in the agreement requiring the defendant to maintain any particular wave length, the contract merely specifying that plaintiff was to have \$5,000 worth of advertising "time on the station." On appeal, judgment for the plaintiff was reversed and suit dismissed. Under the terms of the contract defendant was under no duty to retain its old wave length. Moreover, the evidence showed that the value of advertising increased upon the change of wave length due to the fact that the station could operate on a full-time rather than part-time schedule. Consequently, plaintiff had proven no injury.

The Barney's Clothes case seems to be entirely too harsh. Generally where one is dissatisfied with a purchase because it does not meet the contract terms, he must return the goods in order to become privileged to demand repayment of the full purchase price. Where the purchaser retains the goods he is entitled to damages which are measured by the difference between the price paid to the vendor and the value of the goods received and retained. Here, of course, the purchaser of the time—if the advertiser can be considered as vendee—is not in a position to make restitution. Having received the benefits of the time, he should not be allowed to retain those benefits and at the same time recover the full contract price. The undesirable result is brought out in sharper

relief when the logical consequences of that case are examined. Suppose, for example, a large network has contracted with an advertiser for a five year period, the full price being payable in advance. On the sponsor's last program an important news event occurs, and the network interrupts the program to relay the information. In so doing, the advertiser has been deprived of the full time to which he was entitled under the contract, and since the broadcaster cannot show full performance an application of the doctrine announced in the *Barney's Clothes* case, would mean that the sponsor received almost five years' free radio time.

The decision of *Hello World Broadcasting Corp. v. International Broadcasting Corp.* seems to be correct. Assuming the contract had been interpreted to require continuation of the 850 kilocycle wave-length, an interesting question would be raised. In the case under discussion the evidence indicated that the value of advertising on the station had appreciated as a result of the change to the new wave-length. Had the evidence indicated the contrary, plaintiff undoubtedly would have suffered some loss. But how would his damages be assessed? If the contract specified a given number of hours at a designated rate then the measure of damages would be the difference between the contract price and the new rate. But if the contract did not state the number of hours to which plaintiff was entitled, it is difficult to see what loss he would suffer if the defendant increased the total time on the air so that the advertiser received his full quota of \$5,000 worth of time.

## II. Regulation under the Federal Communications Commission Criminal Provision

The Courts have for the first time interpreted several provisions of the Communication Act of 1934. One section of that statute (47 U.S.C.A. Sec. 325 (b) ) was construed in *Baker v. United States*, 93 F. (2d) 332 (C.C.A. 5th 1937), cert. denied 58 S. Ct. 646. Defendants were indicted and convicted for violating that enactment, which declares:

"No person shall be permitted to . . . maintain \* \* \* a \* \* \* place \* \* \* from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted \* \* \* to a radio station in a foreign country for the purpose of being broadcast in the United States, without first obtaining a permit. . . ."

The defendants had made phonographic recording of speeches in the United States, and had then sent them to a radio station in Mexico from which point they were to be broadcast to the United States. On appeal, the Circuit Court of Appeals reversed the conviction, holding that though it might well have been the intent of Congress to proscribe the acts described, the statutory language was not clear enough to include them. Here there was no conversion into electrical energy since the words "sound waves are converted into electrical energy" refer to direct transmission by radio or telephone to the foreign station.

Nor was there any "reproduction of sound waves" in the United States (the only place within which the defendant could be charged by the United States with having committed a crime) since the recording of speeches does not constitute a "reproduction." The sound waves were reproduced only when the records were played, and this was done in Mexico.

Normally, the courts interpret statutes in such a manner as to give the greatest effect to the intent of the enacting legislature. Well established exceptions are recognized in the case of statutes "in derogation of the common law," statutes imposing penalties and penal statutes. The court in *Baker v. United States* applied the rule in the usual fashion, resolving doubts in favor of the defendants.

### *Evidence*

Perhaps the most significant feature of the Federal Communications Act is the power granted to the Communications Commission. As is the fact in the judicial surveillance of other administrative tribunal, the scrutiny of courts over the Commission is directed mainly at matters of procedure. Greater familiarity with adjective law than with the technical phases of the subject matter handled by the Commissions and boards undoubtedly is the chief factor responsible for this emphasis.

Frequently, however, the reliance on common law leads to questionable results. Thus in some instances requirements of rules of evidence have been followed and techni-

cally applied although when originated and developed, they were intended as safeguards for untrained jurors and not as restraints upon expert administrative boards. In *Tri-State Broadcasting Co. Inc. v. F.C.C.*, 96 F. (2d) 564 (App. D.C. 1938) the Commission granted a license to one Roderick to construct a radio station in El Paso, Texas. The plaintiff, operator of two stations there, intervened and appealed as a person aggrieved. Reversing and remanding, the court held inter alia, that Roderick's testimony was inadmissible because it was hearsay. Such a decision, placing conventional judicial limitations upon administrative tribunals seems clearly a step backward not only because the triers of the facts here are not untrained laymen but because the hearsay rule itself is so limited by exceptions that leading writers have questioned its efficacy.

A more liberal tendency was evinced in *Eastland Co. v. F. C. C.* 92 F. (2d) 467 (App. D.C. 1937). In the appeal it was urged that the decision of the Commission was invalidated because two of the three members participating in the decision had not been members, when the hearings were had. The Court upheld the Commission on the ground that the new members had the stenographic reports of the oral testimony and the other evidence. Such a decision is a relaxation of the common law rule that a change of Judges, trying a case without a jury, is a mistrial. On the other hand, it is a frequent practice to refer cases to special masters to examine facts and report to the tribunal which ultimately decides for itself. Familiarity with this practice probably influenced the

Court in the Eastland case in arriving at its liberal decision.

### *Findings of Fact*

In connection with these cases dealing with the Federal Communications Commission as triers of facts, the decisions concerning the nature of "findings of fact" are in point. In *Tri-State Broadcasting Co. Inc. v. F. C. C.*, discussed *supra*, one of the grounds for reversing the decision of the Commission was that the findings of fact were insufficient. The Court held that the finding that there was a public need for the new station was not based on proper facts. The basic findings about the population of El Paso (where the station was to be constructed), and the industries and number of stations serving that community did not support a finding that another station was required. The Court stated that basic findings which would support an ultimate finding of need, were that existing service was inadequate, either because of financial inability, or bad management, or because of the amount of business.

In the *Tri-State* case the Court relied upon a case it had just decided, *Saginaw Broadcasting Co. v. F. C. C.*, 96 A. (2nd) 554 (App. D.C. 1938). The latter case contains much language helpful in ascertaining what the Court understands by the requirement that the Commission make findings of fact.

In discussing the content of findings of fact, the Court spelled out the process by which the administrative agency arrives at a decision. Said the Court:

"The process necessarily includes at least four parts: (1) evidence must be taken and weighed, both as to its accuracy and credibility; (2) from attentive consideration of this evidence a determination of facts of a basic or underlying nature must be reached; (3) from these basic facts the ultimate facts usually in the language of the statute, are to be inferred or not, as the case may be; (4) from this finding the decision will follow by the application of the statutory criterion."

Thus before the Commission grants a permit to construct a new station, it must hear evidence on the number of stations operating on the wave-length applied for, the power of those stations, etc. Weighing this evidence, which may be of a conflicting nature, the Commission makes a determination of a basic fact,—that there will or will not be electrical interference. From this basic fact the ultimate fact, that the public convenience, interest or necessity will or will not be served, will be derived. Having reached this ultimate fact, the Commission will then be in a position to grant or deny the permit.

In the same case the Commission admitted that it had erred in its finding relative to plaintiff's proposed hours for broadcasting. Counsel for the Commission argued that the error was not prejudicial since there was evidence before the Commission from which correct findings could be made and that these findings would support the decision. This contention was correctly rejected. As the Court stated, this argument if pressed "to a not too remote logical conclusion" would make

it impossible for the Court to reverse the Commission, on the grounds that findings are erroneous since not supported by evidence, if there was evidence to substantiate a finding that would sustain the result.

"The question is not whether a correct finding could have been made the basis for the same decision by the Commission, but whether the finding on which the decision was actually based was a correct one."

It might be appropriate to ask: why require the administrative boards and tribunals to make findings of fact? The answer is simple. The Federal Constitution, in Amendment Five, declares that no person shall be deprived of his property without due process of law. One of the many facets of the mystical phrase "due process of law" is the requirement of a fair trial. Accordingly, the statutory mandate for findings of fact is a guarantee that cases within the jurisdiction of these quasi-judicial tribunals will be decided according to the evidence and law rather than arbitrarily or from extra-legal considerations. Not only do findings apprise the parties of the grounds for decisions but they also serve to give the Appellate Court the factual basis for the Commission's ruling so that the former tribunal may determine whether the case was decided in accordance with the essentials of due process or according to the caprice of the administrative officials.

Where the Commission acts arbitrarily the Court, on appeal, will reverse the judgment and remand the case for reconsideration. An apt illustration of this point in the leading case of *Heitmeyer v. F. C. C.*, 95 F.

(2d) 91 (App. D.C. 1937). The Court of Appeals for the District of Columbia held that the findings of fact were not supported by substantial evidence and hence they were arbitrary and capricious. The applicant, manager of a station, intended to finance his own station by a loan from his employer. If his petition was granted, stated the applicant, he would organize a corporation and assign the license to it. The Commission found that there was not a sufficient showing of financial responsibility, since (1) the station would be subject to foreclosure if the loan was not repaid and (2) the plan depended upon the Commission's approval of the assignment of the license to the corporation. The Court said that these were not findings of fact but rather arguments and speculations.

Furthermore, the Commission's statement that the record was silent as to the estimated revenue of station was clearly an arbitrary and therefore, bad finding. The Examiner made a specific finding on this point and, said the Court, while the Commission is not concluded by such a finding, it must make its own. Moreover the law in *dictum* indicated that it would be unwise to force the applicant to go to the expense of forming a corporation whose whole purpose would fail if the application were denied, and hence an objection on that basis might be capricious.

The fact that the equipment might be foreclosed if the loan were not repaid did not demonstrate financial unsoundness. Although financial control, by the lender, is strong, that merely puts the burden on the applicant to



show that he can operate the station free from the control of any person as proscribed by the statute. While the possibility that the licensee might lose control to such a person would justify denial of a license, yet where, that person is clearly not within the prohibited class (since he already held a license from the Commission) a license could not be refused on that ground.

In connection with problem of findings, there is another important point brought to light in *Missouri Broadcasting Corp. v. F. C. C.*, 94 F. (2d) 623 (App. D.C. 1937) cert. denied 58 S. Ct. 759. The appellant's application for a permit to construct a radio station was denied by the Commission on September 22nd, 1936, but the reasons for the denial and the statement of facts was not filed by that body until October 7th. Prior to that date, on October 5th, the applicant filed a petition for rehearing and on October 21st a supplemental petition. Upon denial of rehearing, an appeal was prosecuted to the Court of Appeals for the District of Columbia. The appellant contended that it was insufficient for the Commission to hand down a decision denying a license on the ground that it was not in the public interest, without specifying the reasons for such a ruling. Concurring in this contention, the Court pointed out that the language of the statute clearly implies that the grounds for such action must be given by the Commission. The clause permitting the Commission to file findings of fact thirty days after an appeal is taken refers only to formal findings of fact and not to a statement of grounds for a decision. If the latter are not given, an appellant who must assign reasons

for the appeal might well give reasons wholly different from those later asserted by the Commission as the basis for its ruling. This would give rise to delay, for amendments to the pleadings on appeal would be required and would also afford the Commission with an opportunity to answer appellant's reasons for appeal in its findings of fact. This latter contingency would be palpably unfair to the applicant. In the instant case, however, the court refused to reverse its decision since the error was not prejudicial, the reasons for the denial having been filed by the Commission before appellant filed its supplemental petition for rehearing.

### *Injunctive Relief*

Turning to a more technical phase of procedure before the Federal Communications Commission and the appeals to the judiciary from that body, the case of *Moncasy Broadcasting Co. v. Prall*, 90 F. (2d) 421 (App. D.C. 1937) is of interest. Plaintiff sought an injunction to restrain the Commission from holding a hearing on its application for a license to construct a radio station which had previously been granted, and to enjoin the issuance of a modified permit. The argument adduced by the plaintiff was that under the Commission's rules, no further hearings could be had. The district Court dismissed the bill for an injunction. On appeal this decision was affirmed. Under Section 402 (b) (2) of the Communications Act of 1934 the appellant had the right to take a direct appeal to the Court of Appeals. The Court declared that this

statutory procedure presented the plaintiff-appellant with an adequate legal remedy. A bill for an injunction is an equitable remedy and since equity will not presume to take jurisdiction when there is an adequate legal remedy, the bill was properly dismissed.

The reasoning of the Court in this case is subject to some criticism. To say that a party having an adequate remedy at law is precluded from invoking the jurisdiction of the chancery Courts is question begging. In the first place there is no clearly defined scope of adequacy, and in many instances that concept is circumscribed by notions explicable only by recourse to the history of equity jurisprudence. For example, a contract for the sale of an acre of Arizona desert land will be specifically enforced in equity whereas the vendee of any but a "unique" chattel will be remitted to his legal remedies. The distinction drawn is that any given piece of land is different from any other piece and consequently damages granted by a court of law cannot recompense the purchaser. Not so with chattels, they can almost always be supplanted by a similar article. But is an acre of Arizona desert any more unique than, e.g. a 1939 radio? The answer to this anomaly is found in history. In the early days of English equity each piece of land really was unique. It is that thought which is carried over into and explains the doctrines today.

Moreover, the legal remedy is rarely as effective as the equitable, and hence is never as "adequate." That is, in an action on a contract to sell, for example, damages are seldom as com-

plete a recompense as a recovery of the chattel itself, especially, since it takes a long time to obtain a judgment, and, of course, after a judgment is finally recovered, the defendant might well be judgment-proof. Applied to the instant case, the delay and possible pecuniary loss incident to waiting for the hearing, application for rehearing and finally the appeal and remanding, if the Commission's ruling was erroneous, undoubtedly make the "legal" remedy less desirable than the speedy injunctive relief. However, the ruling of the Court can be upheld on the ground that where the statute creates the procedure, that procedure is the exclusive one.

### *Exclusive Appellate Jurisdiction*

One other point in *Moncasy Broadcasting Co. v. Prall*, is the dictum which gives judicial emphasis to the Congressional provision that the Court of Appeals for the District of Columbia has exclusive jurisdiction over appeals from the Federal Communications Commission. Whether or not this is a wise policy is open to doubt. It might be that if one tribunal passes on all cases it will become more expert and hence more efficient in the administration of the statute. On the other hand it casts a burden upon appellants since they are obliged to go to Washington to prosecute appeals, whereas the various Federal Circuit Courts of Appeal are more conveniently located and presumably just as learned in the law and as efficient as the District of Columbia Court of Appeals.

## *Time of Appeal*

On the question of the time within which an aggrieved person may appeal from a ruling of the Commission, *Saginaw Broadcasting Co. v. F.C.C.*, discussed *supra*, is in point. In that case plaintiff's application for a license for a station was denied and plaintiff moved for a rehearing. Within twenty days of the denial of the motion but more than twenty after the effective date of the original decision, plaintiff appealed. The Court held that the appeal was timely and hence valid. The running of the period for appeal is suspended by the petition for rehearing even though applications for rehearing do not postpone the enforcement of the Commission's orders.

This decision is a necessary consequence of the cases holding that an appeal cannot be taken until *all* remedies before the Federal Communications Commission are exhausted. One such case is *Red River Broadcasting Co., Inc. v. F.C.C.* 98 F (2d) 282 (App. D.C. 1938). Appellant appealed from a decision of the F.C.C. which had granted a permit to one Baxter for the construction of a broadcasting station. Appellant was the owner of a station with which the proposed station would allegedly compete. It had not intervened in the hearings before the Commission, but, claiming it was a person aggrieved and adversely affected by the Commission's decision, the appellant entered the matter for the first time on this appeal. A motion for an order to dismiss the appeal was granted. Remedies before the Commission must be exhausted before an appeal will be entertained.

Under the Commission's rules any

interested person may appear before it. Appellant might have intervened, asked for an extension of time, a hearing, or a rehearing. The latter possibility might have been asked within the same twenty day period after the decision of the Commission within which this appeal was brought and would have afforded complete relief. Appellant urged that the foregoing considerations were inapplicable to its case since it had not received formal notice from the Commission. The Communications Act does not require such notice and whether or not the rules of the Commission require such notice does not have to be decided for appellant had actual notice. This is a necessary conclusion with respect to the petition for rehearing because of the identity in time for appeals and rehearings.

Another reason for rejecting the appeal is an illustration of the point discussed above—that courts are loathe to go into the substantive aspects of rulings of administrative bodies. The Court here said that it would not substitute its discretion for that of the Commission as would necessarily be the case should it consider appellant's interests. Appellant's further contention that its request would have been denied and that therefore it would have been futile to proceed before the Commission was likewise rejected. One must first apply for administrative relief and if this is denied, then and only then, does the judiciary have jurisdiction.

Also illustrating that administrative remedies must first be exhausted is *Southland Industries, Inc. v. F.C.C.* 99 F. (2d) 117 (App. D.C. 1938). On July 13th an adverse decision of the

Commission became effective. On the 20th of July, plaintiff filed a petition for rehearing. Before the Commission acted upon that petition—on August 2nd—plaintiff appealed to the Court of Appeals for the District of Columbia. On August 18th, the Commission dismissed the petition for rehearing. The appeal was dismissed because it cannot be taken from an interlocutory order. An order of the Communications Commission is not final until a petition for rehearing had been acted upon. Therefore, the Court had no jurisdiction since the Commission still had it and two tribunals could not simultaneously exercise jurisdiction over the same case. Even assuming that the Court had jurisdiction, it would dismiss the appeal since rehearings should be used by aggrieved persons.

The fact that the petition for rehearing had been dismissed did not mean that it was no longer entertained by the Commission and that therefore the Court had jurisdiction. A petition for a rehearing is not a matter of grace but of right and hence the Commission was without power to refuse to entertain the petition. Thus, the petition was still pending, the order dismissing it having been improvidently made.

The *Southland Industries* case was followed in *Woodmen of the World Life Ins. Assn. v. F.C.C.* 99 F (2d) 122 (App. D.C. 1938). Without waiting for the Commission to take action on its motion for rehearing, appellant filed an appeal. On the authority of *Southland Industries, Inc. v. F.C.C.*, the appeal was dismissed. Plaintiff contended that as a practical matter all parties had treated the petition for rehearing as abandoned and that it had

been retired to the closed file of the Commission. The Court, however, held that jurisdiction could not be conferred upon the Court by the consent of the litigants. This statement was not wholly accurate for in most instances jurisdiction over the person of a litigant can be given by consent. What the Court must have intended was that consent to jurisdiction over subject matter cannot be given where lack of jurisdiction inheres in the cause. The Court went on to demonstrate that the plaintiff had not abandoned its petition since the appeal was taken because the Commission had not acted upon the petition. Plaintiff's third proposition that it had spent a large sum to prosecute the appeal was similarly disregarded since pecuniary expenditures do not act to make up a defect in jurisdiction.

### *Who May Appeal*

Leaving the more strictly procedural aspects of appeals, we come to the question of who may appeal, that is, who has an "appealable interest".

In *Pulitzer Publishing Co. v. F.C.C.* 94 F (2d) 249 (App. D.C. 1937) an appeal was taken from an order of the Commission which granted a permit for the construction of a new station. Appellant which had applied for an increase in time, intervened in this proceeding to oppose the application. The Court held that the Pulitzer Co. was "without right to appeal because its application for increased facilities is still pending \* \* \*." The appellant contended, however, that it was an aggrieved person and could therefore appeal. The reasoning of the intervenor was that the Commission had no au-

thority to act upon the application for a new station before it had disposed of its own application on the ground that a broadcasting company is a public utility and that a new utility ought not be allowed to enter a field already occupied by one until the established company is given an opportunity to enlarge and extend its services. In answering this argument the Court pointed out that a radio broadcasting station is not a public utility in the sense that, for example, a railroad is. The public does not have the legal right to demand its service; the power of Congress has not been extended to the point of fixing rates or requiring a station to serve the public equally. The only requirement for a license or renewal of a license is that the station has served and will serve the public interest. Therefore, the term "public interest" or "public necessity" should not be construed as broadly when applied to broadcasting stations as in the case of public utilities.

The new station would not affect the Pulitzer Company's economic interest so that it was not adversely affected by the Commission's ruling. "The Commission \* \* \* is not required to give the owner of an existing station priority to enlarge or extend its facilities \* \* \*." The test is the character and quality of the service, at the same time observing the equities of the existing stations. Only where the new license will destroy the ability of an old station to serve the public interest will the new license be denied. The appellant therefore not being adversely affected had no appealable interest.

Even though the Commission's rules provide that it will attempt to fix the

same date for hearing all related matters, it was not under a duty to hear all applications in one hearing. Discretion must be permitted in the application of the rules. Moreover the appellant amended its own application after hearing had been set and there was no showing that the refusal to postpone the hearing prejudiced it.

This decision probably reflects the current trend away from monopolies. Had appellant's contentions prevailed a station once established could virtually corner the market until the amount of advertising reached a point exceeding the capacity of that broadcaster.

An appeal cannot be taken by a person on the general ground that there is no need for the additional service. This rule was clearly enunciated in *Intermountain Broadcasting Co. v. F.C.C.*, 94 F (2d) 244 (App. D.C. 1937). A license was granted to one Powers to erect a station and the Intermountain Co. appealed on the general ground stated above. The appeal was dismissed. No place in the assignments of error was it claimed that appellant would be financially harmed. If such had been the situation then there would have been grounds for the Intermountain Co. to contest the granting of the license to Powers. In any case where the granting of a new license would make it impossible for an old licensee to continue, the application for the new one should be denied, unless there are other strong reasons for granting it. But since the Court can look only at the reasons for the appeal in order to determine an appellant's rights, and since the appellant assigned only such reasons as might be made by any stranger instead of the necessary one of

injury to it, there was no right to appeal.

An interesting case discussing the question of appealable interest is *Pittsburgh Radio Supply House v. F.C.C.*, 98 F (2d) 303 (App. D.C. 1938). There the Pittsburgh, Intermountain and the Head of the Takes Broadcasting Co., all of which operated on a frequency of 1290 kilocycles, appealed from an order of the Federal Communications Commission granting permission to station WATR in Waterbury to change to 1290 kilocycles. This frequency under the Commission's rules was a "regional frequency" but despite this rule, the appellants had asked for the Commission's consent to increase power to 5000 watts. This request was made prior to the application of WATR. The Commission first denied WATR's application, and then reversed itself and approved it on the same day. Appeals were taken on the following grounds: No action should have been taken on WATR's application while the others were pending; the Commission's first decision of denial exhausted its power and authority, so that the subsequent approval was a nullity; and, the Commission failed to give proper weight to the evidence concerning possible electrical interference. The Court dismissed the appeals for lack of appealable interest. Since none of the appellants had an application refused, they could not appeal under Sec. 402 (b) (1). As for Sec. 402 (b) (2), there was no claim that appellants would suffer financial harm or loss of listeners. Nor was there possible electrical interference with the appellants' broadcasting stations since they were in Duluth and Salt Lake

City. The evidence showed no possibility of present interference and the only possibility of future interference would arise if the Commission abrogated its "regional frequency" rule, and allowed the Pittsburgh Co. to increase its power.

Intermountain's objection, that the Commission's ruling was arbitrary and void was ineffective since such an objection might just as well have been made by a stranger to the record.

However, Pittsburgh did request that its application and that of WATR be considered together. Pittsburgh was not injured by the action of the Commission. If Pittsburgh's application had been for a lawful grant and if it would have been seriously prejudiced by prior consideration of WATR's application, then it might have been a "person aggrieved" and hence entitled to appeal. But approval of Pittsburgh's application would have necessitated an abrogation of a rule of the Commission, a matter wholly within the jurisdiction of the Commission. Until it determined such a matter the Commission was not obliged to cease considering other matters before it.

The decisions of the Court of Appeals for the District of Columbia on the right to appeal seem to be entirely correct. As to the cases requiring the prospective appellant to exhaust his remedies before the administrative tribunal, they seem to be in harmony with the general views on the subject. Generally a party may not appeal to a higher court from a ruling on an interlocutory matter. Of course, there are exceptions to this in many of the Codes and Practice Acts. On the whole, however, it seems decidedly preferable to

compel finality below, where greater familiarity with the case will lead to a more thoroughly understood re-examination at a great saving of time. Moreover, such a rule prevents excessive crowding of appellate calendars with trivia.

On the point of "appealable interest," the Courts' decisions are in accord with prevailing notions. In the field of Constitutional law, for example, a person may not claim that a statute which does not deprive him of a right, power, privilege or immunity safeguarded by the Constitution is invalid. The objector to such a statute must show injury to himself, else the Court will refuse jurisdiction. Nor is it enough that someone else is made to suffer. The person who claims that a statute is void because repugnant to the Constitution, must show injury to himself. This principle was laid down by the Supreme Court in *Massachusetts v. Mellon*, 262 U.S. 447 (1922) where the Court said:

"We have no power per se to review and annul acts of Congress on the ground that they are unconstitutional \* \* \*. The party who invokes the power must be able to show not only that the statute is invalid, but that he has sustained or is immediately in danger of sustaining some direct injury as a result of its enforcement \* \* \*."

Certainly a general objection without an injury, either by way of loss of business, loss of listeners or electrical interference (which will result in a loss of listeners and a consequent loss of business) should not give rise to a right to intervene or appeal. To permit the contrary would only expose the applicant to possible "strike suits" and waste the

time of the Commission and appellate courts.

## *Financial Security*

In two recent cases the grounds for denying applications for permission to construct radio broadcasting stations are discussed. In *Great Western Broadcasting Assn. Inc. v. F.C.C.* 94 F. (2d) 244 (App. D.C. 1937), a companion case to *Intermountain Broadcasting Co. v. F.C.C.*, discussed above, an application for permission was denied by the Commission because, among other things, it did not establish financial qualifications necessary to construct and operate the proposed stations. The Court upheld the action of the Commission since there had been no arrangements for future programs and since the Great Western had no assets other than its charter.

The other case is *Pottsville Broadcasting Co. v. F.C.C.* 98 F. (2d) 288 (App. D.C. 1938). There the Communications Commission denied the appellant permission to construct a local station on the ground that payment of stock subscriptions was contingent upon the approval of a Pennsylvania Securities Commission and because the principal stockholder was not a resident of Pottsville, the town in which the station was to be located. The Court of Appeals reversed the ruling and remanded the case for further consideration by the Commission. The basis for the Commission's ruling in so far as financial ability was concerned was incorrect for it was grounded upon the erroneous premise that the Pennsylvania Securities Commission's approval was necessary for the issuance of stock. However, the Commission's error was

the result of the applicant's mistaken view when he testified at the Commission's hearings. Such a mutual error should be set aside.

As for the other ground, that the principal stockholder was not a resident of Pottsville, other directors who were not mere dummies were local residents. Moreover, the Commission had never indicated that it would follow a general policy of requiring local stations to be owned by local inhabitants. If it established such a policy, it should follow it uniformly. While the adoption of such a rule may hinder the development of broadcasting in rural outlying areas, that is a question of discretion for the Commission and one which the Court would not reverse.

Had the Commission set such a policy, it would seem that any deviations which would be unreasonable would subject that policy and rulings thereunder to the criticism of being arbitrary. In such a case, the Court would reverse the Commission.

### *Opinion as to Policy*

Another feature about the Pottsville case is the strong indication by the Court that it would not reverse on the grounds of erroneous policy, or difference in opinion as to policy. Again the field of Constitutional Law furnishes similar doctrines and apt illustration. In deciding the validity of both state and Congressional enactments the courts frequently say that they are not concerned with the wisdom of the legislation. If it is not unreasonable it is Constitutional. So too here, the Court is not concerned with the desirability of a policy formulated by the adminis-

trative board; in fact the judiciary might even conceive of it as unwise but in the absence of a showing that the policy is arbitrary, the word of the Commission will stand.

Such an attitude is desirable for clearly Congress intended that the Communications Commission should decide questions of policy, as to licensing broadcasting stations. Moreover, the Commission is probably better constituted and situated to undertake such a task. Being specialists in the field, the administrators have greater familiarity with the subject matter and since they are concerned only with this task they can spend more time ascertaining new facts and conditions. Under such circumstances, i.e. greater knowledge and more time, they can, presumably, arrive at decisions on questions of policy with greater acumen and dispatch than could a court. Hence, the courts should not interfere and disrupt the exercise of discretion by the Commission.

### *Conclusion*

The real laws of radio are the natural phenomena,—as inexplicable as they are unchangeable. The radio wave travels 186,000 miles a second. It travels seven times around the earth in one second. It travels a million times as fast as a sound wave. It passes through a vacuum or through otherwise impenetrable solids. It travels farther at night than during the day. There are only 95 wave lengths. These and other scientific facts, some not yet observed and most not understood, combine to create what is commonly referred to as the miracle of radio.



We cannot legislate, any more than we can pass miracles. There is no appeal from the judgment that grows out of these phenomena. They have the compulsion of the supreme law. Man must create his own feeble law to suit them. It is accommodation to the inevitable.

Thus in an era when law adjusts itself to social change we find new law adjusting itself to scientific necessity. One might stop to reflect upon the undebatable necessity of such adjustment to physical science in contrast to the debate which rages about the struggle of the law to adjust itself to social science.

The growth of governmental control of radio represents a large cycle from Chief Justice Taft's reluctance to pass upon the subject at all because "it seems like dealing with something supernatural," to the Radio Act of 1927 and the Communications Act of 1934.

Congress acquired its right over radio through a broad interpretation of the commerce clause. The government does not regulate the arts and sciences as such. The ruling that the transmission of intelligence by telegraph was commerce, provided the basis for normal extension of the doctrine. The courts held that radio was the sightless courier of the air performing "between the stations without visible highway, the functions previously executed by electricity only when confined to wires as a conducting medium."

Congress has created a Federal Communications Commission composed of seven members which regulates all interstate and foreign wire and radio communications. The Commission may

grant or refuse application for licenses, renew, modify, revoke or transfer licenses. The Communications Act of 1934 together with the Rules and Regulations and the interpretive decisions of the court constitute the law of radio as it is practiced before the Commission.

Broadcasting stations are not regulated as public utilities. They determine their own programs, fix their own charges and sell time to whomsoever they desire. But, they are not free from all restrictions. The statute abolished the property right of user. A condition for obtaining a license is the waiver by the licensee of any claim that the use of a frequency gives any right beyond the period for which the license is granted. Since the Commission can refuse to grant or renew a license, it exercises an effective although indirect control over broadcasting. This power is proscribed by statute. Equal treatment must be afforded political candidates in their endeavors to buy radio time (a requirement not applicable to newspapers because they are not so limited in number). No obscene or indecent language may be broadcast. Above all, the statutory test for the granting of a license is that the needs of the public in a particular locality be served by the proposed station. The standard is convenience and necessity combined with fitness and ability to serve. The Commission has encouraged independent broadcasting stations as distinguished from chain broadcasting, and has often issued licenses based upon the need for independent program service over a large area. However, experience has shown that most of these independent stations affiliate themselves with the national broadcast-

ing chains. The statute gives authority to the Commission "to make special regulations applicable to radio stations engaged in chain broadcasting".

The greatest difficulty confronting an applicant for a new broadcasting station is the engineering problem. If the proposed station is so close to another station in miles, or so close in kilocyclical separation of frequencies that interference will result, the license will be denied. Engineering testimony must therefore be presented in order to establish by actual tests, that because of the poor conductivity of signals in the proposed area, the theoretical mileage separation is not actually necessary. Or it may be shown that by the erection of what is called "a directional antenna" the radio signals of the proposed station will be suppressed in the direction of the station with which there would be interference otherwise.

The Commission apparently does not regard the expert testimony of engineers as free from the influence of their retainer. It maintains its own engineer and also counsel.

In most European countries radio is the exclusive domain of the Government, probably because it is feared that the power of radio communication might be used against the Government. The United States recognizes private ownership in radio but maintains a scrupulous surveillance of its exercise. Owners must be citizens and of financial responsibility; they obtain only a limited license subject to revocation or withdrawal. The power to terminate or refuse the renewal of a license is equivalent to control much broader than the mere protestations of lack of censorship

would indicate. Such power should exist and be vested in a government agency free from all political influence. The quasi judicial nature of the Commission gains in importance when it is remembered that the well-established rules on appeal from discretionary orders apply in this instance. The courts have imposed restrictions upon themselves in reviewing discretionary orders which give to the Commission power to commit error without correction if only the injustice is not so flagrant as to be deemed arbitrary. Further, the courts insist upon the most technical requirements on appeal from the Commission's orders, and any defect in the record is fatal. There may be no quarrel with these rules for their alternatives present even greater dilemmas, but they bespeak a responsibility which must be exercised with utmost integrity.

In the more general fields of law involving standard principles of libel, taxation, rights of privacy, patent rights, unfair competition, and the like, new cases have adopted old principles and adjusted them to novel situations of radio. The trial and error period in radio law is running its course. Uncertainties are resolving themselves in the process of decision. The distinctions between radio and other realms in which principles of law have formerly been applied are becoming sufficiently established to give direction to the new tendencies. Varying cases reviewed in this article demonstrate progress which has been made in the law of radio. Imperceptible as some of these advances have been they have nevertheless been sure. The miracle of radio is being harnessed for man by the scientific principles of law.

# **Federal Trade Commission Procedure in the Handling of False and Misleading Radio Advertising by the Radio and Periodical Division**

*(As of January 1st, 1939)*

**T**HE PROCEDURE of the Federal Trade Commission in handling radio cases involves a continuous, systematic review of commercial continuity. Material continuity is sent to the Commission's Radio and Periodical Division by individual stations four times a year, by national and regional networks each week, and by producers of electrical transcription recordings each month.

Continuities are carefully scrutinized in the preliminary stage by a staff of attorneys and clerks, whose duty is to sift out at this first stage the large mass of material, well over 80 per cent, which is obviously unobjectionable. These examiners may be thought of as representing the collective intelligence and impressions of the average radio listener. They mark for further examination and reporting by a secondary review staff to the Director of the Division, such statements and claims as may seem illogical, contrary to common sense or to common knowledge or belief, or adverse to established ethical practices.

If the advertising seems objectionable or of a doubtful character, a questionnaire is usually forwarded to such an advertiser requesting information to aid the Commission in reaching a conclusion. Generally such questionnaire calls for formulae, samples and follow-up literature. The formulae and samples are as a rule submitted by the Commission to the appropriate agencies of the Government for tests and reports. The follow-up literature frequently contains false or misleading claims not appearing in the contact advertisement or announcement.

In the event the data submitted, after its subjection to tests and analyses, appear to the Commission to indicate that the radio advertiser is making misleading claims in violation of the law, an application for complaint against him is docketed; but before the issuance and service of a formal complaint, the Commission usually refers the matter back to the Radio and Periodical Division for the purpose of extending to the advertiser an opportunity to negotiate a set-

tlement by stipulation as to the facts, and an agreement to forthwith cease and desist from the unfair methods or the unfair and deceptive acts and practices involved.

The disposition of a case by stipulation is regarded as a privilege and not a right. It is the policy of the Commission not to accept stipulations in cases where it has reason to believe that the respondents have been guilty of intentional fraud or wrong-doing or violation of any Federal liquidation over which it has jurisdiction, or where, in the opinion of the Commission, the respondents will not keep the agreement. The Commission reserves the right in all cases, for any reasons which it regards as sufficient, to refuse to extend this privilege.

When the matter cannot be adjusted satisfactorily by correspondence, the advertiser is accorded the privilege of a personal conference with the Director of the Division, either with or without counsel, where he is accorded full opportunity to discuss and justify his claims.

If, upon due consideration of the facts developed and reported by the Director, the Commission is of the opinion that the respondents' claims are demonstrably false or misleading, but that they do not involve fraud or danger to health, he is offered the privilege of closing the matter by signing a stipulation whereby he agrees to discontinue making such assertions.

Where the respondent declines to stipulate, the case is reported by the Division to the Commission, together with all exhibits, records and other evidence; whereupon the Commission, if it has

reason to believe from the showing made that the advertiser has violated the law, issues a formal complaint against him, and he is given twenty days within which to file an answer after which proof is taken before a trial examiner, briefs are filed by both sides, and the case is heard by the Commission and oral argument granted, if desired.

The decision of the Commission, when a cease and desist order is entered, is subject to review by the United States Circuit Courts of Appeals and may finally reach the Supreme Court of the United States. However, an overwhelming percentage of all advertising cases have been settled amicably, usually by stipulation as the result of the preliminary negotiations and without the issuance of formal complaint.

#### Amendment of the Federal Trade Commission Act

The Federal Trade Commission Act, upon which much of the Commission's activity, including its investigation of false and misleading advertising, is based, was amended in several important particulars by the Wheeler-Lea Act of March 21, 1938.

Principal amendments are:

(1) Declaring unfair or deceptive acts or practices in commerce unlawful. (This change places equal emphasis on the protection of the public thus reducing the former need for the FTC of proving "unfair methods of competition" in the performance of its duties.)

(2) Providing that the Commission's cease and desist orders shall become final within 60 days from date of service unless appealed from by the respondents. (This amendment makes possible imposition of civil penalties after 60 days (if no appeal is made) rather than after the "cease and desist" order had been judged upon by the U. S. Circuit Court of Appeals.)

(3) Fixing the time when the Commission's orders from which appeals have been taken by respondents shall become final.

(4) Providing civil penalties not to exceed \$5,000 for violations of orders to cease and desist after they shall have become final.

(5) Specifically making unlawful the dissemination or the causing of the dissemination of false advertisements of food, drugs, devices, or cosmetics, and defining "advertisements," "food," "drugs," "devices," and "cosmetics." (This amendment assists the FTC in determining more specifically what advertising is in violation of Federal legislation over which it has jurisdiction, thus reducing the amount of legal procedure formerly, as it has been found that most cases can be settled by stipulation as effectively as by cease and desist orders and court action.)

(6) The sections applicable to food, drugs, devices and cosmetics, specifically making it unlawful for anyone to disseminate or cause to be disseminated, any false advertisement by the United States mails, or in commerce *by any means* for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase of such commodities. Such sections also make it unlawful to disseminate any *false advertisement by any means* for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase *in commerce* of food, drugs, devices, or cosmetics. If the use of the commodity advertised may be injurious to health when used under the conditions prescribed in the advertisement or under customary or usual conditions, or if there be intent to defraud or mislead, the dissemination, or the causing of the dissemination, becomes a misdemeanor with a penalty of fine or imprisonment, or both. Further, the Commission is authorized, when it appears to be in the public interest, to proceed in a United States District Court by injunction to halt an existing or to prevent a threatened violation of the provisions above referred to, pending the issuance by it of a complaint and a final determination thereunder.

(7) The Surgeon General of the United States Public Health Service has detailed a commissioned medical officer to the Commission, who will act as advisor and consultant with respect to all matters relating to food, drugs, devices, and cosmetics arising under the advertising provisions of the act as amended.

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# LEGISLATIVE DIGEST

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Digest of Radio Legislation Introduced Into The Senate and House of Representatives During The Seventy-Fifth Congress—(First, Second and Third Sessions).

*(An asterisk (\*) following a bill number indicates that the bill so marked has been reported or otherwise advanced.)*

## SENATE

S. 681. Mr. Copeland (by request); January 12, 1937 (Commerce).

Amends R. S. 4131, which requires that certain officers on vessels of the United States must be American citizens: (1) By making it applicable to vessels "propelled by steam or any other method" [instead of "propelled wholly or in part by steam"]; and (2) by including chief radio officer and other members of the radio department qualified to take charge of the radio watch.

S. 1353. Mr. Walsh; February 3, 1937 (Interstate Commerce).

The Communications Commission may authorize actual operation of transmitting apparatus by unlicensed persons at all radio stations for which a station license is required except (1) where licensed operators are required by international agreement or for safety; or (2) stations engaged in broadcasting, or operated as common carriers (below 30,000 kilocycles); and make special regulations governing granting of licenses for the use and operation of automatic radio devices (amending U. S. C. 47: 318).

S. 2170. Mr. Johnson of California; April 15, 1937 (Commerce).

Requiring passenger aircraft to be equipped with radio installation—companion bill to H. R. 6346.

S. 2407. Mr. Sheppard; May 12, 1937 (Interstate Commerce).

The Federal Communications Commission shall have authority to issue radio station operators' licenses only to applicants 21 years of age or over, but the Commission may waive the age-limit in issuance of licenses to amateur operators [amending U. S. C. 47: 303 (1)].

S. 2733. For digest of contents of this bill see H. R. 3039.

S. 595. Mr. Copeland; January 11, 1937 (Commerce).

Approved May 20, 1937 (Public, No. 97).

Extends the purposes and provisions of the Communications Act of 1934 (U. S. C. 47: 151-609) to cover safety of life and property at sea through the use of wire and radio communications, and provides for the enforcement of the International Convention for Safety of Life at Sea. It shall be unlawful for ships of the United States or of foreign countries, (a) if other than cargo ships of less than 1,600 tons, to leave ports for voyages in the open sea unless equipped with efficient radio installation manned by qualified operators; or (b) if passenger vessels of 5,000 gross tons or over to leave port unless equipped with an efficient radio direction finder apparatus—except ships of war, and certain ships operated close to land. Each cargo vessel shall carry at least two operators unless equipped with an automatic alarm receiver, and all passenger vessels, where hours out of port exceed 48, shall carry three operators. All such radio installation shall have normal transmitting and receiving range of 200 nautical miles—with emergency installation of half that range. There shall be efficient means of communication between the bridge and radio room. The masters of such vessels shall, on meeting with dangerous ice, derelicts, tropical storms, or navigation dangers, transmit such information to ships in the vicinity. And stations subject to the Communications Act shall exchange radio

communications, distress signals, etc., with aircraft as well as with ships at sea. (Repeals Radio Act of 1910.)

S. 2756. Mr. Schwollenbach; July 8, 1937 (Interstate Commerce).

Radio-broadcasting stations shall keep records (to be open to public inspection) of: (1) applications for time; (2) rejections of applications, with reason; (3) additions and changes requested in arranged programs on public, social, political, and economic issues and on educational subjects. (Adding to § 315 of the Communications Act of 1934, U. S. C. 47: 315).

S. 2757. Mr. Schwollenbach; July 8, 1937 (Interstate Commerce).

The provision of the Communications Act (§ 326) forbidding interference with the right of free speech by means of radio communication shall not be construed to exempt a radio licensee from liability for defamatory, profane, or obscene language or action broadcast by its employees or representatives [in lieu of the provision forbidding any person to utter any obscene, indecent, or profane language by means of radio communication].

S. 3000. Mr. Sheppard; August 21, 1937 (Interstate Commerce).

Removes the qualification of 6 months' previous service on United States ships required for radio operators on cargo ships fitted with auto-alarm systems, under § 353 (b) of the act of May 20, 1937 (Public, No. 97—75th Cong.).

S. 3072. Mr. O'Mahoney and Mr. Borah; November 30, 1937 (Judiciary).

"Corporation Licensing Act of 1937"—Increases the membership of the Federal Trade Commission from five to nine, and directs the commission to develop a program for the coordination, stabilization, and orderly development of basic industries and for a more equitable distribution of the earnings of commerce. The commission shall submit a recommendation with respect to the incorporation of corporations engaged in interstate commerce, and from time to time report on general economic conditions, unfair trade and labor practices, etc.

After January 1, —, it shall be unlawful for any corporation (including associations, syndicates, and other unincorporated ventures) to engage directly or indirectly in commerce without having obtained a license from the commission. Before obtaining a license, a corporation must file a statement of its operations, financial structure, administrative set-up, etc.

Prohibits (1) discrimination against women as to pay, rights, etc.; (2) employment of children under 16; (3) employment of children under 18 in hazardous occupations or at any time other than between 7 a. m. and 7 p. m. Permits employees the right to self-organization and collective bargaining.

The commission may revoke licenses for violation of the Act, etc., and may conduct investigations to ascertain such violations.

Such licensed corporations must have their chief place of business, executive offices and directors meetings in the State of organization. Corporate surpluses are restricted and stock ownership in other than subsidiary corporations is forbidden.

Provides for voting by all classes of stock and for voting of proxies by representatives appointed by the commission and qualified by the Civil Service Commission in corporation and commercial law. Requires directors to be stock holders.

S. J. Res. 240. Mr. Wagner; January 3, 1938 (Library).

Directs the Secretary of Interior to grant permission for the erection (without expense to the United States) of a memorial to the late Guglielmo Marconi, inventor of wireless telegraphy, on public grounds in Washington, other than those of the Capitol, Library of Congress, and the White House.

S. 3342. Mr. Chavez and Mr. McAdoo; January 31, 1938 (Interstate Commerce).

Directs the Secretary of the Navy to construct and operate in the vicinity of San Diego, Calif., a "United States Pan American Radio Station" of sufficient power to transmit programs upon high frequencies to all nations of the Western Hemisphere. Programs to be broadcast over said station shall be selected by the Secretary of State with a view to promoting friendly relations with and to strengthen spiritual, political, and historical ties among said nations. Provides for an Advisory Council (Secretaries of State and Commerce, Chairman of Federal Communications Commission, and two officials designated by President) to determine questions of general policy. Privately owned commercial companies may be authorized to use facilities of said station. Authorizes \$3,000,000 for construction, \$100,000 for maintenance, and necessary sums to provide programs.

S. J. Res. 251. Mr. Wagner; February 4, 1938 (Library).

Directs the Secretary of Interior to grant permission to the Marconi Memorial Foundation, Inc., for the erection (without expense to the United States) of a memorial to the late Guglielmo Marconi, inventor of wireless telegraphy, on public grounds in Washington, other than those of the Capitol, Library of Congress, or the White House.

S. 3550. Mr. Johnson of Colorado; February 25, 1938 (Interstate Commerce).

Amends the Communications Act of 1934 (U. S. C. 47: 316) to prohibit the advertising of alcoholic beverages by radio.

S. 1077.\* Mr. Barkley (for Mr. Wheeler); January 22, 1937 (Interstate Commerce).

Approved March 21, 1938 (Public, No. 447):

Amends certain sections of the Federal Trade Commission Act in the following particulars:

1. Specifies that a commissioner shall continue to serve after the expiration of his term until his successor shall have qualified [amending U. S. C. 15: 41].

2. Includes specifically in the term "corporation," trusts and so-called Massachusetts trusts issuing certificates of interest as well as capital or capital stock for profit of their members; and specifically includes, in "documentary evidence," books of account and financial and corporate records (amending U. S. C. 15: 44).

3. Makes unfair or deceptive acts and practices in commerce as well as unfair methods of competition unlawful. Confers specifically on the Circuit Courts of Appeals authority to issue writs to protect the public or competitors pendente lite, and to enforce the orders of the Commission to the extent they are affirmed. Cease-and-desist orders of the Commission are final and conclusive unless the affected party seeks a court review within 60 days (amending U. S. C. 15: 45).

4. Makes unlawful the dissemination of false or misleading advertising of food, drugs, devices, or cosmetics by mail or in commerce by any means. Authorizes the Commission to bring suit in the district courts to enjoin such advertising pending issuance of a complaint. Imposes a \$5,000 penalty for the first and a \$10,000 penalty for second violations—applicable only to manufacturers, packers, distributors, or sellers of the commodity and not to publishers or broadcast licensees unless they refuse to furnish name and address of manufacturers, etc.

S. 3875. Mr. Wheeler; April 20, 1938 (Interstate Commerce).

Declares it to be the policy of Congress to prevent monopoly and to encourage competition in direct foreign radio telegraph communication, and requires the Federal Communications Commission in granting licenses therefor to consider competition in such communication to be in the public interest [adding to U. S. C. 47: 313].

S. 4074. Mr. Wheeler; May 24, 1938 (Interstate Commerce).

Authorizes the Communications Commission to prescribe regulations to prevent interference with radio and wire transmission and reception by other apparatus using electrical energy.

S. 4098. Mr. Sheppard; May 27, 1938 (Interstate Commerce).

Directs the Federal Communications Commission to refuse licenses to radio stations (with an operating power in excess of 50 kilowatts) which broadcast "network programs," i.e. programs lasting more than 5 minutes which are broadcasted simultaneously by two or more stations or which are recorded and rebroadcasted from another station. Authorizes the Commission when the public interest will be served thereby to permit such stations to broadcast network programs for an aggregate of 1 hour in each calendar month.

S. 5.\* Mr. Sheppard (for Mr. Copeland); January 6, 1937 (Commerce).

Approved June 25, 1938 (Public, No. 717):

"Federal Food, Drug, and Cosmetic Act"—Repeals the Food and Drug Act of 1906 (U. S. C. 21: 1-15) and substitutes therefor more comprehensive provisions. Some of the more important changes are:

1. Cosmetics (except soaps) are subjected to much the same regulations as foods and drugs.

2. Drugs intended for diagnosing illness or for remedying underweight or overweight or for otherwise affecting bodily structure or function are subjected to regulation.

3. New drugs are required to be adequately tested for safety before they are placed on the market.

4. District courts are given jurisdiction to enjoin violation of the act.

5. The packing of foods under insanitary conditions, the use of containers composed of deleterious substance as well as the preparation of foods containing poisonous, deleterious, decomposed, putrid, or contaminated matter are prohibited. The use of deceptive containers, labels, etc., is forbidden.

6. Habit forming and potent drugs liable to be misused must bear labels warning against probable misuse, and no misleading statement as to quantity or quality shall be allowed.

7. Coal-tar products are subjected to particular regulations.

8. The Secretary of Agriculture is given greater administrative control in the enforcement of the act, viz: to prescribe standards, to specify tolerances, to grant emergency permits, and to exercise some discretion in prosecution of minor violations.

9. Any person who will be adversely affected by any order of the Secretary of Agriculture may, within 90 days after it is made public, appeal to the courts to have said order rescinded or modified. The court, upon petition of the aggrieved party, may order a new hearing before the Secretary at which hearing additional and new evidence may be introduced.

10. Interstate carriers shall keep records of shipments of foods, drugs, cosmetics, etc., such records to be accessible to agents of the Secretary.

11. Officers of the Department may at reasonable times inspect factories, warehouses, or establishments in which foods, drugs, and cosmetics are manufactured, packed, or held for shipment in interstate commerce.

## **HOUSE OF REPRESENTATIVES**

H. R. 1592. Mr. McCormack (by request); January 5, 1937 (Interstate and Foreign Commerce).

Neither the Communications Act of 1934 nor any other act, shall prevent the furnishing reports of positions of ships at sea to newspapers of general circulation, providing the reporting company's name is displayed along with the ship position reports. (Amending 48 Stat. 1064.)

H. R. 3038. Mr. Scott; January 15, 1937 (Interstate and Foreign Commerce).

Amends § 326 of the Communications Act of 1934 (U. S. C. 47: 326) to provide that no action, civil or criminal, shall be commenced against any licensee because of anything said or done during any broadcast on any public, social, political or economic issue; but the exemption does not extend to defamatory, profane, indecent, or obscene language or action broadcast by an officer, employee, agent, or representative of the licensee.

H. R. 3039. Mr. Scott; January 14, 1937 (Interstate and Foreign Commerce).

Each licensee of a radio broadcasting station shall set aside regular periods for uncensored discussion on a nonprofit basis of public, social, political, and economic problems, and for educational purposes. Equivalent facilities shall be afforded opposing viewpoints. The licensing authority and licensees shall have no power of censorship nor be subject to liability, civil or criminal, for material so broadcast. [Present law (U. S. C. 47: 315) requires that equal facilities be afforded opposing candidates for public office.]

H. R. 3033. Mr. Scott; January 14, 1937 (Interstate and Foreign Commerce).

Radio-broadcasting stations shall keep records (to be open to public inspection) of: (1) Applications for time; (2) rejections of applications, with reason; (3) additions and changes requested in arranged programs on public, social, political, and economic issues and on educational subjects; (4) interference with and substitution of programs on such issues and subjects (adding to § 315 of the Communications Act of 1934, U. S. C. 47: 315).

H. R. 3140. Mr. Culkin; January 18, 1937 (Interstate and Foreign Commerce).

Prohibits the advertising of alcoholic beverages by radio; penalty, fine of \$500 to \$1,000 and/or imprisonment from 3 to 12 months (adding to Communications Act of 1934, § 16).



H. R. 3884. Mr. Lea; January 28, 1937 (Interstate and Foreign Commerce).

Makes it unlawful for any carrier by wire or radio to issue or honor any frank, or render any free interstate or foreign service, except in situations involving safety of life or property (including hydrographic and weather reports, medical assistance to persons on ships or aircraft at sea), and except in preparation for national defense [amending §§ 210 and 602 (b) of Communications Act of 1934—which now permit carriers to issue and exchange franks and passes for employees and their families].

H. R. 3892. Mr. Wearin; January 28, 1937 (Interstate and Foreign Commerce).

Makes it unlawful for any radio broadcasting licensee—(1) to be owned, controlled, or managed, directly or indirectly, by the owner, manager, etc., of a newspaper or other printed publication; (2) to own, control, or manage a newspaper or other printed publication. The foregoing shall not apply to licensees during the term of their license.

H. R. 4191. Mr. Ramspeck (by request); February 2, 1937 (Merchant Marine and Fisheries).

Extending the purposes and provisions of the Communications Act of 1934 to cover safety of life and property at sea through the use of wire and radio communications—companion bill to S. 595.

H. R. 4195. Mr. Ramspeck (by request); February 2, 1937 (Merchant Marine and Fisheries).

Amends R. S. 4131, which requires that certain officers on vessels of the United States must be American citizens: (1) By making it applicable to vessels “propelled by steam or any other method” [instead of “propelled wholly or in part by steam”], and (2) by including chief radio officer and other members of the radio department qualified to take charge of the radio watch.

H. R. 4281. Mr. Celler; February 3, 1937 (Naval Affairs).

Authorizes Secretary of Navy to construct and operate a “Pan American Radio Station” in Washington—Commissioner of Education to provide programs of national and international interest and without advertising matter. General policies of the station shall be determined by an advisory board of nine consisting of the Secretary of State, Director of the Pan American Union, Chairman of the Federal Communications Commission, Commissioner of Education, and such other Government officials as the President may select. Authorizes \$700,000 for construction, \$100,000 annually for operation, and necessary sums for program production.

H. R. 5038. Mr. Anderson of Missouri; February 24, 1937 (Interstate and Foreign Commerce).

Broadcasting licenses shall be granted for a minimum term of 5 years [now granted for a maximum term of 3 years]—not applicable to licenses in force on date of enactment [amending U. S. C. 47: 307 (d)].

H. R. 5300. Mr. Maloney; March 3, 1937 (Interstate and Foreign Commerce).

Personal endorsements of articles by radio, if paid for, must be accompanied by statement to that effect.

H. R. 5336. Mr. Welch; March 4, 1937 (Interstate and Foreign Commerce).

Restricting radio station operators' licenses to applicants over 21 years of age—covered by later bill, H. R. 5376.

H. R. 5376. Mr. Welch; March 5, 1937 (Interstate and Foreign Commerce).

The Federal Communications Commission shall have authority to issue radio station operators' licenses only to applicants 21 years of age or over [amending U. S. C. 47: 303 (1)].

H. R. 3898.\* Mr. Lea; January 28, 1937 (Interstate and Foreign Commerce).

Approved March 29, 1937 (Public No. 2):

The Communications Commission may authorize actual operation of transmitting apparatus by unlicensed persons at all radio stations for which a station license is required except (1) where licensed operators are required by interna-

tional agreement or for safety; or (2) stations engaged in broadcasting, or operated as common carriers (below 30,000 kilocycles); and make special regulations governing granting of licenses for the use and operation of automatic radio devices (amending U. S. C. 47: 318).

H. R. 6440. Mr. Boylan of New York; April 15, 1937 (Ways and Means).

Requires the registration of broadcasting stations with the collectors of internal revenue, and payment of a tax computed on authorized power as follows: (1) up to 1,000 watts, \$1 per watt; (2) 1,000 to 10,000 watts, \$2 per watt; (3) over 10,000 watts, \$3 per watt. In cases of part-time stations the tax shall be in the proportion that the number of authorized hours broadcasting bears to 24 hours. Where stations use varying amounts of power the basis of the tax shall be the weighted average amount of authorized power. The tax shall not apply to stations of the State or Federal Governments or to stations operated exclusively for non-profit purposes and using only unsponsored programs.

H. R. 7711. \*Mr. McCormack (by request); June 29, 1937 (Interstate and Foreign Commerce).

As passed by House August 2, 1937:

Neither the Communications Act of 1934 nor any other act shall prevent the furnishing reports of positions of ships at sea to newspapers of general circulation, provided the reporting company's name is displayed along with the ship position reports. The Commission may prescribe rules to carry out provisions of this act (amending 48 Stat. 1064).

H. R. 8230. Mr. Bernard; August 13, 1937 (Interstate and Foreign Commerce).

Repeals the power of the President, under the Communications Act of 1934, to suspend broadcasting or to take over radio stations upon proclamation that there exists "a threat of war or a state of public peril or disaster or other national emergency"—confining his exercise of such power to a time when "war" exists [amending U. S. C. 47: 606 (c)].

H. R. 8251. Mr. Pettengill; August 16, 1937 (Merchant Marine and Fisheries).

Repeals § 353 (h) of the Act of May 20, 1937 (Public, No. 97, 75th Cong.), which requires cargo ships, fitted with an auto-alarm, to carry at least one qualified operator of at least 6 months' experience aboard United States ships.

H. R. 8583. Mr. Mead; December 2, 1937 (Judiciary).

"Corporation Licensing Act of 1937"—Similar to S. 3072.

H. R. 8598. Mr. Sabath; December 3, 1937 (Judiciary).

"Corporation Licensing Act of 1937"—Similar to S. 3072.

H. R. 8840. Mr. Bland; January 6, 1938 (Merchant Marine and Fisheries).

Includes "customs officers and employees, and radio inspectors and employees of the Federal Communications Commission" among those for whom the Secretary of Commerce shall fix a reasonable rate of extra compensation for overtime services on Sundays, holidays, or at night (amending § 6, 49 Stat. 1380).

H. J. Res. 561. Mr. Crawford; January 12, 1938 (Interstate and Foreign Commerce).

Directs the Federal Trade Commission to conduct an investigation and report to Congress all facts pertaining to the publication of an advertisement in the January 1938 issue of QST magazine profaning the office of the President.

H. R. 9589. Mr. Mead; February 21, 1938 (Judiciary).

"Corporation Licensing Act of 1938"—After January 1, —, it shall be unlawful for any corporation (including associations, syndicates, and limited partnerships) with gross assets, including those of subsidiaries, in excess of \$100,000 to engage directly or indirectly in commerce without having obtained a license from the Federal Trade Commission. Before obtaining a license, a corporation must file a statement of its operations, financial structure, administrative set-up, etc.

Prohibits (1) discrimination against women as to pay, rights, etc.; (2) employment of children under 16; (3) employment of children under 18 in hazardous occupations or at any time other than between 7 a. m. and 7 p. m. Permits employees the right to self-organization and collective bargaining.

The commission may revoke licenses for violation of the act, etc., and may conduct investigations to ascertain such violations.

Such licensed corporations must have their chief place of business, executive offices and directors meetings in the State of organization. Corporate surpluses are restricted and stock ownership in other than subsidiary corporations is forbidden.

Provides for voting by all classes of stock and for voting of proxies by representatives qualified by the Civil Service Commission in corporation and commercial law. Requires directors to be stockholders.

H. R. 9624. Mr. Culkin; February 25, 1938 (Interstate and Foreign Commerce).

Amends the Communications Act of 1934 (U. S. C. 47: 316) to prohibit the advertising of alcoholic beverages by radio.

H. R. 9635. Mr. O'Toole; February 25, 1938 (Judiciary).

Prohibits all except a member of the bar of the highest court of the District of Columbia or of a State, Territory, or insular possession, who is either admitted to practice, or at least not debarred from practice, before the particular department or agency of the Government, from representing any person or corporation in connection with any claim or matter before it involving the construction or interpretation of the Constitution or a law of the United States.

Authorizes the heads of departments and agencies to make rules of practice and procedure applicable to proceedings before their departments, etc.; existing rules and regulations to be continued (not more than 90 days) until promulgation of the new rules.

The bill is not to apply to the "Army, Naval or Diplomatic Service \* \* \* to any claim \* \* \* before the Departments of Navy, War, and State that is not of a commercial nature, or to the Patent Office"; nor is it to prevent any person from appearing in his own behalf (or a corporation from appearing by an officer or employee).

Repeals inconsistent laws—including U. S. C. 5: 493 (practice before Interior Department); U. S. C. 5: 261 (practice before Treasury Department); and U. S. C. 19: 415 (36 Stat. 464) (customhouse brokers—already repealed by 46 Stat. 759, U. S. C. 19: 1641e).

H. R. 9766. Mr. Rees of Kansas; March 7, 1938 (Interstate and Foreign Commerce).

Repeals the Food and Drug Act of 1906 (U. S. C. 21: 1-15) and substitutes therefor more comprehensive provisions. Some of the more important changes are: (1) Cosmetics are subjected to much the same regulations as foods and drugs; (2) the packing of foods under insanitary conditions and the use of containers composed of a harmful substance are prohibited. The use of deceptive containers, labels, etc., are forbidden; (3) prohibits introduction into interstate commerce of any drug not generally recognized as safe for use, until the Secretary of Agriculture has issued a certificate showing that such drug has been scientifically tested and found safe for its intended use; (4) habit-forming drugs shall be so labeled, and no misleading or false statements as to quality or quantity shall be allowed; (5) coal-tar products are subjected to particular regulations; (6) the Secretary of Agriculture is given greater administrative control in the enforcement of the act; viz, to prescribe standards, to specify tolerances, to grant emergency permits, and to exercise some discretion in prosecution of minor violations; (7) interstate carriers shall keep records of shipments of these articles, such records to be accessible to agents of the Secretary; (8) officers of the department may at reasonable times inspect factories, warehouses, or establishments in which foods, drugs, and cosmetics are manufactured, packed or held for shipment in interstate commerce; (9) district courts are given jurisdiction to enjoin violations of the act.

H. J. Res. 499.\* Mr. Dickstein; November 15, 1937 (Library).

Approved April 13, 1938 (Public Res. No. 86):

Directs the Secretary of Interior to grant permission for the erection (without expense to the United States) of a memorial to the late Guglielmo Marconi, inventor of wireless telegraphy, on public grounds in Washington, other than those of the Capitol, Library of Congress, and the White House.

H. R. 10295. Mr. Green; April 18, 1938 (Naval Affairs).

Instructs the Secretary of the Navy to construct a radio broadcasting station with power sufficient to transmit programs throughout the United States and other countries of the Western Hemisphere upon high frequencies, said station to be located at Jacksonville, Fla., and to be known as the Pan American Radio

Station. Authorizes \$700,000 for construction and \$100,000 annually for operation and maintenance.

The United States Commissioner of Education shall be in charge of all programs for said station. He shall select programs which will render a distinct national or international service, which will promote a better understanding among Republics of the American Continent, and which will be of educational and cultural value. No commercial advertising shall be permitted on said programs. General policies shall be determined by an advisory council which shall include the Secretary of State, the Director General of the Pan American Union, the Chairman of the Federal Communications Commission, the Commissioner of Education, and such other Government officials as the President may select. The council may permit privately owned radio companies to use the facilities of the Pan American Radio Station during certain periods provided that their programs do not interfere with the general purposes of this act.

H. R. 10307. Mr. Dockweiler; April 19, 1938 (Interstate and Foreign Commerce).

Authorizes the Federal Communications Commission to exclude from its radio regulations portable-mobile stations operated by forest-protection agencies exclusively for forest-protection communication purposes [amending U. S. C. 47: 303 (k)]. No permit shall be required for the construction of portable-mobile stations operated for forest-protection purposes [amending U. S. C. 47: 319 (b)].

H. R. 10348. Mr. Sadowski; April 21, 1938 (Interstate and Foreign Commerce).

Declares it to be the policy of Congress to prevent monopoly and to encourage competition in direct foreign radio telegraph communication, and requires the Federal Communications Commission in granting licenses therefor to consider competition in such communication to be in the public interest [adding to U. S. C. 47: 313].

H. J. Res. 680. Mr. Maverick; May 11, 1938 (Foreign Affairs).

Establishes within the Department of State an Institute of Friendly Relations to promote an understanding in the United States of the history, culture, business conditions, languages, etc. of other American Republics. The Director of said institute shall disseminate by press and by radio data respecting such countries. He shall promote the study of Spanish and Portuguese in American schools, the making of educational films, the exchange of art, the promotion of travel within said countries and Canada. He shall establish 3,000 scholarships to be awarded annually to qualified students for study in other American Republics. He shall investigate means of developing friendly relations, trade, and commerce with said republics. He shall also erect and operate a radio transmitting station at a suitable point in the United States for purposes of disseminating information, promoting peace, and national defense of the American continents. Authorizes \$5,000,000.

H. R. 10633. Mr. Moser of Pennsylvania; May 16, 1938 (Patents).

Any person who desires to make use of a copyrighted work and who is unable to secure an agreement with the owner respecting such use may file with the Federal Communications Commission an application for a permit to use said works at such equitable rates or charges therefor as the Commission may determine. No permit shall be granted except upon notice and hearing and if found to be in the public interest.

H. R. 10724. Mr. McGroarty; May 23, 1938 (Interstate and Foreign Commerce).

Authorizes the Federal Communications Commission to exclude from its radio regulations portable-mobile stations operated by forest-protection agencies exclusively for forest-protection communication purposes [amending U. S. C. 47: 303 (k)]. No permit shall be required for the construction of portable-mobile stations operated for forest-protection purposes [amending U. S. C. 47: 319 (b)].

H. R. 10869. Mr. Peterson of Florida; June 8, 1938 (Interstate and Foreign Commerce).

Directs the Federal Communications Commission to refuse licenses to radio stations (with an operating power in excess of 50 kilowatts) which broadcast "network programs," i. e. programs lasting more than 5 minutes which are broadcast simultaneously by two or more stations or which are recorded and rebroadcast from another station. Authorizes the Commission when the public interest will be served thereby to permit such stations to broadcast network programs for an aggregate of one hour in each calendar month.

# FEDERAL COMMUNICATIONS ★ BAR ASSOCIATION ★

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(1913) . . . . . Jordan & Sons (London)
- SCRUTTON . . . . . The Law of Copyright  
(1903) . . . . . Wm. Clowes & Son, Ltd. (London)
- SHAFTER . . . . . Musical copyright  
(1932) . . . . . Callaghan & Co. (Chicago)
- STRONG . . . . . Dramatic and Musical Law  
(3rd Ed. 1909) . . . . . Era Publishing Office (London)
- TALFOURD, T. N. . . . . Three Speeches on Extension of  
Copyright (1840) . . . . . Edward Maxon (London)
- WEIL . . . . . American Copyright Law  
(1917) . . . . . Callaghan & Co. (Chicago)

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# Program Suggestor

**for STATION MANAGERS  
COMMERCIAL MGRS.  
TIME SALESMEN  
PROGRAM DIRECTORS  
AGENCY RADIO DEPTS.**

## Program Suggestor

will provide you with ideas for all types of local and national sponsors. A few classifications:

Automotive . . . Gas, Oil, Accessories . . . Building Materials, Paints and Supplies . . . Clothing . . . Department Stores . . . Drugs, Cosmetics, Toilet Requisites . . . Finance and Insurance . . . Food Products . . . Beverages . . . Furniture . . . House Furnishings . . . Public Utilities . . . Jewelry . . . Laundries . . . Participating Programs . . . Sustaining Programs . . . Program Starts . . . Time and Program . . . Sales Hints . . . And many more ideas that will make money for you.

**WHAT IT IS . . .** An up-to-date card index of programs that have been and are doing outstanding sales jobs for all kinds of sponsors . . . complete case histories . . . descriptions . . . set-up so that you can develop similar programs for your clients or make presentations and auditions . . . ideas that are making money for other stations and can do the same for you.

**WHY IT IS . . .** Since the first and second 1001 Tested Programs and Merchandising Ideas books were published, many suggestions have come from purchasers asking why no effort was being made to provide a continual stream of this important information . . . produced monthly so that the ideas would reach stations while they were at the peak of popularity. *Program Suggestor* does exactly that. These are practical, workable programs and other ideas classified so that you can get what you want instantly without rooting through a mass of mimeographed data on loose sheets.

**WHAT YOU GET . . .** 1. A handsome, durable file cabinet capable of holding 1000 cards . . . and every card will contain as complete information as possible about an idea that is making money for a station or sponsor. 2. A set of Key Index Cards showing the various classifications such as Automotive, Food, Drugs, etc., etc. 3. Each month a minimum of 50 complete, carefully selected programs will be delivered to subscribers. **AND TO START THE BALL ROLLING, THOSE WHO PLACE THEIR ORDERS AND REMITTANCE EARLY WILL RECEIVE THE SECOND 1001 TESTED PROGRAMS AND MERCHANDISING IDEAS book . . . more than 170 pages packed with program ideas . . . a book that has been and still is selling for \$5.00 . . . a book that has been purchased by stations in every country where commercial radio is possible and by most of the advertising agencies which have program departments. THIS OFFER IS GOOD ONLY UNTIL THE LIMITED GET THAT ORDER WITH REMITTANCE IN**

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**SUPPLY IS EXHAUSTED . . . SO THE MAIL TODAY.**

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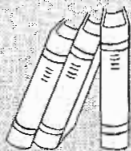
**PRICING:** The cost of the service has been reduced to a minimum to make it possible for all stations to take advantage of the offer, and it is far less than the cost of other services of a less convenient character. The price per year is only \$18.00 . . . \$1.50 per month for fifty or more ideas . . . a maximum of .03 for a tested idea that may bring into the station many hundreds of dollars. Only by syndicating *Program Suggestor* is it possible to produce and deliver the service at this low price.



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— **CANADA**

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# PUBLICATIONS

Covering the Field of Radio

TRADE—FAN—FOREIGN—GENERAL

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## **The Advertiser**

MONTHLY. 3557 Bogart Ave., Cincinnati, Ohio. Phone, AVon 6825. Editor and Publisher, Manuel Rosenberg; Business Manager, Simon Rosenberg; Advertising Manager, R. Maxwell Jason; Circulation Manager, S. J. Davis; Radio Editors, Cress Little, Rosaline Greene. BRANCH OFFICES: 11 West 42nd St., New York, N. Y., L. M. MacMillan; 1138 Lake Shore Drive, Chicago, Ill., L. R. Dean. The Advertiser carries articles on radio's progress as an advertising medium; also news of advertisers' and agencies' activities in the radio field.

## **Advertising Age**

WEEKLY. 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Managing Editor, Irwin Robinson. BRANCH OFFICE: 330 W. 42nd St., New York, N. Y.; Walter L. McCann, Eastern Editor; M. D. Hicks, Eastern Advertising Manager. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

## **Advertising & Selling**

MONTHLY. 9 E. 38th St., New York, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor, F. C. Kendall; Chicago Correspondent, Harry Hoole; Los Angeles Correspondent, Ned Brydone-Jack; Advertising Manager, Noel Breault. BRANCH OFFICES: 1370 Peoples Gas Bldg., Chicago, Ill., Harry Hoole, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative. Limited largely to interpre-

tation of major trends in the operation of radio advertising from point of view of network, agency, and sponsor. Major personnel changes and network time sales are reported periodically. Emphasis in all coverage of radio activity is on pictorial elements involved.

## **Air Law Review**

QUARTERLY. 100 Washington Sq., E., New York, N. Y. Phone, SPring 7-2000. Publisher, Board of Air Law Review of New York University; Editor, Prof. Alison Reppy. Contains articles of technical interest on aviation and radio law; current comment on present-day problems of air law; notes and comment on important recent decisions and legislation; bibliographical section covering check-list and index of articles on air law in legal periodicals.

## **Bell Laboratories Record**

MONTHLY. 463 West St., New York, N. Y. Phone, CHelsea 3-1000. Editor, P. B. Findley. Confines itself to the work and developments of Bell Telephone Laboratories. This publication is designed to strike a median level between the popular stories of the radio magazines and the technical presentations of the professional journals.

## **Bell System Technical Journal**

QUARTERLY. 195 Broadway, New York, N. Y. Phone, EXchange 3-9800. Publisher, American Telephone & Telegraph Co. Scientific discussions of developments in radio-telephony and broadcasting facilities.

## **Bell Telephone Quarterly**

QUARTERLY. 195 Broadway, New York, N. Y. Phone, EXchange 3-9800. Publisher, American Telephone & Telegraph Co. Popular discussions of developments in radio-telephony and broadcasting facilities.

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and outstanding  
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Billboard**

## **The Billboard**

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, R. S. Littleford; Editors, Elias E. Sugarman and A. C. Hartman; Radio Editor, Jerry Frank (New York); Los Angeles Correspondent, Dean Owen Business Manager, E. W. Evans; Advertising Manager, C. J. Latscha. BRANCH OFFICES: 32 Randolph St., Chicago, Ill., Nat S. Green, Manager; 1564 Broadway, New York, N. Y., Elias E. Sugarman, General Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of the broadcasting industry.

### **Boxoffice**

WEEKLY. 9 Rockefeller Plaza, New York, N. Y. Phone, VAnderson 3-7138. Publisher, Ben Shlyen; Editor-in-Chief and Associate Publisher, Maurice Kann; General Manager, J. H. Gallagher; Eastern Editor, William Ornstein; Chicago Correspondent, Eugene Rich; Hollywood Manager, Ivan Spear; Advertising Manager, Louis Rydell. Covering briefly all radio developments of interest to the motion picture industry.

### **Broadcasting—Broadcast Advertising**

SEMI-MONTHLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel; Editor, Sol Taishoff; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, Paul Brines; Los Angeles Correspondent, David Glickman; Business Manager, F. G. Taylor; Advertising Manager, F. G. Taylor. Trade journal of the broadcasting and broadcast advertising fields.

### **Broadcasting Business**

WEEKLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. News Editor, L. Lippmann; Managing Editor, Oswald F. Mingay; Advertising Representative, W. Murphy; Technical Editor, J. R. Edwards. BRANCH OFFICE: R. W. Pfeil, 239 Collins St., Melbourne, Victoria. A trade weekly newspaper relating to commercial broadcasting and of particular interest to, and circulating among national advertisers, station advertisers, advertising agents and broadcasting stations.

### **Broadcasting Business Yearbook**

YEARLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay. BRANCH

OFFICE: 239 Collins St., Melbourne, Victoria. Broadcasting Business Yearbook contains practically all the information required by those interested in broadcasting for reference purposes.

### **Broadcast News**

BI-MONTHLY. N. Front St., Camden, N. J. Publisher, RCA Manufacturing Co.; Editor, Paul V. Lutz; Board of Advisory Editors, J. B. Coleman, V. E. Trouant, E. W. Engstrom, Dr. V. K. Zworykin, M. C. Batsel, F. X. Rettenmeyer, Dr. Irving Wolff, Dr. H. F. Olson and Dr. G. H. Brown. This publication is a house organ of the RCA Manufacturing Co. and is distributed among radio broadcast stations, consultant engineers, schools of engineering and research laboratories.

### **Canadian Advertising**

QUARTERLY. 481 University Ave., Toronto, Ont., Canada. Phone, Adelaide 9131. Publisher, MacLean Publishing Co.; Managing Editor, H. A. Nicholson; Manager, B. G. Newton; Advertising Manager, W. F. Harrison; Data Editor, Jean R. Gemmell. BRANCH OFFICES: Dominion Square, Montreal, Canada; 919 N. Michigan Ave., Chicago, Ill.; 522 Fifth Ave., New York, N. Y. This publication is an advertising media reference book which includes a listing of Canadian radio stations, their rates, time on the air, power, frequency, etc.; besides media references it contains articles reviewing advertising activities in Canada.

### **Communications**

MONTHLY. 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, R. D. Rettenmeyer; New York Correspondent, S. R. Cowan; Business Manager, B. S. Davis; Advertising Manager, Paul S. Weil. Circulates among engineers, executives and other personnel engaged in the design, manufacture, installation, operation, service and maintenance of radio and wire communications, broadcast stations—police, marine, aeronautical radio and other point to point services—sound recording and projection—public address—television and picture transmission—and in the manufacture of all radio equipment and accessories, components and instruments used in these fields.

### **Editor and Publisher**

WEEKLY. 1700 Times Bldg., New York, N. Y. Phone, BRyant 9-3052. Publisher, James W. Brown; Editor, Arthur T. Robb; Managing Editor, War-

# MOTION PICTURE DAILY

A Q U I G L E Y P U B L I C A T I O N



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## **Electrical Communications**

QUARTERLY. 67 Broad St., New York, N. Y. Phone, BO 9-3800. Publisher, International Standard Electric Co.; Editor, H. T. Kohlhaas (address: Connaught House, 63 Aldwych, London, England); General Technical Director, G. Deaken; Assistant General Technical Director, W. H. Capen. Published for complimentary distribution primarily covering developing developments of the International Standard Electric Corp.

## **Electrical Digest**

MONTHLY. 137 Wellington St., West, Toronto, Ont., Canada. Phone, Adelaide 1860. Publisher, Muir Publications; Managing Editor, J. Murray Muir. Serving the electrical industry in Canada, including manufacturers of radios and equipment.

## **Electrical and Radio World Trade News**

TRI-MONTHLY. Department of Commerce, Washington, D. C. Phone, District 2200. Department Executive in Charge, John H. Payne, Chief of Electrical Div.; Editor, Katherine F. Hickey; District and Cooperative Offices throughout United States and Foreign Offices throughout the world. The material published in this periodical in regard to radio is primarily in the nature of news covering new broadcast installations in foreign countries as well as new developments in broadcasting and television. It reports items having to do with changes in foreign market possibilities, regulations, quotas, exchange, etc. Trade opportunities for specific products or agencies are included. Extensive reports covering any of these subjects are announced available for loan. All subjects referring to foreign commercial possibilities in its radio and electrical field, such as plans for or results from reciprocal trade agreements, are reported as fully as practical.

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Managing Editor, Donald G. Fink; Assoc. Editor, Beverley Dudley; Chicago Correspondent, Branch Office; Los Angeles Correspondent, Branch Office; Business Manager, H. W. Mateer; Asst. Manager, Wallace B. Blood. BRANCH OFFICES: 520 North Michigan Ave., Chicago, Ill, G. J. Seaman; 1510 Hanna Bldg., Cleveland, Ohio, Leonard P. Canty; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 883 Mission St., San Francisco, Cal., R. N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields—Design—Engineering—Manufacture.

## **Experimenter**

MONTHLY. 30 State St., Cambridge, Mass. Phone, TRowbridge 4400. Publisher, General Radio Company; President, M. Eastham; Treasurer, H. B. Richmond. This publication is a house organ of the General Radio Co.

## **Film Daily**

DAILY. 1501 Broadway, New York, N. Y. Phone, BRyant 9-7171. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Joseph Esler. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Cal., Ralph Wilk. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news of every phase of the motion picture and allied industries.

## **Foreign Communication News**

BI-MONTHLY. Department of Commerce, Washington, D. C. Phone, District 2200. Editor, G. Stanley Shoup. Contains items concerning telegraph, telephone, cable and radio communication developments in foreign countries, including rates, operating and financial data, legislation, etc.

## **Heinl Radio News Service**

2400 California St., Washington, D. C. Phone, North 3800. Publisher, Robert D. Heinl; Editor, Robert D. Heinl. There are two services, one of which goes twice each week to a number of newspapers; the other going to various radio station subscribers.

# BROADCASTING BUSINESS

Vol. 10 No. 4  
 December  
 1952

6

Published by Australian Radio Publications, Ltd., 30-32 Carrington Street, Sydney, N.S.W.



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## **Hollywood Reporter**

DAILY. 6713 Sunset Boulevard, Hollywood, Cal. Phone, Hillside 7411. Editor and Publisher, W. R. Wilkerson; Assistant to Publisher, George H. Kennedy; Advertising Manager, Thomas F. Seward; Radio Editor, W. F. Bloecher. BRANCH OFFICES: 229 West 42nd St., New York, N. Y. H. J. Schleier, Manager, Phone, Wisconsin 7-2470; 540 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1., London, England; 41 Rue Copernic, Paris, France; Erzebet Korut 7, Budapest; Gratte Ciel, Antwerp; Pelayo 1, Barcelona; 54, Via Della Mercede, Rome; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

## **Metronome**

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Metronome Corp. News, program comment; personality lines; pictures and captions; short interviews.

## **Modern Advertising**

MONTHLY. 137 Wellington St., West, Toronto, Ont., Canada. Phone, WAverly 2711. Publisher, Weston Wrigley; Editor, Britton McCammon; Business Manager, A. H. Boyd; Advertising Manager, G. B. Wrigley. This publication is devoted to advertising and contains a special department, "Broadcast Promotion," which reports activities of radio stations and radio programs in Canada

## **Motion Picture Daily**

DAILY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-3100. Publisher, Martin Quigley; Editor, Sam Shain; Radio Editor, Jack Banner; Chicago Correspondent, W. F. Crouch; Los Angeles Correspondent, W. R. Weaver; Business Manager, T. J. Sullivan; Radio Advertising Manager, Robt. Harrison. BRANCH OFFICES: 6305 Yucca St., Hollywood, Calif.; 624 S. Michigan Ave., Chicago, Ill.; 4 Golden Square, London W-1, England; Albee Bldg., Washington, D. C. Spot news coverage; also radio reviews and column.

## **Musical America**

SEMI-MONTHLY (except June to September, inclusive, when published monthly). 113 West 57th St., New York, N. Y. Phone, Circle 7-0522. Publisher, John F. Majeski; Executive Editor, Oscar Thompson. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill. Maintains 200 representatives in cities throughout the world.

## **Musical Courier**

BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Horace Johnson; Chicago Correspondent, Rene Devries; Los Angeles Correspondent, Richard Drake Saunders. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Los Angeles, Calif., Richard Drake Saunders, Representative; 6 Square Leon Guillot, Paris, France, Irving Scherke, Associate Editor. Reviews of better class musical programs throughout the world in each issue.

## **Nab Reports**

WEEKLY. Normandy Bldg., 1626 K St., N.W., Washington, D. C. Phone, National 2080.

## **Proceedings of I. R. E.**

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEDallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; Business Manager, Harold P. Westman; Advertising Manager, John D. Crawford. The Proceedings is an engineering journal publishing technical paper on radio and allied subjects. Papers are published after review by two committees and the editor. Releases and other news cannot be used, but new commercial literature of engineering interest is listed each month. (Established in 1913, the Proceedings is now 25 years old, probably the oldest of all radio engineering publications.)

## **Proceedings of the Radio Club of America**

SIX ISSUES PER YEAR. 11 West 42nd St., New York, N. Y. Phone, LONGacre 5-6622. Publisher, Radio Club of America Inc.; President, John H. Miller; Corresponding Secretary, Fred Muller; Editor, L. C. F. Horle.

## **Publishers' Information Bureau's National Advertising Records**

MONTHLY AND QUARTERLY. 799 Broadway, New York, N. Y. Phone, STuyvesant 9-7334. Records of advertising on networks (monthly); and spot-station (quarterly).

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MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; Editor, Kenneth B. Warner; Managing

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# MODERN ADVERTISING

137 WELLINGTON STREET WEST

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Editor, Clark C. Rodimon; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton; Acting Technical Editor, George Grammer. This publication is the official organ of the American Radio Relay League and is devoted to activities and developments in amateur radio.

### **Radex**

MONTHLY (except July and August). 362 Cedar Lane, Teaneck, N. J. Phone, Teaneck 6-6247. Publisher, The Radex Publishing Co.; Editor, Page Taylor. This publication is for the radio listener who is interested in listening to distant stations. It is of interest principally to DXers.

### **Radio**

MONTHLY (except August and September.) 7460 Beverly Blvd., Los Angeles, Calif. Phone, YOrk 7226. Published by Radio, Ltd. Publisher, K. V. R. Lansingh; Editor, W. W. Smith; Technical Editor, R. Dawley. BRANCH OFFICES: 11 West 42nd St., New York, N. Y., J. B. Carter; 3606 N. Bernard St., Chicago, Ill., C. W. Nelson. This publication is devoted to technical and constructional material for the amateur and also information on experimental and high frequency radio; content does not touch on the business, entertainment or personal sides of radio.

### **Radio Advertising Rates and Data**

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Vice-President and Secretary, Albert Moss; Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Radio station rates service revised and issued monthly.

### **Radio Amateur Call Book**

QUARTERLY. 608 S. Dearborn St., Chicago, Ill. Phone, WAbash 1903. Publisher, Radio Amateur Call Book Inc.; Editor, Harold A. Rensch; Circulation Manager, D. A. Schroeder; Advertising Manager, C. O. Stimson. BRANCH OFFICES: 19 E. 47th St., New York, N. Y.; 10515 Wilbur Ave., Cleveland, Ohio; 4214 Country Club Drive, Long Beach, Calif. This publication contains up-to-date and complete lists of all radio amateurs throughout the entire world.

### **Radio-Craft**

MONTHLY. 99 Hudson St., New York, N. Y. Phone, Walker 5-0730. President and Publisher, H. Gernsbach; Vice-President and General Manager, R. W. DeMott; Managing Editor, R. D. Washburne. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306. This publication reports latest developments in the radio art, including trade news and technical descriptions.

### **Radio Daily**

DAILY. 1501 Broadway, New York, N. Y. Phone, Wisconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Larry Wolters. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

### **Radio Dial**

WEEKLY. 22 East 12th St., Cincinnati, Ohio. Phone, Cherry 0710. Publisher, Wilbert Rosenthal; Editor, James A. Rosenthal; Business Manager, A. M. Mathieux. A radio newspaper published weekly; columns by local radio authorities. News deals with actual broadcasts and human interest material.

### **Radio Digest**

BI-MONTHLY. 7460 Beverly Blvd., Los Angeles, Calif. Phone, YOrk 7226. Published by Radio Ltd. Publisher, K. V. R. Lansingh; Editor, W. W. Smith; Technical Editor, R. Dawley. BRANCH OFFICES: 11 West 42nd St., New York, N. Y., J. B. Carter; 3606 N. Bernard St., Chicago, Ill., C. W. Nelson. This publication is devoted largely to reprints from magazines serving the entire radio technical field; content does not touch on the business, entertainment or personal sides of radio.

### **Radio and Electric Appliance Journal**

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Publisher, Henderson Publications Inc.; Editor, Glad Henderson; Associate Editor, Daniel Webster. BRANCH OFFICE: 664 N. Michigan Ave., Chicago, Ill. (Western Representative, Richard J. Burrill).

## **Radio and Electrical Sales**

EVERY OTHER MONTH. 137 Wellington St., West, Toronto, Canada. Phone Waverly 2711. Publisher, Weston Wrigley; Editor, Henry McCardle; Business Manager, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

## **Radio Guide**

WEEKLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 8850. Publisher, M. L. Annenberg; Editor, Curtis Mitchell; N. Y. Correspondent, Martin Lewis; Los Angeles Correspondent, Evans Plummer; Business Manager, Geo. d'Utassy; Advertising Manager, Saul Flaum. BRANCH OFFICES: 551 Fifth Ave., New York, N. Y.; 9059 Sunset Blvd., Hollywood, Calif.

## **Radio Markets**

(Quarterly Issue of Radio Art)

QUARTERLY. 515 Madison Ave., New York, N. Y. Phone, Plaza 3-7222. Editor and Publisher, C. R. Tighe. BRANCH OFFICES: 201 N. Wells St., Chicago, Ill. Manager, Scott Kingwell; 407 Van Nuys Building, Los Angeles, Cal., Dr. Ralph L. Power. National publication devoted to market and coverage information about radio stations.

## **Radio Mirror**

MONTHLY. 122 East 42nd St., New York, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editor, Fred R. Sammis; Executive Editor, Ernest V. Heyn; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. News and pictures of stars and shows; fictionization of radio serials; reprints of outstanding and important broadcasts; biographies; program listings.

## **Radio News**

MONTHLY. 608 S. Dearborn St., Chicago, Ill. Phone, Harrison 7300. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G. Davis; Managing Editor, Karl A. Kopetzky; Circulation Manager, John H. Reardon; Business Manager, A. T. Pullen; Advertising Manager, Sanford L. Cahn. BRANCH OFFICE: 381 Fourth Ave., New York, N. Y. This publication is a technical radio magazine catering to the interests of the advanced listener, the radio amateur and embryo radio amateur, the short wave listener, experimenter, set constructor, serviceman, dealer and engineer.

## **Radio & Electrical Retailer of Australia**

WEEKLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay; News Editor, K. H. M. Denny; Technical Editor, J. R. Edwards. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. A weekly trade newspaper covering the radio and electrical manufacturing, wholesaling and retailing industries of the Commonwealth of Australia; also includes electrical information regarding refrigerators and domestic electric appliances. News releases give personal and general information regarding manufacturers, retailers, etc.

## **Radio Retailing**

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Published by McGraw-Hill Publishing Co. Vice-President and Publishing Director, Howard Ehrlich; Manager, H. W. Mateer; Editor, O. Fred Rost; Managing Editor, W. W. Macdonald. BRANCH OFFICES: 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby; 520 N. Michigan Ave., Chicago, Ill., G. J. Seaman and K. Groener; 1510 Hanna Bldg., Cleveland, Ohio, L. P. Cauty; 16 S. Broad St., Philadelphia, Pa., F. P. Coyle; 883 Mission St., San Francisco, Calif., J. W. Otterson and R. N. Phelan. Radio Retailing is devoted to the selling and servicing activities of the radio dealer, serviceman and jobber. It is also widely read by radio manufacturers and their sales representatives. The publication covers the news of the radio industry, maintaining a permanent staff in the mid-west, on the west coast and in the east for news gathering and fact finding. Annually Radio Retailing presents a statistical review of the radio industry and at proper times publishes a directory of manufacturers, set specifications, etc.

## **Radio and Television**

MONTHLY. 99 Hudson St., New York, N. Y. Phone, WALKer 5-0730. Editor and Publisher, Hugo Gernsback; Managing Editor, H. W. Secor; Secretary, Harriet Kantro. The editorial policy of this publication includes the reporting of radio and television news items with photos, interviews with prominent radio and television engineers, description of new inventions in radio and featuring, particularly, constructional articles on radio and television receivers and transmitters. Among the regular monthly features are: short wave station list; question box, "Let's Listen In" and "What Do You Think" columns, monthly

Silver Trophy Award for the best "ham" station photo, radio quiz, etc.

### **Radio Today**

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

### **Radio Trade Annual and Service Manual**

YEARLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. Radio Trade Annual is a yearbook giving practically all the information required by radio manufacturers, distributors and servicemen for reference purposes.

### **Radio Trade-Builder**

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Elgin 0467. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rochford. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

### **Radio Weekly**

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; Advertising Manager, Sidney E. Davis; News Editor, Ray Ganly.

### **Radio World**

MONTHLY. 145 West 45th St., New York, N. Y. Phone, BRyant 9-0558. Published by Hennessy Radio Publications Corp. Publisher and Editor, E. L. Moore; President and Treasurer, James E. Bryan; Advertising Manager, Herbert E. Hayden. This publication reports the news and is devoted to the technical interests of the serviceman, engineer, experimenter and amateur.

### **Report of Radio Research in Japan**

TRI-ANNUAL. Imperial Academy House, Ueno Park, Tokyo, Japan. Phone, Shitaya No. 43. Publisher, National Research Council of Japan; Chairman, H. Nagaoka; Secretary, H. Honda. This publication reviews the radio progress in Japan.

## **RCA Review**

QUARTERLY. 75 Varick St., New York, N. Y. Phone, Walker 5-3721. Publisher, RCA Institutes Technical Press; Editors, Charles J. Pannill, Chairman of the Board of Editors; Ralph R. Beal; H. H. Beverage; R. S. Burnap; Irving F. Byrnes; Lewis M. Clement; Dr. Alfred N. Goldsmith; Harry G. Grover; O. B. Hanson; Charles W. Horn; Willson Hurt; Dr. Charles B. Jolliffe; Frank E. Mullen; Charles H. Taylor; Arthur F. Van Dyck; W. S. Fitzpatrick, Secretary of Board of Editors. RCA Review aims to present a record of outstanding developments of the laboratories of the Radio Corporation of America in radio and associated electronic subjects.

### **Service**

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co.; Editors, R. G. Herzog, R. D. Rettenbeyer; N. Y. Correspondent, S. R. Cowan; Business Manager, B. S. Davis; Advertising Manager, Paul S. Weil. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television; independent radio service men and service engineers.

### **Stage**

MONTHLY. 50 East 42nd St., New York, N. Y. Phone, VAnderbilt 3-6886. Publisher, John Hanrahan; Executive Editor, Ruth Woodbury Sedgwick; Radio Editor, Leonard Schurmann; National publication devoted to every phase of the entertainment field.

### **Standard Rate and Data Service**

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Vice-President and Secretary, Albert Moss; Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Advertising rate service for publication field revised and issued monthly.

## **Telecommunications Reports**

WEEKLY. 1158 National Press Bldg., Washington, D. C. Phone, District 2678. Editor, Roland C. Davies. Specialized Washington news letter on communications.

## **Television and Short-Wave World**

MONTHLY. 37-38, Chancery Lane, London W.C.2, England. Publisher, Bernard Jones Publications Ltd.; Editor, H. Corbishley. This publication is devoted to television and allied subjects, and shortwave communication.

## **Tide**

BI-MONTHLY. 232 Madison Ave., New York, N. Y. Phone. ASHland 4-3390. President and Publisher, David Frederick; Editor, E. L. Hess; Chicago Correspondent, J. E. West; Los Angeles Correspondent, R. J. Birch. BRANCH OFFICES, 125 $\frac{1}{2}$  Luckie St., Atlanta, Ga., John H. Reagin; 734 Little Bldg., Boston, Mass., Arthur F. Chapin; 360 N. Michigan Ave., Chicago, Ill., J. E. West; 846 South Broadway, Los Angeles, Calif., R. J. Birch; 155 Sansome St., San Francisco, Calif., R. J. Birch. Report radio news of interest in the advertising field

## **Variety**

WEEKLY. 154 West 46th St., New York, N. Y. Phone, BRyant 9-8153. Publisher, Sid Silverman; Editor, Sid Silverman; Radio Editor, Bob Landry; Business Manager, Harold Erichs; Advertising Manager, Hyatt Daab. BRANCH OFFICES: 54 W. Randolph St., Chicago, Ill., Hal Halperin; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.

## **Western Advertising**

SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GARfield 8966. Publisher, Ramsey Oppenheim; Managing Editor, Robert Edmundson Wade, Jr.; Radio Editor, R. E. Wade, Jr.; N. Y. Correspondent, L. V. Hohl; Los Angeles Correspondent, W. M. Brown. BRANCH OFFICES: Graybar Bldg., New York, N. Y., L. V. Hohl, N. Y. Manager; 426 S. Hill St., Los Angeles, Calif., W. M. Brown, So. Calif. Manager. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.

## **The Wireless Engineer**

MONTHLY. Dorset House, Stamford Street, S.E.1, London, England. Publisher, Iliffe & Sons Ltd.; Technical Editor, Professor G. W. O. Howe; Editor, Hugh S. Pocock. The Wireless Engineer publishes articles on research and progress in radio engineering and a most comprehensive service of abstracts of the world's technical radio literature. Articles usually deal with original research.

## **The Wireless World**

WEEKLY. Dorset House, Stamford Street, S.E.1, London, England. Publisher, Iliffe & Sons Ltd.; Editor, Hugh S. Pocock. The Wireless World covers the whole field of radio, but specializes in articles relating to the design of receivers, particularly for broadcasting.

## **World Radio Markets**

NON-PERIODICALLY. Department of Commerce, Washington, D. C. Phone. District 2200. John Payne, Chief Electrical Division; Editor Lawrence D. Batson. BRANCH OFFICES: District and cooperative offices of Bureau of Foreign and Domestic Commerce throughout the world. General; introductory description of the market; area and population; climate and geography; sets in use; number and distribution. Selling methods; distribution; distributing. Advertising: facilities and customs. Packing and shipping. Terms and discounts; prevalent practices. Set market: demand; potentialities; sales volume. Types and preferences: cabinets, dials, number tubes, makes, power supply, climatic conditions affecting materials; representative prices. Automobile sets: use; cars registered; radio in taxicabs and buses. Parts and servicing: component required by domestic set industry; service facilities. Tubes: American types, European types, availability and representative retail prices; requirements for domestic set industry. Loudspeakers; requirements for domestic industry and for servicing. Intercommunicators: systems for interoffice communications, use, market. Battery sets and batteries: battery operated sets, prevalence; battery supply. Wind driven power supply: prevalence, wind data. Transmitters and accessories: possibilities for sale. Sources of supply: supplying countries, especially of tubes and sets. Manufacture: domestic industry, especially for sets and tubes. Television: development, potentialities. Amateur: number, organization, equipment. Police radio: Facsimile. Airways radio: development. Broadcasting: organization and practices, stations. Regulations, etc.



# RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA



*The following list of radio editors writing for newspapers in the United States and Canada was compiled from questionnaires submitted in the Second Annual Radio Daily Poll and through the cooperation of radio stations in both countries.*

## **ALABAMA**

Birmingham News: Turner Jordan  
Birmingham Post: M. H. Potter  
Southern Radio News (Birmingham):  
Homer T. Suddeth

## **ARIZONA**

Phoenix Gazette: Jerry McLain  
Phoenix Republic: Frank Ross  
Phoenix Visitors' Guide: Warren Krause  
Phoenix Weekly Gazette: Don Frederickson  
Tucson Citizen: Radio Editor  
Tucson Star: Fitz Turner

## **ARKANSAS**

Hope Star: Alex Washburn  
Jonesboro Sun: Fred Troott  
Jonesboro Tribune: Donald Murray  
Arkansas Democrat (Little Rock): Harlan Hobbs  
Cinemas (Paragould): Billy Justice

## **CALIFORNIA**

Berkeley Gazette: Helane Peters  
Fresno Bee: A. J. Welter  
Fresno Guide: James McCollum  
Fresno News: A. R. Parcher  
Hollywood Citizen-News: Zuma Palmer  
Long Beach Press-Telegram: Fulton Fields  
Long Beach Sun: Dave Lewis  
Gilmore Mike (Los Angeles): Bernie Miligan  
Los Angeles Examiner, Los Angeles Herald & Express, Los Angeles News, Los Angeles Times (for logs only): Jack Holmes  
Madera Tribune: Radio Editor  
Merced Sun-Star: Radio Editor

Oakland Post Enquirer: Emmet Briton  
Oakland Tribune: Jack Burroughs, Charles McIntosh  
Pasadena Independent: Bill Bird  
Pasadena Post & Pasadena Star News: Reginald Warren  
Sacramento Bee: Ronald Schofield  
Sacramento Union & The Sacramentorian: Kirt McBride  
San Francisco Call Bulletin: Bob Hall, Earl Gibson  
San Francisco Chronicle: Herb Caen, George Isaacs  
San Francisco Examiner: Edward Murphy  
San Francisco Life: J. Clarence Myers  
San Francisco News: Claude La Belle, Emily Hodell  
Santa Ana Journal: Frank Orr  
Santa Ana Register: Mason Yould  
Santa Rosa Press-Democrat & Santa Rosa Republican: Mike Pardee  
Stockton Independent: Tom Regan, Al Trivelpiece  
Stockton Record: Rossi Reynolds  
Turlock Journal: Radio Editor  
Watsonville Register-Pajaronian: Edgar Slusser, Ralph Salazar  
Watsonville Sun: Howard Shaerin  
Woodland Democrat: Lucille Evans

## **COLORADO**

Alamosa Courier: John L. Dier  
Alamosa News: Riley L. Emmons  
Denver Daily Record-Stockman: Gordon Clark  
Denver Post: Betty Craig, A. De Bernardi, Jr.  
Rocky Mountain News (Denver): James Briggs

Greeley Booster: Loren Walling  
Greeley Journal: Gene Vervalin  
Monte Vista Journal: Lonnie Pippin

### **CONNECTICUT**

Bridgeport Post & Bridgeport Telegram:  
Rocky Clark  
Bridgeport Herald: Leo Miller  
Bridgeport Times-Star: Fredric Thoms  
Danbury Times: Karl Nash  
Greenwich Time: Bernie Yudain  
Hamden Times-Observer: Alex A. Gag-  
liardi  
Hartford Courant: Donald Smith, Dou-  
glas B. Fellows, John Reitmeyer  
Hartford Times: Harold B. Waldo, Julian  
Tuthill  
Connecticut Echo (New Haven): Mar-  
jorie Zimmerman  
South Norwalk Sentinel: Rod Leland  
Stamford Advocate: Leonard Massell  
Waterbury Democrat & Waterbury Re-  
publican & American: Ray Fitzpat-  
rick

### **DISTRICT OF COLUMBIA**

Washington Herald & Times: Bernie  
Harrison  
Washington News: Katherine Smith,  
Don Craig  
Washington Post: Nell Clement, J. H.  
Heiney, Charles Moore  
Washington Star: Chris Mathiesen

### **FLORIDA**

Lakeland Ledger: Sam Farebel  
Lakeland News: W. H. Lovering  
Miami Herald: Marion Stevens  
Miami News: Boardman Byrd  
Radio Journal (Miami): (Mrs.) C. F.  
Towle  
St. Petersburg Independent: Bill Dun-  
lap  
St. Petersburg Times: Donald Cook  
Tampa Times: William L. Waters  
Tampa Tribune: Carl Johnson

### **GEORGIA**

Albany Herald: Jimmie Robinson  
Athens Banner-Herald: Bryan C. Lump-  
kin  
Atlanta Constitution: Sam Clark, Howell  
Jones  
Atlanta Georgian & American: Keeler  
McCartney  
Atlanta Journal: Ernest Rogers  
Macon News: Radio Editor  
Macon Telegraph: Radio Editor  
Waycross Journal-Herald: Martha Jane  
Folsom

### **IDAHO**

Boise Capital News: Radio Editor  
Caldwell News-Tribune: Maurice Russell  
Idaho State Journal Tribune: Mel Dorius  
Twin Falls Times: James Mullin

### **ILLINOIS**

Champaign News-Gazette: Dick Childs  
Chicago American: Esther Schulz, Lor-  
raine Neistrum  
Chicago Herald & Examiner: Ulmer  
Turner  
Chicago News: Joseph Gorg  
Chicago Times: William Irwin, Don  
Foster  
Chicago Tribune: Larry Wolters  
Radio Guide (Chicago): Curtis Mitchell  
Decatur Herald & Review: E. O. McCann  
East St. Louis Journal: Robert Boylan  
Coles County Shopper (Mattoon): C. L.  
Denning  
Peoria Journal-Transcript: R. M. Shep-  
herdson  
Peoria Star: Bill Oakley  
Rockford Register - Republic: Jean  
Grimm  
Tuscola Review: Everett Bruhn  
Rockford Star: Curtis West  
Illinois State Journal (Springfield):  
Harry Moody

### **INDIANA**

Evansville Courier: Clarence Kerlin  
Evansville Press: Clifton Brooks  
Indianapolis News: Herbert Kenney Jr.  
Indianapolis Star: Robert Tucker, Corbin  
Patrick  
Indianapolis Times: James M. Thrasher  
Lafayette Journal-Courier: Dick Green-  
wood  
Terre Haute Star & Tribune: Radio Edi-  
tor

### **IOWA**

Cedar Rapids Gazette: Ed Dose  
Council Bluffs Nonpareil: Andy Thornell  
Davenport Times & Democrat: Ina  
Wickham, Rose Tart  
Des Moines Dispatch: J. McCormick  
Des Moines Register & Tribune: Mary  
Little  
Shenandoah Sentinel: R. K. Tindall  
Sioux City Journal: Willis Forbes  
Sioux City Tribune: John Boob  
Waterloo Courier: Radio Editor

### **KANSAS**

Kansas City Kansan: Ruth Kendall,  
Francis Meisner  
Lawrence Journal-World: Robert Busby  
Manhattan Chronicle: George T. Hart  
Salina Journal: Doretha Smith

Topeka Capital: E. D. Keilmann  
Topeka State-Journal: George Hillyer  
Wichita Beacon: Sid Coleman  
Wichita Eagle: Tom Clinton

### **KENTUCKY**

Lexington Herald & Lexington Leader:  
Dick C. Ferguson  
Louisville Journal-Courier & Louisville  
Times: James Sheehy, Bill Bryan  
Owensboro Inquirer: L. D. Gasser, John  
Potter  
Owensboro Messenger: Clyde Watson  
Paducah Sun-Democrat: Joe La Gore

### **LOUISIANA**

New Orleans Item & Tribune: Gus  
Koorie  
New Orleans States & Times-Picayune:  
Arline Stafford  
Shreveport Journal: Tom Ashley  
Shreveport Times: Radio Editor

### **MAINE**

Bangor Commercial: Frank Bass  
Lewiston Post: Radio Editor  
Le Massager (Lewiston): Radio Editor  
Portland Express & Herald Express: Ina  
B. Somerville

### **MARYLAND**

Baltimore News-Post & Sunday Ameri-  
can: J. Hammond Brown  
Baltimore Evening Sun: Harry Stewart  
Baltimore Morning Sun: E. J. Chapman  
Baltimore Sunday Sun: Harry Haller,  
Frances Hiss  
Cambridge Tribune: Radio Editor  
Crisfield Post: Radio Editor  
Cumberland News: M. F. Prendergast  
Cumberland Times: J. William Hunt  
Salisbury Advertiser: Radio Editor

### **MASSACHUSETTS**

Boston American: Newcomb F. Thomp-  
son  
Boston Globe: Elizabeth L. Sullivan  
Boston Herald Traveler: Alice Quinlan  
Boston Post: Howard Fitzpatrick  
Boston Record: Herbert O'Connell  
Boston Transcript: Frederick W. Hobbs  
Christian Science Monitor (Boston): Al-  
bert Hughes  
Fall River Herald News: Edward J.  
Delaney, Henry Degnan  
L'Independent (Fall River): P. A.  
Lajoie  
Gloucester Times: John A. Radcliffe  
Greenfield News: Bolton Young  
Lawrence Eagle & Tribune: Sebastian  
Bartolotta  
Lawrence Telegraph: Radio Editor  
Lowell Leader: Ethel K. Billings

Lowell Sun: Charles Sampas  
L'Etoile (Lowell): Lucien A. Desmarais  
Lynn Item: Hazel Anderson  
Medford Mercury: John S. Quinn  
New Bedford Mercury: Carl Williams  
New Bedford Standard Times: John  
Dakin, Jr.

Peabody Times: Ralph Sawyer  
Somerset Spectator: S. Hathaway  
Springfield News & Republican: Benja-  
min Buxton  
Springfield Union: Henry P. Lewis,  
Frank Murray  
Taunton Gazette: James N. Lincoln  
Worcester Gazette & Post Telegram:  
Radio Editor

### **MICHIGAN**

Battle Creek Enquirer & News: Frank  
Lynn  
Battle Creek Moon-Journal: J. Ray Sim-  
mons  
Bay City Times: Alice Zingg  
Detroit Free Press: Edgar A. Guest, Jr.  
Detroit News: Herschell Hart  
Detroit Times: Pat Dennis  
Grand Rapids Herald: William B. Mc-  
Claran  
Grand Rapids Press: Evelyn Kruse  
Kalamazoo News Advertiser: Barney  
Stonehouse  
Lansing State Journal: Jerry Root  
Muskegon Chronicle: R. Bowles  
Muskegon Heights Record: G. Curry  
Saginaw News: Leslie A. Wahl

### **MINNESOTA**

Bemidji Star: Radio Editor  
Duluth Herald & News Tribune: J. T.  
Watts  
Fergus Falls Tribune: Radio Editor  
Minneapolis Journal: J. J. Biddison,  
Muriel Nelson  
Minneapolis Star: Eleanor M. Shaw,  
Dave Silverman  
Minneapolis Tribune: Phil Shipley, E. A.  
Ahlstrom  
Moorhead News: Stanley Cowan  
St. Cloud Times-Journal: Harold Schoel-  
kopf  
St. Paul Dispatch & Pioneer Press: C. T.  
Peterson, Oakes Miller, Kathryn  
Gorman  
St. Paul Shopper: Doris Book  
Winona Republican - Herald: William  
Morgan

### **MISSISSIPPI**

Brandon News: Ralph Maddox  
Tupelo Journal: Don Lilly

### **MISSOURI**

Columbia Missourian: A. E. Soderstrom  
Joplin Globe & News Herald: Ray S.  
Cochron

Kansas City Journal: John Cameron Swayze  
 Kansas City Star: V. S. Batton, H. Dean Fitzer  
 Butler County News (Poplar Bluff): Loren Marshall  
 St. Joseph News-Press: Prentiss Mooney  
 St. Louis Globe-Democrat: Harry La Mertha  
 St. Louis Post-Dispatch: James L. Spencer  
 St. Louis Star-Times: R. Reynolds, Ray V. Hamilton, Miss Hagen  
 Springfield News & Leader: Dick Terry

### NEBRASKA

Beatrice Sun: R. S. Marvin  
 Fremont Tribune: Lynn Fenstermacher  
 Grand Island Independent: Radio Editor  
 Hastings Tribune: Harold Hamil  
 Lincoln Star & Journal: Bruce Nicoll  
 Nebraska State Journal (Lincoln): Barney Oldfield  
 Omaha Journal Stockman: Russell Briggs  
 Omaha Tribune: Carl Peter  
 Omaha World-Herald: Keith Wilson

### NEW HAMPSHIRE

Manchester Union: Robert Blood  
 L'Avenir National (Manchester): Ernest A. Bournival  
 Portsmouth Herald: Percy Moulton

### NEW JERSEY

Asbury Park Press: Helen Firstbrook  
 Atlantic City Press & Union: Howard P. Dimon  
 Camden Argus: William H. Jeffries  
 Camden Courier-Post: Doris Carey, Marian Gibson  
 South Jersey News (Camden): Albert Kaplan  
 East Orange Courier: Stan Coe  
 Monmouth Democrat (Freehold): Radio Editor  
 Jersey Observer (Hoboken): H. Sullivan  
 Jersey Journal (Jersey City): C. J. Ingram  
 Long Branch Record: Houston Brown  
 Newark Ledger: Radio Editor  
 Newark News: Hubert E. Ede  
 Newark Star Eagle: Radio Editor  
 Newark Sunday Call: Albert Edwin Sonn  
 Red Bank Register: Radio Editor  
 Hudson Dispatch (Union City): Radio Editor

### NEW MEXICO

Duke City News: William T. Harris  
 Gallup Gazette: Evon Z. Vogt  
 Hobbs News & Sun: Ken Dixon  
 Hobbs Post-Courier: Stu Morrison  
 New Mexico Examiner (Santa Fe): J. F. Pichler

### NEW YORK

Knickerbocker News (Albany): Ed Healy  
 Albany News: H. Goldstein  
 Albany Times-Union: A. F. Demess  
 Auburn Citizen-Advertiser: Victor Callanan  
 Binghamton Press: George Curtis  
 Binghamton Sun: Letitia Lyon  
 Brooklyn Citizen: Murray Rosenberg  
 Brooklyn Eagle: Joe Ranson, Dave Bratton  
 Buffalo Courier-Express: George Oliver  
 Buffalo News: Rod Reed, Joseph Haefner  
 Buffalo Times: Richard J. Murray  
 Canton Advertiser: J. A. Finnegan  
 Canton Plain Dealer: Atwood Manley  
 Putnam County News (Cold Spring): George O'Donnell  
 Elmira Advertiser: Charles Barber  
 Elmira Star-Gazette: George McCann  
 Elmira Sunday Telegram: Donald Seely  
 Jamestown Journal: John A. Hall  
 Jamestown Post: J. Harold Swanson  
 Newburgh News: Thomas Yates  
 Associated Press (New York City): Charles Butterfield  
 New York Herald Tribune: John Bogart  
 New York Journal-American: Dinty Doyle, Tom Brooks  
 New York Mirror: Nick Kenny  
 New York News: Ben Gross, Sid Shalit  
 New York Post: Leonard Carlton  
 New York Sun: E. L. Bragdon  
 New York Times: Orrin E. Dunlap, Jr.  
 New York World Telegram: Alton Cook  
 United Press (New York City): Webb Artz  
 Olean Times-Herald: Don Walker  
 Plattsburgh Press: Mr. Lynch  
 Plattsburgh Republican: T. M. Farrell  
 Champlain Valley Review (Port Henry): Al Dreyfuss  
 Poughkeepsie Sunday Courier: Perry Walsh  
 Rochester Democrat & Chronicle: Waldon Yerger, William D. Manning  
 Rochester News: J. P. Dwyer  
 Rochester Sun: Burgess Smith  
 Rochester Times-Union: Waldon Yerger  
 Saranae Lake Mirror: Leon Bourne  
 Schenectady Gazette: Ned Wintersteen  
 Schenectady Union-Star: John L. Blawis  
 Syracuse Herald: Robert Hoffman  
 Syracuse Journal & Sunday American: George Wright, E. R. Vadeboncuer  
 Syracuse Post-Standard: Jack Baker, John Grimes  
 Troy Observer & Budget: H. Goldstein  
 Troy Record: A. F. Demess  
 Troy Times: Walter Demers  
 Watertown Times: Dominic Pepp

### NORTH CAROLINA

Asheville Citizen & Times: c o WWNC, Robert B. Bingham

Charlotte News: **W. Williams**  
Charlotte Observer: **H. A Rouser**  
Durham Herald: **Fred Hanney**  
Durham Sun: **Wyatt Dixon**  
Raleigh News & Observer: **Charles Packer**

Raleigh Times: **Julian Krawcheck**  
Winston-Salem Journal: **Stuart Rabb**

## **NORTH DAKOTA**

Devils Lake World: **Gordon Stefonowicz**  
Fargo Forum: **Alma Riggle**  
McLean County Independent (Garrison):  
**Radio Editor**  
Stutsman County Record (Jamestown):  
**Radio Editor**  
Mandan Courier: **Forrest Edwards**  
People's Opinion (Valley City): **I. J. Moe**  
Valley City Times-Record: **Phil Marks**

## **OHIO**

Akron Beacon Journal: **Dorothy Doran**  
Ashtabula Star & Beacon: **Frank Anderson**  
Canton Repository: **Clifford Gross**  
Cincinnati Enquirer: **Jack Rogers**  
Cincinnati News: **Elmore C. Bacon**  
Cincinnati Post: **Paul Kennedy**  
Cincinnati Times-Star: **France Raine**  
Cleveland Plain Dealer: **Robert S. Stephen**  
Cleveland Press: **Norman Siegel**  
Columbus Citizens: **George Hage**  
Columbus Dispatch: **Carl De Bloom, Jr.**  
Ohio State Journal (Columbus): **Harold Eckert**  
Columbus Sunday Star: **Joe R. Mills**  
Conneaut News-Herald: **Robert St. John**  
Dayton Herald: **Mr. Fleisher**  
Dayton Journal: **Jack Carr**  
Dayton News: **Chuck Gay**  
Fostoria Review: **LaVern Huth**  
Geneva Free Press: **Charles Bonsor**  
Lima News: **James Blissel**  
Painesville Telegraph: **David E. Bollinger, Jr.**  
Sidney News: **Marjorie Troester**  
Springfield News: **Richard Wolbert**  
Springfield Sun: **Mr. Henley**  
Tiffin Advertiser-Tribune: **Arnold Whalen**  
Toledo Blade: **Richard Pheatt, John N. Grigsby, Mitchell Woodbury**  
Toledo Times: **Chester Morton**  
Warren Tribune Chronicle: **Don McCreery**  
Youngstown Vindicator: (Mrs.) **Marion C. MacDonald**

## **OKLAHOMA**

Ada News: **W. D. Little**  
Ardmore Ardmoreite: **Ramon Martin**  
Oklahoma City News: **Emery Grinell, Mr. Hickman**  
Oklahoma City Oklahoman & Times:  
**Leon Hatfield**  
Shawnee News & Star: **Maxine Eddy**

Tulsa Tribune: **Kenneth Johnston, Bill Stevens**  
Tulsa World: **Harry La Ferte**

## **OREGON**

Albany Democrat-Herald: **Walter Coover**  
Corvallis Gazette-Times: **C. E. Ingalls**  
Eugene Register-Guard: **William Tugman**  
Portland Journal: **Lawrence Gilbertson**  
Portland News-Telegram: **Eddy Golick**  
Portland Oregonian: **William Moyes, William Morp**  
Salem Capital Journal: **Radio Editor**  
Oregon Statesman (Salem): **Radio Editor**

## **PENNSYLVANIA**

Allentown Call: **Wayne Holben**  
Allentown Chronicle & News: **Edward Snyder**  
Altoona Mirror: **Ted Holsinger**  
Altoona Tribune: **Paul Lamade**  
Ardmore Main Line Times: **Radio Editor**  
Bethlehem Globe-Times: **Mr. Knipe**  
Chester Times: **Radio Editor**  
Conshohocken Recorder: **Richard Collins**  
Erie Dispatch-Herald: **A. J. White**  
Erie Times: **Charles Wells**  
Harrisburg Telegraph: **Eddie Fisher**  
North Penn Weekly News (Lansdale):  
**Charles Maguire**  
Lewistown Bucknellian: **Reg Meariden**  
Norristown Times-Herald: (Miss) **T. Collins**  
Philadelphia Bulletin: **Elmer Cull**  
Philadelphia Inquirer: **Frank Rosen**  
Philadelphia News: **Dorothy Guinan, Raymond Gathrid**  
Philadelphia Public Ledger: **George Opp**  
Philadelphia Record: **George Lilley**  
Radio Press (Philadelphia): **Norman Jay**  
Pittsburgh Post-Gazette: **Darrell Martin**  
Pittsburgh Press: **Si Steinhauser**  
Pittsburgh Sun-Telegraph: **Zora Unkovitch**  
Schuylkill New Deal Reporter (Pottsville): **Joseph Gallagher**  
Scrantonian (Scranton): **Radio Editor**  
Sunbury Daily-Item: **Reg Meraiden**  
Williamsport Gazette & Bulletin:  
**Quentin Beauge**  
Williamsport Sun: **Mark Good**

## **RHODE ISLAND**

Newport Herald: **William D. Hazard**  
Newport News: **Frances X. Flannery**  
Pawtucket Times: **Sylvester Sprague**  
Providence Journal & Bulletin: **Ben Kaplan**  
Rhode Island Globe (Providence):  
**K. W. MacMullen**  
Newport Sentinel (Tiverton): **S. Hathaway**  
Woonsocket Call: **Gregory S. Greene**  
L'Independent (Woonsocket): **Radio Editor**

## **SOUTH CAROLINA**

Columbia Record: Caldwell Withers  
Columbia State: John Montgomery  
Greenville News: Dan Crosland  
Greenville Piedmont: Jimmie Thompson

## **SOUTH DAKOTA**

Pierre Capital Journal: James B. Hipple

## **TENNESSEE**

Chattanooga Free Press: Ralph Sanders  
Chattanooga News: Wilbur Kinley  
Knoxville Journal: Carl Moore  
Knoxville News-Sentinel: Glenn McNeil  
Memphis Commercial Appeal: Robert Gray  
Memphis Press-Scimitar: John Rogers

## **TEXAS**

Amarillo Globe & News: Wes Izzard,  
Bill Wilson, Dick Martin  
Austin American & Statesman: Bill Weeg  
Austin Dispatch: Radio Editor  
Big Spring Herald: Bob Whipkey  
Brownsville Herald: Radio Editor  
Dallas Dispatch: Charles Kelley  
Dallas News: John Rosenfield, Victor Davis  
Dallas Times-Herald: Douglas Hawley,  
Jimmy Lovell  
Edinburg Review: Radio Editor  
El Paso Herald-Post: Radio Editor  
Fort Worth Press: Jack Gordon, Delbert Willis  
Fort Worth Star-Telegram: Bill Potts,  
Mark Burroners  
Gladewater Times: Radio Editor  
Valley Morning Star (Hurlington):  
Radio Editor  
Henderson Times: Radio Editor  
Kilgore News: Radio Editor  
Longview News: Radio Editor  
Marshall News Messenger: Radio Editor  
McAllen Monitor: Si Casady  
Pampa News: Ted DeWeese  
Paris News: Henry Moore  
San Angelo Standard & Times: Radio Editor  
San Antonio Express: A. W. Grant  
San Antonio Light: Renwicke Carey  
San Antonio News: Mary Louise Walliser  
Sherman Democrat: Wayne Atkins  
Temple Telegram: Carolyn Malina  
Texarkana Gazette & News: J. Q. Mahaffey

## **UTAH**

Ogden Standard-Examiner: Glen Perrins  
Price Sun Advocate: Hal McKnight  
Salt Lake City Deseret News: Radio Editor

Salt Lake City Telegram: Radio Editor  
Salt Lake City Tribune: L. D. Simmons

## **VERMONT**

Burlington Free Press: Frank L. Freeman

## **VIRGINIA**

Charlottesville Movie News:  
Lexington Gazette: Lewis Jones  
Norfolk Ledger-Dispatch: Charles Hoofnagle  
Norfolk Virginian-Pilot: Radio Editor  
Orange News: Radio Editor  
Richmond News - Leader: Elizabeth Copeland  
Richmond Times - Dispatch: Norman Rowe  
Roanoke Times: M. Carl Andrews  
Roanoke World-News: Shields Johnson  
Northern Virginia Daily (Strasburg): E. E. Keister  
Waynesboro News - Virginian: C. E. Humphries

## **WASHINGTON**

Aberdeen World: Harlan Plumb  
Centralia Tribune: Jean Gass  
Chehalis Advocate: George Hayden  
Everett Herald: Radio Editor  
Everett Shopping News: (Miss) E. Alexander  
Hoquiam Washingtonian: Elmer Holmberg  
Kelso Kelsonian: J. Carlton Moore  
Longview News: Mary Kerr  
Olympia News: E. F. Hultgren  
Olympia Olympian: Horace M. Lane  
Seattle Post - Intelligencer: Eddie Mitchell, Edith White  
Seattle Star: Roy Ryerson  
Seattle Times: Robert Heilman  
Spokane Chronicle: Storey Buck  
Spokane Press: Robert Clemens  
Spokane Spokeman - Review: Byron Johnsrud  
Tacoma News Tribune: Paul Anderson  
Tacoma Times: Jane Mottau  
Tenno Independent: Don Major  
Nisqually Valley News (Velm): Elmer Fristoe  
Walla Walla Union Bulletin: H. Sherman Mitchell, R. W. Fisher  
Yakima Independent: C. Jorgentson

## **WEST VIRGINIA**

Bluefield Sunset News: Harry Ball  
Charleston Mail: A. R. Knapp  
Clarksburg Telegram: Frank Carpenter  
Fairmont Valley News Index: Bernard Gottlieb, C. M. Connell  
Huntington Advertiser: Catherine Enslow  
Greater Wheeling Home Talk: Lester Smith

## **WISCONSIN**

Wisconsin State Journal (Madison):  
William L. Doudna  
Milwaukee Journal: Edgar Thompson  
Milwaukee News & Sentinel: Vivian  
Gardner  
Racine Journal-Times: Kent Owens  
The Voice (South Milwaukee): Radio  
Editor  
Stevens Point Journal: James W. Hull

## **WYOMING**

Sheridan Advisor: Francis Risher  
Sheridan News: Archie Nash  
Sheridan Press: L. L. MacBride

## **TERRITORY OF HAWAII**

Honolulu Advertiser: Ray Coll  
Honolulu Star-Bulletin: Kiley Allen

## **ALBERTA**

Calgary Albertan: W. Campbell  
Calgary Herald: Helen Fraser  
Broadcast Programs Magazine (Cal-  
gary): J. R. Fraser  
Edmonton Bulletin: Mr. De Prose  
Edmonton Journal: Gordon McCallum  
Lethbridge Herald: Agnes Freebairn

## **BRITISH COLUMBIA**

Nelson News: Pat Megar  
Trail Times: Weil McKelvic  
Vancouver News-Herald: Jack Scott  
Vancouver Province: Jack Stepler  
Vancouver Sun: Don McKim, William  
Newell  
Canadian Listener (Vancouver): Radio  
Editor  
Western Canada Radio News (Van-  
couver): H. Reader

## **MANITOBA**

Winnipeg Free Press: H. E. Spencer  
Winnipeg Free Press Prairie Farmer:  
Norma Elliott  
Winnipeg Tribune: Denny Brown

## **NOVA SCOTIA**

Amherst News: R. M. Ross  
Halifax Chronicle: Harold Hoganson  
New Glasgow News: H. R. Sutherland  
Sydney Post-Record: Radio Editor  
Truro News: Radio Editor

## **ONTARIO**

Clinton News-Record: G. E. Hall  
Kincardine News: J. W. MacLeod  
North Bay Nugget: E. Bunyan  
Ottawa Citizen: Claude C. Hammerston  
Ottawa Droit: Radio Editor  
Ottawa Journal Dailies: Radio Editor

St. Catharines Standard: Don Smith  
Seafarth Huron Expositor: K. M. Mc-  
Lean

Sudbury Star: C. H. Smith  
Teeswater News: V. A. Stasia  
Timmins Press: Bill Wren  
Toronto Globe & Mail: Charles Jenkins  
Toronto Star: Jim Annan, Bob Turnbull  
Toronto Telegram: Jim Hunter  
Marketing (Toronto): Radio Editor  
Radio Mirror Weekly (Toronto): Frank  
Chamberlain

## **PRINCE EDWARD ISLAND**

Charlottetown Patriot: Radio Editor

## **QUEBEC**

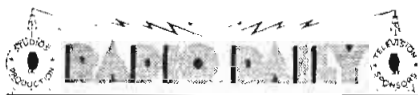
La Progres du Saguenay (Chicoutimi):  
Radio Editor  
La Voix de l'Est (Granby): Radio Editor  
Levis Quotidien: Radio Editor  
Montreal Gazette: Thomas Archer  
Montreal Herald: Owen Channon  
Montreal Monitor: Jack Hirshberg  
Montreal Standard: Eddy Cannon  
Montreal Star: David M. Legate  
Canada, Le (Montreal): Benoit Lafleur  
Devoir, Le (Montreal): Lucien Desbiens  
L'Illustration Nouvelle (Montreal):  
Marc Thibault  
Montreal Jewish Eagle (Montreal):  
Radio Editor  
McGill Daily (Montreal): Elie Abel  
Patrie, La (Montreal): Rosaire Car-  
bonneau  
Petit Journal, Le (Montreal): Robert  
Prevost  
Press, La (Montreal): Romeo Leblanc  
Quartier Latin, Le (Montreal): Andre  
Dussault  
Quebec Chronicle-Telegraph: W. H.  
Hanson  
L'Action Catholique (Quebec): Paul Du  
Berger  
L'Evenement (Quebec): Radio Editor  
Journal, Le (Quebec): Jean Marion  
Soleil, Le (Quebec): Miss Denault  
Le Progres du Golfe (Rimouski): Leo-  
pold Lamontagne  
Sherbrooke Record: Radio Editor  
Nouveliste, Le (Three Rivers): Radio  
Editor

## **SASKATCHEWAN**

Moose Jaw Times-Herald: Vic Mackie  
Moose Jaw Weekly News: G. C. Russell  
Western Spotlight (Moose Jaw): Gordon  
Brown  
Prince Albert Herald: E. N. Davis  
Prince Albert Reminder: J. Bussiere  
Regina Leader-Post: Gee Johnson  
Regina Star: Fes Fairley, Andy Mc-  
Dermott  
The Broadcast (Wakaw): S. Smith

# 1938 IN HEADLINES

FROM



- Jan. 3—ARTA Starts New Drive. (Concentrating on Local Stations.)
- Jan. 4—FCC May Ask License Fee.
- Jan. 5—Hearst Radio Expanding Operations. (Newly Organized Division Known as International Radio Sales.)
- Jan. 6—6 NBC Shows Renewed. (Cities Service, Sterling Products & American Home Products.)
- Jan. 7—Congress Quizzes FCC.
- Jan. 10—CBS Forms Adult Education Board.
- Jan. 11—IRNA-AFM Plan Effective Jan. 17.
- Jan. 12—MPPA to Distribute Record ET Royalties.
- Jan. 13—Chicago May Lose Top Bands.
- Jan. 14—Chase & Sanborn, Jack Benny Top Nationwide Radio Editors' Poll. (First RADIO DAILY Poll.)
- Jan. 17—90 Percent of Affiliates Sign AFM Deal.
- Jan. 18—CIO Boycott on Carter. (Threatens General Foods Products.)
- Jan. 19—Average Sponsor Outlay Up 24.4 Percent. (NBC Analysis.)
- Jan. 20—Ruthrauff & Ryan Tops CBS Billings.
- Jan. 21—Zenith in New Campaign.
- Jan. 24—NBC Daytime Revenue up 34 Percent in 1937.
- Jan. 25—Blackett-Sample-Hummert Led Agencies on NBC.
- Jan. 26—Agencies Spot Checkup. (Stations Resentment Threatens Spot Rate Rise.)
- Jan. 27—Changes Plans on Radio Measure. (Senator Herring Would Increase FCC Powers.)
- Jan. 28—Canadian Policy Attacked. (Raps Government Competition With Private Firms.)
- Jan. 31—Radio Improving, Critics Declare. (RADIO DAILY's First Annual Critics' Forum.)
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- Feb. 1—Chicago to Resume Recording.
- Feb. 2—\$4,297,600 CBS 1937 Net.
- Feb. 3—Cantor on Camel March 28.
- Feb. 4—Web Billings to be Soft-Pedalled.
- Feb. 7—CBS Television Plans Are Delayed.
- Feb. 8—Craven Opposes Government Operation.
- Feb. 9—RCA Net for 1937 Estimated at 9 Million.
- Feb. 10—Legislators Go For Baldwin Report. (Parting Blast on Leaving NAB.)
- Feb. 11—Year-Round Advertisers Increase.
- Feb. 14—250 Arrive for NAB Meet. (Annual Convention in Washington.)
- Feb. 15—NAB Plan is Adopted. (Reorganization.)
- Feb. 16—McNinch to Ask Probe. (Monopoly.)
- Feb. 17—Proceed on NAB Plan. (Executive Committee Chosen, Ethridge Temporary Chairman.)
- Feb. 18—Loucks is Put in Temporary Charge. (NAB.)
- Feb. 21—8-Million Tax Seen in State Bill. (Proposed N. Y. Measure Placing Radio Under Public Service Commission.)
- Feb. 23—Web Billings at New Top.
- Feb. 24—McNinch Opposes Burdensome Tax.
- Feb. 25—Loopholes Found in N. Y. Radio Bill.
- Feb. 28—400 Stations in Used Car Drive.
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- Mar. 1—WLW Hearing May 16. (Parley Scheduled on Limitation of Power.)
- Mar. 2—AFM Redrafting Disk License.
- Mar. 3—CBS Open Door to New Talent.
- Mar. 4—Coast Stations Crippled by Flood.
- Mar. 7—First Edition of RADIO ANNUAL Now in Distribution.
- 748 Stations in National Airmail Week.
- Mar. 8—Crosley Stations Get Facsimile Equipment.
- Mar. 9—AFM Asks Small Station Minimum.
- Mar. 10—FCC Seeks Plan on Listener Kicks.
- Mar. 11—General Mills Again Leads as Baseball Sponsor.
- Mar. 14—No Tax This Session.
- Mar. 15—Nets Bring 17 Trans-Atlantic Programs to Cover Hitler Coup
- Mar. 16—NAPA's Petrillo Deal Very Much Unsettled.
- Mar. 17—FCC Mulls Craven "Order." (Believes Adoption Will Stall Off Congressional Investigation.)
- Mar. 18—Wants FCC Included in Probe.
- Mar. 21—IRNA Contracts Okayed.
- Mar. 22—Major Networks up 11 Percent.
- Mar. 23—Wimbledon Contracts U. S. Webs.
- Mar. 24—FCC May Probe in Fall.
- Mar. 25—Petrillo Not Taking NAPA Offer.
- Mar. 28—Indies Convening Today. (To Decide Action on AFM Demands as Musicians Use Disk Threat.)
- Mar. 29—U. S. Programs "Cream" of Shows, CBC Admits.
- Mar. 30—Indies Win AFM Respite.
- Mar. 31—Ethridge Drafted by NAB.



- April 1—CBS Artist Bookings Show Sharp Increase.
- April 4—U. S. Accounts Abroad Reveal 30 Percent Increase.
- April 5—Los Angeles Dailies Toss Out Radio News, Columns.
- April 6—Record March Billings.
- April 7—FCC Denies Dodging Congress.
- April 8—AFM Calls WDSU Strike.
- April 11—AFL Sustains Musician Rights on Handling ET.
- April 12—No Censor Say Sponsors.
- April 13—CBS Ups Show-Building. (Special Staff Under Long-Term Contracts.)
- April 14—FCC Rejects Congressional Probe.
- April 15—Webs Nod to Co-op Biz.
- April 18—NBC Bigger Pay Checks to Over 100 Employees.
- April 19—Television Schedule Back on NBC on 5-Hour Basis.
- April 20—Coast's Station Rep Situation Gets Hotter With Petrv Entry.
- April 21—The New WMCA.  
CBS First-Quarter Profits Up; Re-elect Board at Annual Meet.
- April 22—Syndicate Seeks Radio Holdings. (Western Newspaper Union Reported Lining Up 300 Non-Affiliated Outlets.)
- April 25—AFM-Indies in Accord.
- April 26—AP Kills News-Sale Vote. (First Board Defeat in Decade.)
- April 27—Ether Takes ANPA Rap. (But Radio Conceded Better National Medium.)
- April 28—Kelloog's Biggest Sports Set-up.
- April 29—CBS-KNX New Studio Debut Gala Day in Web History.
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- May 2—Minton Berates Dailies. (Senator Defends Radio.)
- May 3—WMCA Sells 19-Hour Block.
- May 4—FCC Hands Down Rules. (Also Okays 25 Clear-Channel 50 Kw. Stations.)
- May 5—Radio Educational "Institute" Makes Awards; NBC Leads.
- May 6—P. & G. in Program Shift.
- May 9—NBC's First Quarter Shows 4.9 Percent Increase.
- May 10—Will Seek New Delay on FCC Power Hearing. (NAB.)
- May 11—Regional Men Organize. (Opposing Power Grants in Excess of 50 Kw.)
- May 12—Statement of Joint Committee on Radio Research.  
Form Ohio Sales Institute. (First Organization of Its Kind to Specialize in Radio Salesmanship Training.)
- May 13—Schedule "A" for Indies.
- May 16—Civic Group Renewing "Air Freedom" Efforts.
- May 17—NAB Fights U. S. Outlet.
- May 18—AFM Rebukes Petrillo.
- May 19—Chavez Bill Hearings. (Proposal for \$3,000,000 U. S. Outlet.)
- May 20—Bayuk Cigar Goes Network With 21 Stations on Mutual.
- May 23—CBS Reveals 121 Percent Radio Home Increase.
- May 24—Chavez Bill Hearing Given Abrupt Ending.
- May 25—Newspapers Still Militant.
- May 26—Political Radio Budgets (Show All Parties Prefer The Ether To Newspapers).
- May 27—More McFarlane Data. (Congressman Appears At House Committee Hearing With Connelly And Wigglesworth Citing 'Facts And Figures'.)  
How Show-Checking Device Being Installed For Surveys.
- May 31—ARA Planning 'Action.' (American Radio Audience Wants To Horn In On NAB-McNinch Talks.)
- 
- June 1—NBC Opening Tele To Public.  
House May Hear FCC Testify; White And Wheeler Air Views.
- June 2—McNinch Sets Line-Up (For Allocation Hearing).  
ASCAP's 1941 Status Doubtful To Itself.
- June 3—Payne Appears Before House Rules Committee With Customary Blast; McNinch Set To Carry Out FCC Probe.  
Tele Receivers Go On Sale; Curious Public Takes Peek.
- June 6—Network Billings Up 2.5 Percent.
- June 7—Ethridge Asks Three-Year Licenses At FCC Allocation Hearing.
- June 8—Craig Asks 500 Kw. Limit For Clear Channel Group.  
Networks Worth \$26,000,000 According To FCC's Study.
- June 9—Payne Fails to 'Name' FCC Personnel; Probe Now Unlikely.
- June 10—More Super-Power Data Supplied At FCC Allocation Hearing.  
Anti-Chain Measure Given Slim Chance.
- June 13—House Votes Air Probe.
- June 14—Potent AFM Resolutions Would Void Networks' "Subsidiaries." Create Powerful Copyright Lobby, And Tie Up With AFRA.  
Baird Tele Receiving Sets Will Be Sold To Theatres.
- June 15—House Probe Defeated.
- June 16—High Watters Testify.  
NBC Gets 20 Fall Contracts For New And Renewed Shows.
- June 17—Weber Calms Delegates, Preventing Drastic Move To Halt Web Service To New Orleans Outlets; Weber And Petrillo Make Up.  
Senate Gives Okay To Havana Treaty.
- June 20—End 'Channel' Testimony At FCC Super Power Hearing.  
Rambeau Plan Takes; 12 Stations Pledged.
- June 21—AFM Tackles Radio.  
AFL Against 500 Kw.  
NBC's Cut-In Rates Mostly Ironed Out.
- June 22—Webs Or Stations Would Be Prevented From Cutting Advance Speech Copies In N. Y. 'Constitutional' Bills.  
P. & G. Canadian Web Shows Will Use Native Live Talent.

- June 23—AFM Ban On Ad Records.  
 June 24—Ask Payne's Removal.  
 McNinch Plans Rules For Political Time.  
 Rural Survey Shows 85 Percent Own Receivers.  
 June 27—Kellogg Co. Account To Thompson Agency.  
 Power Hearing Wearies.  
 June 28—Educators Talk Radio; Play Up Value of Radio In Education.  
 June 29—ASCAP Loses In Tacoma; Federal Judges Find Washington State Anti-ASCAP Law Constitutional.  
 Canadian Listeners 66 Percent For U. S. Shows.  
 June 30—Transcription Men Agree with AFM To Try 3-Month Temporary ET Licenses As A Test Of Practicability.  
 Willebrandt Slaps FCC Rule; Sees Legislative Attitude.
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- July 1—Canada Copyright Dud; Involved Method Revision Causes Measure To Be Tabled And Dropped In Lap Of State Department.  
 Tele Style Production Will Be Tried On Web.  
 July 5—Kansas Off 'Farm' Shows.  
 Mutual June Gross Shows 72 Percent Increase.  
 Miller Takes Charge; NAB's Labor Surveys.  
 July 6—Web Billings At Peak.  
 FCC Issues New Regulations For Political Broadcasting.  
 July 7—Dempsey Probe Counsel (In Chain Investigation).  
 July 8—Connery Farewell Blast (Praises Payne But Raps McNinch; Congressman McFarlane Wants Patent Licenses Made Compulsory).  
 Lever Bros. Again Tops List of 65 Clients On CBS Web.  
 July 11—Disk License Accepted (By ET Men And AFM).  
 July 12—Rules For FCC Lawyers; (Commission Proposes New Procedure Resulting From Recent Hearing On Segal-Smith Charges).  
 U. S. Interior Dept. To Enter Radio 'Biz.'  
 Movie Officials Get Made Following KECA 'Incident.'  
 July 13—Webs (NBC And CBS) Sign AFRA Pact.  
 July 14—Recess Operator Hearing (Upon Request Of Various Groups).  
 Standard Tele Rules Today By RMA-FCC.  
 July 15—Radio Steals The Show (In Coverage Of Hughes' Flight).  
 Zenith Gets Permit To Build Tele Station.  
 FCC Requests Written Data On Operator's Specific Ideas.  
 July 18—Miller On NAB Policy (Reveals Strong Stand On All Issues In First Formal Statement To Membership).  
 July 19—WLW Presents Its Case; (Station's Attorney Questions FCC Right To Look Into Rates, Etc.).  
 July 20—FCC-WLW Hot Joust.  
 Ask NLRB Conduct Hearing in AFRA-St. Louis Impasse.
- July 21—AFM Tightens Reins (Recording Licenses Are Sent Out On Three-Month Trial).  
 Music Fee Squabble Hits Hotel Radios.  
 July 22—CBS Seeks Stage Writers.  
 Dormant Patents Indicated As First NEC Probe Move.  
 July 25—FHA Okays Radio Loans; (Money For Improvements Available Up To \$10,000 On Long Credit).  
 July 26—Chicago Turns Bullish (As New And Potential Business Indicates Record Season).  
 NBC Requests FCC Okay ET's To Canada.  
 IRNA To Hold Convention; FCC Chain Probe In Mind.  
 July 27—White's Cairo Report (Lists "Important Decisions" Affecting Broadcasting In U. S. In Lengthy Document To Secretary Hull).  
 Philly Ponders Org To Handle Troubles.  
 Nashville Stations Unite For Election.  
 July 28—Kennedy's WLW Attack (Alleges "Little Fellow Squeeze" And Hints At Agency Threat).  
 Radio Scripters To Battle Stage Writers' Invasion.  
 News Agencies Probe Commentator News Sources.  
 July 29—Teachers Study Radio (Rockefeller Funds Again Financing 6-Week Courses With Workshops; See Wider Classroom Use).
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- Aug. 1—WSMB Make AFM Deal.  
 U. S. Census Reports Huge Increase Of Farm Radios.  
 Aug. 2—Indies Win AFM Delay.  
 Major Webs Plan Extensive Work On Corrigan's Arrival.  
 Aug. 3—Network Billings Vary; (NBC And Mutual Break July Records But CBS Shows Drop Over Same Period Last Year).  
 Yankee Ball Club Burn-Up; Will Now Pass On Scripts.  
 Aug. 4—Early Football Deals (By Atlantic Refining-Socony).  
 Aug. 5—NAB Officials On Road; (Copyright Talk By Miller Scheduled).  
 RFC Will Consider Loans To Radio Biz.  
 Tire Sponsors Competing For 'Farm Hour Coat-Tails'.  
 Aug. 8—AFRA's St. Louis Battle (NLRB Hearings Feature Announcers; Stations Want Two Unions).  
 New 'Farm' Receivers Developed By RCA.  
 Petrillo To Defend Chicago Radio From CIO.  
 Aug. 9—Film Company In Tele Field (Third Pix Outfit Gets Affiliation As Paramount Buys Into DuMont; Warners' And RKO-Radio Set).  
 American Television Company Reveals Patent Important To Tele. Seeks To Coordinate Radio-Film Equipment.  
 Aug. 10—Build Olympics Air Fund (First \$50,000 For Radio Is Given By Finland, As Other Countries Are Setting Contributions).  
 American Communications Association Starts Active Drive To Organize More Stations.

- Aug. 11—'Coast' Comics Eye N. Y. (Preferring Evening Audiences To Women And Children 'Matinees').  
FCC Giving The Nod On Night Ball Games.
- Aug. 12—Prepare New ASCAP Bill (Designed To 'Limit Activity' of ASCAP In N. Y. For January Legislature).
- Aug. 15—Charter Texas Network.  
Announcer (AFRA) Contract Is Signed by NBC.
- Aug. 16—IRNA Leaders Set Plans (For Forthcoming FCC Chain Probe).  
NLRB Ends AFRA Hearing (In St. Louis); Expect Decision Next Week.
- Aug. 17—Mutual Closes Deal Adding Texas Group. Strong IRNA Position; (Affiliates Vote To Continue As Unit Of NAB).  
WLW Sets Program Changes; Many New Policies Planned.
- Aug. 18—Resume NBC Tele Tues.  
Survey Disks For 'Plagiarism' Evidence Against Commentators.
- Aug. 19—ASCAP Says Door Is Open (Will Deal With NAB, IRNA Or Other Group Or Individual Authorized).  
Tele Set Firms Again Plan Dept. Store Public Peeps.
- Aug. 22—Miller Pledges 'Freedom' (NAB President Warns Wayward Outlets And Defends Government Regulation In First Public Speech).
- Aug. 23—IRNA Meets CBS And NBC Execs.  
Set Sales To Canada Show Sharp Increase.  
Olympic Air Funds Increase To A 'Subscribed' \$200,000.
- Aug. 24—CBS New Biz—\$8,690,000.  
Tele In Germany Far Ahead Of All Others, Says Wilder.  
RMA Statistics Aid Production Problem.
- Aug. 25—NBC Denies ASCAP Move (Will Include NAB-IRNA In Any Contemplated Talk).  
WQXR To Experiment With 'Tape' Methods.  
Philco Gets Permit For A Tele Station.  
Major Labor Parties Plan Air Fight Via 'Candidates'.
- Aug. 26—IRNA In 'Mystery' Moves; (Network Officials Wonder).  
WLW Creates Bureau For Farm Programs.  
NBC In 'Frisco Complains To AFRA on KSFO's Breaks.
- Aug. 29—NAB Wants 'United Front' (In Any ASCAP Discussion).
- Aug. 30—Coast Dailies Still Mad; (Further Elimination of Air Columns Planned If Business Drive Fails).  
Three Major League Clubs To Talk N. Y. Airing In Oct.
- Aug. 31—AFM Delay For Indies (In Order To Close Pending Contracts).  
NAB Files Protest On Movie 'Attitude.'
- 
- Sept. 1—Readying Chain Probe.
- Sept. 2—Falstaff Peels Bankroll (In A \$250,000 Spot Appropriation).
- NBC Books Over \$10,000,000 In Accounts As Of Sept. 1.
- Sept. 6—Network Billings Mixed.  
NBC Nixes Sponsor Straw-Vote Series.
- Sept. 7—'Future Bright'—McNinch.  
Tele Receiver Kit Goes On Sale Today.
- Sept. 8—Music Code's Washout; (FTC Rules No U. S. Law Against Paying Artist For Plugging Songs; Restraint of Trade Hinted).  
Colleges Set Fall Sessions For Complete Radio Courses.
- Sept. 9—IRNA Claims Progress (With Agreement With Webs Reached Before FCC 'Probes').  
Actors Ask AFRA To Rush AAAA Membership Contract.
- Sept. 12—Start NAB Movie Study (To Evolve Sound Basis for Better Cooperation).
- Sept. 13—Tele Standards To FCC; (RMA Hopes To 'Stabilize' Industry If Transmission Changes Are Okayed By Government Experts).  
New Recording Rules In Effect On Thursday.  
Penn. Broadcasters Resolve Against Movies-AFM.
- Sept. 14—ASCAP Members Renew; (Extend Their Present Pacts From 1940 To Dec. 31, 1950; Coast Writers First To Sign).  
Southwest Theatres Start Air 'Invasion.'
- Sept. 15—World Transcription Service Sets 27 Markets.  
'Man-On-The-Street' In First Tele Test.  
Election Schedules At \$3,000,000 Mark.
- Sept. 16—FCC Talk Probe Date.  
Networks On 24-Hour Basis As European Crisis Holds.  
Courses In Television Added By New York University.
- Sept. 19—Foreign Accounts Shaky.  
Try RCA Facsimile For Home Use.
- Sept. 20—Remote Gadget Hearing; (Views Exchanged Between RMA And FCC On Low Frequency Devices In Attempt To Avoid Interference).  
Sponsors In Baseball Rush For Next Season Avalanche.
- Sept. 21—FCC Probe Date Oct. 24.  
Networks And IRNA Agreed On First Negotiating Step.  
Hugh Boice Resigns As CBS Sales Head.
- Sept. 22—Storm Hits Key Outlets (Disrupting For First Time Both CBS And NBC Schedule In New York; Commercials Re-Routed).  
Europe Not Leading In Tele Says Sarnoff Back In U. S.
- Sept. 23—Indies Meet AFM Today.  
Debate Billing 'Storm' Biz; NBC Can Claim 'Act Of God.'  
Open CBS Institute As Aid To Teachers.
- Sept. 26—Indies-AFM Close Deal.  
Independent Station Organization On Permanent Basis.  
Form Regional Network Of Seven New York Stations.

- Sept. 27—'War' Events Come First (With Hitler's Talk Cancelling Commercials As A Climax To A Heavy Week-End). NBC Stations Sign For New Rep Policy. New England Stations Aid On All Sides In Emergency.
- Sept. 28—NAB Lauds Press And Radio For War Crisis Coverage. Firestone's New Splurge; (Rubber Companies Battle For Rural Favor In National Coverage). FCC Gives Stations Night Pigskin Okay.
- Sept. 29—New Prestige For Radio; (Airing of News Before Commercials In European Crisis Is Hailed Throughout The Nation). J. Walter Thompson Chicago Radio Dept. Moving Biz To N. Y. Spot Servicing Job Offered To Agencies.
- Sept. 30—Webs To Remain On Job (As War Possibilities Fade). Southwest Papers And Radio Now Acting In Full Harmony.
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- Oct. 3—Webs Set 'Series' Plans; Landis Ruling Bars KQV and WJBK.
- Oct. 4—McNinch Starts Shakeup; Wants Three Employe Divisions Exempt From Civil Service. Web Billings Again Mixed; CBS Off. MBS Reveals Gain.
- Oct. 5—NBC Billings Up 4.5 Percent. NBC Tele License Is Issued By FCC. Chicago Tribune Defends WMAQ Against Wave-Length 'Lift.'
- Oct. 6—'Series' Holds Limelight. Civil Service Heads Refuse McNinch 'Exempt' Proposals. Radio Will Sit In On Liquor Ad Talks.
- Oct. 7—Revising Web Policies; (Thorough Study By NBC Of Its Rule Governing Programs To Result In New Regulations Soon). Esso Reporter Paid Listing In Dailies On Trial Basis. New Regional Net Formed In Canada.
- Oct. 10—ET Outfit Now Worried; (Fear The New. Increased AFM Scale Will Force Higher ET Prices Unless Adjustment Is Made). Biow Buying WINS From Hearst Organization.
- Oct. 11—Supreme Court Opinions (Give ASCAP Favorable Edge In Both Florida And Washington Suits). Chicago Hotels To Accept Air Service Charge. Opinions On Civil Service Widens Rift In FCC Ranks.
- Oct. 12—Webs Off The Deep End (Due To \$1,250,000 Spent In Offering Listeners Complete European Crisis Coverage). Paid Listing Now Acceptable In 237 Papers At Line Rate.
- Oct. 13—Station Drive Continues; (NBC Blue Adding More Bonus Markets). Foreign Nation Pacts For Future Coverage.
- Oct. 14—Reverse Brooklyn Cases (U. S. Court Of Appeals Says FCC Erred And Latter Admits It). To 'Coordinate' RCA Tele; RKO Theatres In The Plan.
- Hampson Gary Ousted As FCC General Counsel.
- Oct. 17—NBC Sets Blue Buildup; Special Network Discount Structure In Effect Nov. 1. Federal Theatre's Raft Of 786 Air Scripts Available To Stations. CBC Reveals Profit of \$175,000 On Year.
- Oct. 18—New FCC Probe Moves; (Fear The Wide Dissension In Ranks Leaves The Door Open Again Unless President Roosevelt Should Intervene). NAB Issues Books As Aid To Members. Huge Blue Network Audience 'Uncovered' By NBC's Survey.
- Oct. 19—U. S. Rules Sponsor Is Artist Employer. Right To Sue Won By SESAC In Philly.
- Oct. 20—Radio Sits In On Copyright Confab Re Berne Convention. Lohr Highly Optimistic For Final Quarter Of 1938.
- Oct. 21—Tele Ready Says Sarnoff. New Agency Service Sets Spotting Scale. KYA Drops Accounts in "Quality" Move.
- Oct. 24—See Rate Card Rise If Disk Costs Mount. CBS Billings Breakdown Show Decreases In 9-Month Period.
- Oct. 25—Webs Mull "Wage-Hours" Law. Music Men Will Again Seek Means Of Cutting Air Plugs.
- Oct. 26—CBS Policy Change May Broaden Base. AGRAP Will Tackle Artist Bureau Ills.
- Oct. 27—FCC Pardons WTCN In "Horizon" Case; 29 Others In The Clear. WSAI Sticks To Sat. Music; Leaves Football To Others.
- Oct. 28—Political Revenue Soars. Brooklyn Cases Set For FCC Rehearing.
- Oct. 31—Huge Talent Union Planned By Gilmore. Optimistic On Spot Biz. FCC Prodded By RMA To Hurry Tele Setup
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- Nov. 1—Orson Welles' Show on CBS Provides Field Day For Dailies. NBC Will Contest N. J. Restriction Law.
- Nov. 2—See ASCAP 75 Percent Renewed.
- Nov. 3—CBS Up 49.2 Percent Over Sept. WLS Half-Interest Purchased By NBC.
- Nov. 4—\$10,000,000 Tele Setup Confirmed By Scopphony. Wages-Hours Law Remains A Bother.
- Nov. 7—Tele Impetus Growing With NBC Trying Ultra-High Frequencies For Distance.
- Nov. 8—NBC Oct. Billings Up 13 Percent. Paramount Readies Tele Pix For Release Through DuMont. "Flash" Tuned Down At McNinch Confab.
- Nov. 9—Radio's Big Election Job Finds Outlets Devoting Full Time and Garnering 85 Percent of Political Ad Budgets. RCA Tele Has 30,000 kc. Band; DuMont To Sell Transmitters.
- Nov. 10—McNinch Resumes Purge. Juvenile-Program Research Completed At Chicago U.

- Nov. 11—RCA's \$20,000,000 Tele.  
Recorded Music Wins Award From Illinois Press Women.
- Nov. 14—Radio Strictly On Own.
- Nov. 15—FCC Opens With Sarnoff (At Chain-Probe Hearings).
- Nov. 16—Artist Bureau Testimony (Presents Gross And Net Figures Of NBC Artist Service At FCC Chain-Probe Hearings).  
Cantor Again Head of AFRA; Complete Slate Is Elected.
- Nov. 17—IRNA Polls Affiliates on Network Production Policies.  
Power To Call Strike Voted to AFRA's National Board.
- Nov. 18—Royal Takes The Stand (To Explain NBC Policies At FCC Chain-Probe).  
CIO Mulls "Education" Setup For Layman Through Radio.
- Nov. 21—IRNA Indicates An Offensive Policy For Affiliates.  
AFRA To Press Pact With Ad Agency Organization.  
World's Fair Tele Sets G. E. Backing.
- Nov. 22—NBC To Sell Toscanini. (On Co-op Basis.)  
WMCA Fails To Agree On Coughlin's Talk.
- Nov. 23—FCC Probes NBC Program Policies.  
Majority of Air Employees Unionized In Past Two Years.  
Rockefeller Fund Gave Radio \$153,820.
- Nov. 25—Battle Looms Over WPG Purchase By Arde Bulova.  
First Disk "Trade Showing" Planned By New ET Firm.  
Prepared Statements At Chain Probe Decried By McNinch.
- Nov. 28—WLW Omits Program Due To Its "Controversial" Nature.  
Trammell Named NBC Executive Vice President.  
Senator White Proposes A Six-Point Inquiry By Senate.
- Nov. 29—Radio Is Chicago's Main Amusement As Shown By Educator's Report.  
McNinch Sets Up New Practice Rules For Attorneys.
- Nov. 30—William Morris Agency Joins Forces With DuMont-Paramount To Insure Supply of Tele Talent.
- Dec. 1—WPG Fight Waxes Hotter.  
NAB and RMA Meet On Joint Promotion.
- Dec. 2—Educators Laud Radio At School Broadcasting Confab.  
Levy Leads Strong Protest Against Surprise Pa. Measure To Bar Airing Of Horse Races.
- Dec. 5—Nov. Network Billings Up On NBC, CBS And Mutual.  
Few Radio Squawks To Better Biz Bureau.
- Dec. 6—NAB Committee Works On Program Standards For Industry "Self-Regulation."
- Dec. 7—National Web Billings Passing Magazines.  
Plan British Tele For Entire Country.
- Dec. 8—Short Juvenile Revue Used To Prove Children Programs Are Not Detrimental.  
Radio Not Exempted In Wages-Hours Act.
- Dec. 9—Auto Financing Code Halting Manufacturer-Dealer Ad Buying.  
CBS Will Make ETs Via New Record Co.
- Dec. 12—AFRA Sets 4A Deadline.  
Dempsey's New Setup For FCC Legal Dept.
- Dec. 13—Sen. Wheeler Tells FCC Bar Probe Should Extend To Entire Industry And FCC.  
Late-Hour Program Mostly In Black Ink.  
1939 Sports Sponsors To Reach An All-Time High.
- Dec. 14—NBC Attacks MBS Methods At FCC Chain Hearing.  
NAB Board OKs 'Frisco Meet In July; Votes To Bar All Liquor Ads.  
Brinkerhoff Buys NABS Disk Library.
- Dec. 15—Hedges' Chain Probe Testimony Ends With FCC Counsel Finally Convinced That Networks Won't Prove Monopoly Charges Against Themselves.
- Dec. 16—British Tele Here Soon; Activity May Start March 1 With Finances Assured, Says Head Of Scophony Ltd.
- Dec. 19—NBC First-Quarter (1939) Boom Seen As Renewals Exceed 1938 Figures.  
One-Cent Sale Finally Hits Radio.  
CBS Issues First New England Rate Card.
- Dec. 20—CBS Signs Its American Record Co. Deal.  
Ascap "Will Change" Distribution Method.  
Crosley Starts Work On (50Kw.) Short Wave Outlet.
- Dec. 21—Open Letter By Dorothy Thompson On Coughlin Finds FCC Wary.  
RCA To Concentrate On Tele Set Sales.  
AFRA And Advertising Men Will Confer On "Code Of Fair Practice."
- Dec. 22—NAB Defends Outlets Refusing "Controversial" Talks In Rebuff To Coughlin.
- Dec. 23—WLW Hits "Power" Report Of Subcommittee In Oral Hearing Before FCC.  
NBC Signs Program Deal With Latin American Stations.
- Dec. 27—RADIO DAILY Survey In Mid-West Sees Radio's Biggest Year In 1939.  
Web Billings For 1938 Pass \$70,000,000 Mark.  
Grant Zworykin Basic Patent For Tele System.
- Dec. 28—New Application Form For Stations Issued By FCC.
- Dec. 29—Press-Radio Bureau Dropped By Networks.  
AFRA-AAAA Showdown Reveals Agencies Want Sponsor Held As Employer Of All Talent.  
Roosevelt Denies Plan To Reorganize FCC.
- Dec. 30—FCC Absolves Examiner Hill Of Scandal Charges.  
NAB Taking Aspect Of Big Trade Association.  
Strotz Takes Over NBC-Chicago Post As Trammell Departs.

# YOUR RADIO LIBRARY

*A comprehensive and important selection of books on Radio and Television, together with listings of informative literature published and available through National Broadcasting Company, Columbia Broadcasting System, Mutual Broadcasting System and British Broadcasting Corporation.*



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Measuring the Radio Audience.

Medicine Chests, Boudoir Tables and Radio Listening.

Microphones, Movie Stars . . . and Soup.

Names Make News.

New Policies.

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 The Greeks Used a Wooden Horse.  
 Hollywood Moves East.  
 Hollywood Playhouse Program Folder.  
 How Big Is a Rubber Band.  
 The Human Element in a Sheet of Steel.  
 Mutual Marches On.  
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 Study in Ups and Downs.  
 Take Your Choice.  
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 We Suspect.

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 And Now . . . The Listener Speaks.  
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 Automotive Industry.  
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 Hotel and Travel Industry.  
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 High Spots in Sports.  
 Straight Across the Board.  
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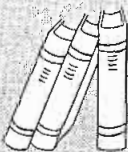
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# ASSOCIATIONS

- Clubs
- Guilds
- Organizations
- Radio Groups
- Unions
- Personnel
- Addresses



## Actors' Equity Association

45 W. 47th St., New York, N. Y.  
BRyant 9-3550

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## Advertising Federation of America

330 West 42nd St., New York, N. Y.  
BRyant 9-0430

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### FUNCTIONS

To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

## American Association of Advertising Agencies

420 Lexington Ave., New York, N. Y.  
MOhawk 4-7982

### OFFICERS

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Executive Secretary	Frederic R. Gamble

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### OFFICERS

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### FUNCTIONS

The purpose of this organization is to foster more uniform play-by-play pictures of league baseball games

## American Communications Association (C. I. O.)

10 Bridge St., New York, N. Y.  
Bowling Green 9-3007

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### FUNCTIONS

This organization is an industrial union whose members are in the broadcasting industry. Union is affiliated with the C.I.O.

## American Council on Education

744 Jackson Place, Washington, D. C.  
NAational 5691

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### FUNCTIONS

This council's purpose is to place the resources of the educational institutions of the United States more completely at the disposal of the national government and its departments. Its radio activities are confined to the holding of national conferences, the third of which is tentatively scheduled for early in 1939. The conferences are held to provide a national forum of educational and broadcasting interests for the furthering of education by radio.

## American Dramatists

6 E. 39th St., New York, N. Y.  
ASHland 4-5140

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### FUNCTIONS

The American Dramatists is one of the guilds of the Authors' League of America, Inc. The guild is primarily a protective organization for playwrights.

## American Federation of Actors

1560 Broadway, New York, N. Y.  
Wisconsin 7-9021

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Branches: Boston, Mass.; Philadelphia, Pa.; Pittsburgh, Pa.; Milwaukee, Wis.; Detroit, Mich.; Chicago, Ill.; Minneapolis, Minn.; St. Paul, Minn.; Toronto, Canada; Los Angeles, Calif.; San Francisco, Calif.

## American Federation of Musicians

1450 Broadway, New York, N. Y.  
Pennsylvania 6-2546

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## American Federation of Radio Artists (AFRA)

2 West 45th St., New York, N. Y.  
Murray Hill 2-1157

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Other locals located in Des Moines, Ia.; Philadelphia, Pa.; Pittsburgh, Pa.; Schenectady, N. Y.; Boston, Mass.; Birmingham, Ala.; Shreveport, La.; Racine, Wisc.; Washington, D. C.; Toronto, Ont.; Hamilton, Ont.

## American Guild of Musical Artists, Inc. (A. F. L.)

576 Fifth Ave., New York, N. Y.  
LONGacre 3-6223

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**FUNCTIONS**

AGMA is a union whose purpose is to bargain collectively on behalf of solo musical artists in the production of their common interests. It is not directly engaged in the radio industry and is affiliate of the American Federation of Radio Artists which has direct jurisdiction over broadcasting artists.

**American Guild of Radio Announcers and Producers**

13-26 142nd St., Melba, Long Island  
Independence 3-2633

**OFFICERS**

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Secretary-Treasurer Roger Bower

**FUNCTIONS**

This organization is an independent labor union, industrial in character, representing announcers, producers, sound effects technicians, radio engineers, etc., at radio stations throughout the United States

**American Marketing Association**

1621 Millard St., Bethlehem, Pa.

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**American Society of Composers, Authors and Publishers**

30 Rockefeller Plaza, New York, N. Y.  
Columbus 5-7464

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## Associated Actors and Artistes of America

25 West 45th Street—Room 1604, New York City, N. Y.  
Phone: BRyant 9-9237.

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Associated Actors and Artistes of America, generally known as the Four A's, holds the international charter from American Federation of Labor covering theatrical entertainers. Actors' Equity, American Federation of Radio Artistes, Screen Actors Guild, Chorus Equity, etc., are granted charters via Four A's.

## Association of National Advertisers, Inc.

330 West 42nd St., New York, N. Y.  
BRyant 9-6330

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Hollywood Blvd. at Cosmo, Hollywood, Calif.  
HOLlywood 3545

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### FUNCTIONS

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Hillside 7497

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## FUNCTIONS

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6 E 39th St., New York, N. Y.  
ASHland 4-5141

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6 E. 39th St., New York, N. Y.  
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## Canadian Association of Broadcasters

Suite 1014, Metropolitan Bldg., Toronto, Ont.,  
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128 W. 71st St., New York, N. Y.  
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The purpose of this international organization is to codify the multiplicity of facts and interests into general regulations and to form a doctrine which can be used as a basis of international radio law. Membership is composed of all those interested in radio from the technical, social, and economic phases of business and to this end international congresses are held, a bibliography of international documents has been compiled, and a permanent board of international arbitration has been formed.

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United States Office of Education  
Washington, D. C.

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National Press Bldg., Washington, D. C.

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### FUNCTIONS

This organization is an international non-profit association of financial institutions for the betterment of public relations. In the accomplishment of this purpose, the association publishes a monthly publication in which a section is devoted to radio; permanent portfolios on the subject are maintained.

## Institute of Radio Engineers, Inc.

330 West 42nd St., New York, N. Y.  
MEDallion 3-5661

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(Union Internationale de Radiodiffusion)

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32, Avenue Lancaster, Uccle 3 Brussels, Belgium.  
Phone: 44.17.97.

### FUNCTIONS

The International Broadcasting Union has been founded to establish relations between the various European and non-European organizations operating broadcasting services, to centralize the study of all questions of general interest arising from the development of broadcasting, and to promote the interest of the latter in every domain. On the technical side, the Union acts as expert for the European administrations in all questions relating to the application of the European Broadcasting Convention, which determines the distribution of wavelengths among the different European broadcasting stations. Its Brussels office checks the frequencies of broadcasting stations daily. In connection with its work the Union publishes monthly bulletins for its members as well as other information in the form of booklets and books on the subject of broadcasting service.

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923 Vine Street, East Liverpool, Ohio  
1685-R Main

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### FUNCTIONS

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Murray Hill 2 3420

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cation was organized to promote the more effective  
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bership includes representatives in the field of edu-  
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## National Association of Broadcasters

Normandy Bldg., 1627 "K" Street, N. W.,  
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National 2080

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## National Association of Educational Broadcasters

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### FUNCTIONS

To further the interests of educational broad-  
casting stations and educators broadcasting over  
commercial stations.

## National Association of Performing Artists

630 Fifth Ave. New York, N. Y.  
Circle 7-8194

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### FUNCTIONS

The object of the Association is to protect the performances of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

## National Committee on Education by Radio

Room 308, One Madison Ave., New York, N. Y.  
Lexington 2-7142

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100 E. Ohio St., Chicago, Ill.  
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Roy D. Baldwin, Simonds Saw & Steel Co.; A. R. Keene, Pneumatic Scale Corp.; H. D. Payne, Chicago Molded Products Co.; H. H. Simmons, Crane Co.; Howard K. Kenyon, The Armco Culvert Mfrs. Assn.; W. D. Shannon, Allis-Chalmers Mfg. Co.; H. E. Van Petten, B. F. Goodrich Co.; Paul Teas, Paul Teas, Inc.; E. C. Howell, The Carboly Co.; H. G. Doering, Truscon Laboratories; Terry Mitchell, Frick Co.; James C. Kuester, Read Machinery Co.; James M. Jewell, Reeves Pulley Co.; P. Newton Cook, P. R. Mallory & Co.; P. C. Ritchie, Waukesha Motor Co.; E. J. Goes, The Koehring Co.; F. A. McLean, Canadian Ingersoll-Rand Co.; H. E. Van Scoyoc, Canada Cement Co.; Harry M. Carroll, General Motors Corp., Hyatt Bearings Division; Kenneth W. Bailey, Thomas A. Edison, Inc.; Robert A. Wheeler, International Nickel Co.; Edward A. Phoenix, Johns-Manville Corp.; A. O. Witt, Schramm, Inc.; R. E. Lovekin, R. E. Lovekin Corp.; K. E. Kellenberger, Union Switch & Signal Co.; D. Clinton Grove, Blaw-Knox Co.; L. C. Blake, Curtis Pneumatic Machinery Corp.; Carl B. Dietrich, Wagner Electric Corp.; R. Louis Towne, Surface Combustion Corp.; Richard C. Carr, Meldrum & Fewsmith; G. A. Brace, Ferranti Electric, Ltd.; W. H. Evans, Minneapolis-Honeywell Regulator Co.; Paul L. Callahan, Truscon Steel Co.; Ralph S. Gildart, General Fireproofing Co.; E. V. Creagh, American Chain & Cable Co.; A. J. Brady, Timken Roller Bearing Co.

### FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

## National Research Council of Japan

Imperial Academy House, Ueno Park, Tokyo, Japan  
Phone: Shitaya No. 43

### OFFICERS

Chairman ..... H. Nagaoka  
Secretary ..... H. Honda

## National Variety Artists, Inc.

223 W. 46th St., New York, N. Y.  
Columbus 5-2638

### OFFICERS

President ..... Louis Handin  
First Vice-President ..... Al Edwards  
Second Vice-President ..... Ernie Van  
Treasurer ..... William Marble  
Executive Secretary ..... Henry Chesterfield

### DIRECTORS

Joe Verdi, Wilbur Held, Charles H. Preston, Mrs. George Primrose, Rose Crouch, Harry Brooks, Joe McInerney, Lester Rose.

## Pacific Advertising Clubs Association

645 Rialto Bldg., San Francisco, Calif.  
Ex. 7337

### OFFICERS

President ..... Harold R. Deal  
Senior Vice-President ..... Norton W. Mogge  
Secretary-Treasurer ..... Charles Rupp  
Executive Secretary ..... Florence Gardner

### FUNCTIONS

This association is composed of advertising clubs in twenty-three cities on the Pacific coast from Phoenix, Arizona to Vancouver, British Columbia, including Ogden, Utah and Boise, Idaho. Its work is educational, advancing the interest and function of all phases of advertising. A convention is held annually.

## The Proprietary Association

701 Otis Bldg., 810 Eighteenth St., N. W.,  
Washington, D. C.

### OFFICERS

President ..... George H. Miller  
(The Musterole Co.)  
Honorary Vice-President ..... Dr. V. Mott Pierce  
First Vice-President ..... Charles S. Beardsley  
(Miles Laboratories, Inc.)  
Second Vice-President ..... Robert L. Lund  
(Lambert Pharmacal Co.)  
Third Vice-President ..... Alvin G. Brush  
(American Home Products Corp.)  
Secretary-Treasurer ..... Charles P. Tyrrell  
(Syracuse Medicine Co.)  
General Representative ..... Dr. F. J. Cullen  
Counsel ..... Rogers, Ramsay & Hoge

### FUNCTIONS

This organization is a trade association devoting its efforts to the mutual cooperation and advancement of its members who are manufacturers of packaged medicines, cosmetics and proprietary articles. Its Advisory Committee on Advertising reviews copy (including radio scripts) in the association's campaign of self-regulation of the industry in an effort to improve advertising standards and practices and to assist members of the industry in the preparation of copy that will be in compliance with the requirements of the law and to further assist wherever possible with other advertising problems. Members are furnished with digests of FTC Cease and Desist orders or Stipulations issued against advertising in the proprietary field.

## Radio Broadcast Engineers and Technicians, I.B.E.W. L.U. 913

Room 1611-12, 265 W. 14th St., New York, N. Y.  
Watkins 9-6709

### OFFICERS

President . . . . . Louis J. Kleinklaus  
Vice-President . . . . . Bernard J. Fuld  
Recording Secretary . . . . . Paul G. Hale

### FUNCTIONS

An American Federation of Labor organization to bargain collectively for Radio Broadcast Engineers & Technicians covered by a charter from the I.B.E.W. with full autonomy in the Broadcast field for Greater New York and Vicinity. Known as—RADIO BROADCAST ENGINEERS & TECHNICIANS I.B.E.W. LOCAL 913.

## The Radio Club of America, Inc.

11 W 42nd St., New York, N. Y.  
LOnacre 5-6222

### OFFICERS

President . . . . . John Miller  
Vice-President . . . . . F. A. Klingenschmitt  
Corresponding Secretary . . . . . Fred Miller  
Recording Secretary . . . . . Keith Henney  
Treasurer . . . . . Joseph Stantley

### FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication.

## Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.

### OFFICERS

President . . . . . A. S. Wells  
(Wells-Gardner & Co.)  
Executive Vice-President-General Manager  
Bond Geddes  
Vice-President . . . . . James S. Knowlson  
(Stewart-Warner Corp.)  
Vice-President . . . . . B. G. Erskine  
(Hygrade Sylvania Corp.)  
Vice-President . . . . . Arthur Moss  
(Solar Manufacturing Corp.)  
Vice-President . . . . . J. McWilliams Stone  
(Operadio Manufacturing Co.)  
Treasurer . . . . . Leslie Muter  
(The Muter Co.)  
General Counsel . . . . . John W. Van Allen  
(Buffalo, N. Y.)

### DIRECTORS

Ben Abrams, Emerson Radio & Phonograph Corp.; Powell Crosley, Jr., The Crosley Radio Corp.; Octave Blake, Cornell-Dubilier Electric Co.; James C. Daley, Jefferson Electric Co.; B. G. Erskine, Hygrade Sylvania Corp.; Jerome J. Kohn, Standard Transformer Corp.; James S. Knowlson, Stewart-Warner Corp.; Philip C. Lenz, Lenz Electric Manufacturing Co.; E. F. McDonald, Jr., Zenith Radio Corp.; Arthur Moss, Solar Manufacturing Corp.; H. E. Osmun, Centralab; J. McWilliams Stone, Operadio Manufacturing Co.; G. W. Thompson, Noblitt-Sparks Industries, Inc.; P. S. Billings, Belmont Radio Corp.; P. V. Galvin, Galvin Manufacturing Corp.; David Sarnoff, RCA Manufacturing Co.; David T. Schultz, Rayethon Production Corp.; James M. Skinner, Philadelphia Storage Battery Co.; Harry G. Sparks, The Sparks-Withington Co.; Ernest Aischuler, Electric Research Laboratories, Inc.; W. R. G. Baker, General Electric Co.; Roy Burlew, Ken-Rad Tube & Lamp Corp.; A. H. Gardner, Colonial Radio Corp.; George A. Scoville, Stromberg-Carlson Tel. Mfg. Co.; A. S. Wells, Wells-Gardner & Co.

Honorary Directors: Hebert H. Frost, A. Atwater Kent, Paul B. Klugh

### FUNCTIONS

RMA non-profit and cooperative, was organized in 1924 to promote all interests of the radio industry. The organization is divided as to interests into four groups: (1) the Set; (2) Tube; (3) Parts, Cabinet, and Accessory; (4) Amplifier and Sound Equipment.

RMA promotes sales, both domestic and export; opposes legislation detrimental to the interests of its members; directs industry standardization; informs members of new patents issued through a weekly bulletin; aids in improving merchandising practices; distributes credit information to members and assists members in collecting, investigation of fraud, etc.

## Radio Manufacturers Association of Canada

159 Bay St., Toronto, Ont., Canada  
Adelaide 1531

### OFFICERS

President . . . . . A. L. Brown  
(Northern Electric Co.)  
Executive Secretary . . . . . K. H. Smith  
Director of Engineering . . . . . R. A. Hackbusch  
(Stromberg-Carlson Tel. Mfg. Co.)

### FUNCTIONS

This association is a non-profit and cooperative organization founded in 1926 to promote all interests of radio industry. To accomplish this purpose it is divided into four groups: set division; parts, cabinet and accessory division; engineering division; and service division.

## The Radio Writers' Guild of the Authors' League of America, Inc.

6 E 39th Street, New York, N. Y.  
ASHland 4-5141

### OFFICERS

President . . . . . Kenneth Webb  
First Vice-President . . . . . Knowles Entrikin  
Second Vice-President . . . . . Katharine Seymour  
Third Vice-President . . . . . Courtenay Savage  
Secretary . . . . . Lillian Lauferly  
Executive Secretary . . . . . Luise Sillico

### FUNCTIONS

The Guild is one of the Guilds of The Authors' League of America, Inc. The Guild is primarily a protective organization for writers in the radio field.

## Society of European Stage Authors and Composers, Inc. (SESAC)

113 W. 42nd St., New York, N. Y.  
BRyant 9-3223

### OFFICERS

President . . . . . Paul Heinecke

### FUNCTIONS

Licensing use of copyrighted music.

## Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York, N. Y.  
LOnacre 5-9124

### OFFICERS

President . . . . . Mr. Sholom Secunda  
Vice-President . . . . . Rev. Pinchus Jassinowsky  
Treasurer . . . . . Mr. Alexander Olshanetsky  
Secretary . . . . . Mr. Henry Lefkowitz

### FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

## University Broadcasting Council

230 N. Michigan Ave., Chicago, Illinois  
CENTral 2015

### OFFICERS

Director . . . . . Allen Miller

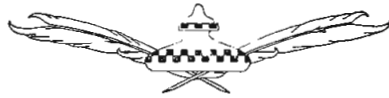
### FUNCTIONS

The purpose of the Council is to promote education by radio. It is made of an affiliation of three universities in Chicago area; University of Chicago, Northwestern University and DePaul University; Chicago radio stations; and three major networks cooperating



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# THE EDUCATIONAL AND CULTURAL SIDE



## **Knowledge**

*Knowledge is of two kinds. We know  
a subject ourselves or we know where we  
can find information upon it.*

—Samuel Johnson



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# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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*As of December 1st, 1938*

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<i>Call</i>	<i>Institution</i>	<i>Address</i>	<i>Director</i>
KFDY	S. Dak. State College	Brookings, S. D.	S. W. Jones
KFJM	Univ. of N. Dakota	Grand Forks, N. D.	D. R. Jenkins
KFKU	Univ. of Kansas	Lawrence, Kansas	Harold G. Ingham
KFUO	Concordia Theol. Semy.	St. Louis, Mo.	Herman H. Hohenstein
KOAC	Oregon State College	Corvallis, Oregon	Luke L. Roberts
KUSD	Univ. of S. Dakota	Vermillion, S. D.	R. E. Rawlins
KWSC	State College of Wash.	Pullman, Wash.	Kenneth E. Yeend
WBAA	Purdue University	Lafayette, Ind.	Gilbert D. Williams
WCAL	St. Olaf College	Northfield, Minn.	M. C. Jensen
WCAT	S. Dakota School of Mines	Rapid City, S. D.	C. M. Rowe
WESG	Cornell University	Ithaca, N. Y.	Wilmer S. Phillip
WHA	Univ. of Wisconsin	Madison, Wis.	H. B. McCarty
WHAZ	Rensselaer Poly.	Troy, New York	W. J. Williams
WILL	Univ. of Illinois	Urbana, Ill.	Jos. F. Wright
WNAD	Oklahoma University	Norman, Okla.	Homer Heck
WOI	Iowa State College	Ames, Iowa	W. I. Griffith
WOSU	Ohio State University	Columbus, Ohio	R. C. Higgy
WRUF	Univ. of Florida	Gainesville, Fla.	Garland Powell
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WSUI	State Univ. of Iowa	Iowa City, Iowa	Carl Menzer
WTAW	Texas A. & M. College	College Station, Tex.	Eugene P. Humbert
WIXAL	World Wide Broadcasting Foundation	Boston, Mass.	Walter S. Lemmon
	Cleveland College	Cleveland, Ohio	Gazella P. Shepherd (Mrs.)
	University of Kentucky	Lexington, Ky.	Elmer G. Sulzer
	University of Michigan	Ann Arbor, Mich.	Waldo Abbot
	Western State College	Kalamazoo, Mich.	W. G. Marburger



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# CONCRETE EXPERIMENTS IN EDUCATIONAL BROADCASTING

By

**LYMAN BRYSON**

*Professor of Education, Teachers College, Columbia University;  
Chairman of Columbia Broadcasting System*

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*Adult Educational Board*

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**W**HEN the Adult Education Board of the Columbia Broadcasting System was organized in January, 1938, there was nobody who doubted that there was a large audience for education by radio. The programs of the major networks and the larger stations had already demonstrated that fact. The purpose of the new Board was to study the special uses to which the radio could be put, and to attempt to make improvements in the material offered.

After a year of experience it can confidently be said not only that the radio industry is interested in this field, but also that radio workers can devise ideas for programs that are both good broadcasting and significant education.

#### Experimental Programs

Four experimental programs on the Columbia Broadcasting System were set up under the direct guidance of the Adult Education Board. "Americans at Work," began in April and is still on the air after thirty-six broadcasts. This is a series of dramatic pictures of the things that men and women do, of their working lives and of their reasons for pride of workmanship. Not only the picturesque workers, such as tunnel diggers and firemen, have been presented. The labor that seems humdrum and routine has also been made vivid.

The second of the programs that is still continuing in its original form is the Sunday evening, dinner table conversation, "The People's Platform." This began in July and has been heard twenty-two times. It is entirely spontaneous and unrehearsed and is educationally important as a stimulus to the discussion of important public and social questions and also because it gives examples of vigorous but courteous differences of opinion.

Two experimental programs were given a trial period and then withdrawn so that further study might be made of their possibilities. "Living History," dramatizations with interpretative comment by eminent historians, was on the air twenty-two times. "Adventures in

Science" ran through twenty-two broadcasts from May to September. It will be resumed in January in a slightly altered form.

#### Other Educational Examples

Nine other educational programs, not specifically guided by the Adult Education Board, have been presented for mature listeners during the year. "Of Men and Books," is a stimulating weekly review of current literature by Professor J. T. Frederick of Northwestern University. "Highways to Health," given in cooperation with the New York Academy of Medicine, and "Men Behind the Stars," in cooperation with the Hayden Planetarium, are both good examples of successful popularization. The new United States Department of Education program, "Americans All—Immigrants All," which endeavors to depict the contributions of various nationalities to American culture, is of great social value. On "Europe Calling" world leaders have been brought to the microphone to discuss international affairs. "The Farmer Takes the Mike" has brought together farmers and agricultural leaders to discuss their mutual problems. "Headlines and Bylines," the Sunday evening series of news comment, has presented analyses of the news of the day and the week, and the "Columbia Workshop" has continued its noteworthy experiments in the production of dramas written specifically for radio. "Men Against Death," dramatizations of the books of Dr. Paul De Kruif, has pictured the battleground of medical research. This list does not include the

regular broadcasts of the "American School of the Air," designed for children but listened to by great numbers of adults also.

#### Current Opportunities

The best comment on the present state of education on the air is given by the citation of these concrete experiments which have made their way

in competition with broadcast entertainment. The fact that they are listened to by millions shows the educational opportunity that broadcasters have before them. They will all be changed from time to time, improved or supplanted by other and better ideas. In education, as in all other activities of the radio, what is being done today is only a promise of what can be done tomorrow.

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### RADIO SCRIPT EXCHANGE OF THE AMERICAN RED CROSS

In the spring of 1938, the American Red Cross announced a catalog of 46 educational radio scripts in its exchange at National Headquarters, Washington, D. C. This catalog was offered to users of the Educational Radio Script Exchange of the United States Department of the Interior, Office of Education, and many took advantage of the opportunity to obtain the Red Cross scripts which have a wide usefulness to schools, colleges, drama groups and social agencies.

Now the Red Cross, as of September 15, has issued a supplement to the main catalog, listing 13 additional radio plays. All have been tested in actual broadcast.

Those desiring copies of the supplement, which contains order blanks to be used in securing scripts, should write for "Supplement to ARC 1113."

For the main catalog, request "ARC 1113." There is no charge for catalog, supplement or scripts. Address all communications to:

*Public Information Service    American Red Cross    Washington, D. C.*

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## CBS Establishes First Radio Institute For Teachers

A Radio Institute for Teachers, designed to show educators how educational programs can be utilized as an aid to classroom teaching, was recently established by the Columbia Broadcasting System in connection with its "American School of the Air."

This is the first permanent body ever organized to demonstrate to educators the possibilities of radio in the school-room. The Institute started to function with the opening of the tenth season of the School Monday, October 10.

This Institute was formed as the result of the realization that one of the greatest barriers to a wider adoption of "School of the Air" broadcasts by teachers throughout the country was the lack of training in the utilization of these programs. The teachers who have used them are all self trained. These self trained experts will be invited to participate in the panel discussions that precede the audience discussion.

Two experiments, each hailed as a complete success by teachers, have been made along lines the Institute will use. The first was at Atlantic City last February where 3,000 superintendents of schools watched the demonstration, and the other was in New York in June when

the National Education Association convention was in progress.

The NEA, with a membership of 750,000 teachers, and the Progressive Education Association, with 10,000 more, collaborated with "School of the Air" officials in the organization of the Institute.

Dr. William Bagley, of Columbia University, Chairman of the Board of Consultants of the "American School of the Air," was the chairman at the first meeting, October 10. A week later, October 17, Sterling Fisher, CBS's Director of Education and Talks, took over the chair. William N. Robson, who has gained nation-wide notice with his "Columbia Workshop" dramatizations, directed the dramatized portions of "Frontiers of Democracy."

Different groups of teachers and students are invited for the classroom discussions which follow the broadcasts each Monday.

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★      **Non-Commercial**      ★

# Educational Broadcast Stations

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“The Commission regards the establishment of the Non-Commercial Educational Broadcast Stations,” says Chairman McNinch, “as an important step in line with its established policy of encouraging education by radio, and it expresses the hope that the radio facilities now made available solely for this purpose will be used to the fullest extent for the general advancement of education.”

After enactment of Section 307 (c) of the Communications Act of 1934, and in accordance with the requirements thereof, the Commission conducted extensive hearings on the question of the advisability of making a definite allocation of broadcast facilities to non-profit making activities. Upon the conclusion of these hearings, a report was made to the Congress on January 22, 1935. The Commission recommended therein “that at this time no fixed percentages of radio broadcast facilities be allocated by statute to particular types or kinds of non-profit radio programs, or to persons identified with particular types or kinds of non-profit activities.” This report further proposed that a conference be held in Washington to perfect plans for closer cooperation between broadcasters and non-profit organizations.

A conference was held in Washington May 15, 1935. As a result of this conference the Federal Radio Education Committee was created by the Communications Commission in cooperation with other Governmental departments. Dr. John W. Studebaker, United States Commissioner of Education, accepted Chairmanship of the Committee. An outline of the work of the Federal Radio Education Committee headed by Doctor Studebaker will be found in the Commission's Third Annual Report to the Congress.

Thereafter and on June 15, 1936, there was held an informal engineering conference in Washington, for the purpose of discussing the allocation of radio facilities for all purposes. At this conference Doctor Studebaker presented a statement outlining the need for the establishment of a class of broadcast stations to be devoted to the advance-

ment of education in connection with the country's school system.

As a result of the foregoing, the Commission announced that it had established a class of high frequency broadcast stations to be known as “non-commercial educational broadcast stations,” to be licensed to organized non-profit educational agencies for the purpose of transmitting educational programs directed to specific schools in the system for use in connection with the regular courses as well as for routine and administrative material pertaining to the school system. This class of stations is also authorized to transmit educational and entertainment programs to the general public. In accordance with the rules governing these stations, the broadcast service to be rendered must be primarily of an educational character and no sponsored or commercial programs of any character may be broadcast.

Twenty-five channels in the ultra-high frequency band between 41,000 and 42,000 kilocycles are allocated for assignment to non-commercial educational broadcast stations. These channels will provide adequate facilities for service to every city and town. The power of the stations is 100 watts to 1000 watts. Thus satisfactory signals can be delivered to cities and small counties under favorable conditions. However, due to the propagation characteristics of the frequency, state wide coverage cannot be expected except in cases of the smallest states and under most favorable conditions. Rapid technical progress is being made in the development of the service on the ultra-high frequencies and it is reasonable to expect that in the near future there will be a marked improvement in the coverage obtainable.

# EDUCATION VIA RADIO

*By*

Professor KENNETH L. BARTLETT  
Syracuse University

*With a Foreword by*  
DR. JOHN W. STUDEBAKER  
U. S. Commissioner of Education

*Courtesy of*

THE NATIONAL ASSOCIATION OF BROADCASTERS

## FOREWORD

**E**VERY radio station should be the voice *of* the community as well as a voice directed *at* the community. The basis for that statement is to be found in the instruction of the law. And because this voice is inevitably a chorus composed of the voices of schools and charities, colleges and clubs, public services and sports, leaders and laymen; a chorus swelling with all the magnificent variety of free American life, I welcome this helpful working guide. I am sure that it will aid the many voices of our communities to become clearer and more understandable to listeners.

To educators and other citizens to whom it is addressed I say: be humble in the presence of a microphone. We must begin in the kindergarten of a long process of training and experience to master the new, difficult art of radio.

To radio station staff members I say be patient and helpful with the public servants, educators and citizens who come to you. Yours is the task of teacher and counselor.

As chairman of the Federal Radio Education Committee it has been my duty and pleasure to work for closer cooperation between broadcasters and educators. Therefore I am glad to recommend what follows as another practical guide to the goal toward which we all march side by side; that radio in the United States, under the present general conception of the "American system of broadcasting," shall ever broaden its service in "the public interest, convenience and necessity."

J. W. STUDEBAKER,  
*United States Commissioner of Education.*

# Importance of American Radio Broadcasting

To some, the importance of broadcasting in the United States is best illustrated by the size of the radio audience. Reliable figures indicate that twenty-seven million families own approximately thirty-seven million radio receivers; that approximately seventy-five per cent of these are "on" every day; and that the average set operates 5.1 hours daily. A radio set has almost become a twentieth century necessity.

To others, and greater in significance than the mere size of the audience, is the fact that radio here, in contrast to radio in other nations, is *free*—free in the sense that, apart from the laws of libel and slander, and in matters of good taste, the individual can say what he pleases without government interference; free in that there is ample opportunity for the exchange of opposite ideas; free, too, in the sense that most sections of the country offer daily service, 18 hours a day, from one or more stations and this without tax on the listener. This bringing of men and events into the home by stations offering almost continuous service puts a greater premium on creative and critical effort than any single development since the invention of the printing press.

To still others, the importance of radio is not so much in the size of its audience, or even in the freedom of the people who use it, as in the mere nebulous factor of the response people have to what they hear. Here more than elsewhere is where the educative factor occurs. Thorough studies of the effect programs have on listeners are now being completed. Until those in charge have made their reports we must depend upon existing data.

We know, for example, that radio has become our favorite recreation, that it has "psychologically cemented" the family circle at a time when an evening at home for the whole family was almost unheard of; that most people would rather hear a speech than read one; that it is a source of discussion at the family table; that it has given the public school an unusual and striking supplementary teaching device and that through education-on-the-air the desire of all educators to have the educational process continued long after school days are over has been enhanced. It has changed our social environment, conditioned behavior, and has become a powerful factor in moulding public opinion. We know, too, that irrespective of whether educational groups use radio, radio will continue to have educational effect.

While radio has gone far in nineteen years, its educational programs have frequently lagged. This was partly because the medium was new and there were few interested in trial-and-error testing, and partly because educators and civic groups assumed that the old forms of presentation would be sufficient. Now we know that the best results are obtained when educators and civic groups combine their knowledge, background and traditions with the knowledge and background of the broadcaster. The radio station is aware that if its programs are to reflect local as well as national interests; to present all sides and not just one; to disseminate worthwhile information and not just entertainment; to mirror present tastes and develop others, it must work with the school and other civic groups. Progressive educators, too, are increasingly aware that if we are to touch those fifty million Americans whose education does not extend beyond the eighth grade and widen the influence of thought, they must take advantage of the audience radio can give.

In short, if radio is to serve, there must not only be a mutual understanding between the two, but we must recognize the general importance of radio in the past and present and its educational importance in the future.

## What Educational and Public Service Organizations Can Contribute to Radio

One of the most obvious things that educational and public service organizations can contribute to radio is to offer worthwhile material that will reflect local and sectional interests. Every school and civic organization has material that is news-worthy and significant. The problem is to see it.

An individual who spends a lifetime at an occupation, acquires a knowledge and a philosophy that is worth listening to. Students digging up this information and adapting it to the air, not only learn the technique of broadcasting — which might be incidental to the educational process—but, more important, begin the process of integrating many different

classroom subjects. Persons in charge of local Public Health Units, the Parent-Teachers' Association, Children's organizations, Y. W. and Y. M. C. A.'s, Community Chest Agencies, the Red Cross, Missions, Libraries, and all kinds of social service agencies have worthwhile information that is directly applicable to the community or district. Colleges and universities might offer educational radio fare at a more advanced level, such as the interpretation of world and local events, round-tables or forums for the discussion of public issues, explanation of the new things in science. Programs of this kind help locate talent and give it an opportunity it might not otherwise have. Such contributions, well handled, not only have intrinsic merit, but go far in giving stations a more varied offering. It helps balance serious entertainment with light entertainment; local interests with national offerings; amateur performance with professional. In fact, it makes local groups articulate and does for radio the things the weekly newspaper does for Journalism and the Little Theater does for Drama.

Educational groups might provide "Follow-ups" for their own and national programs. The educational program is only the start of the process. The effect occurs in the home and unless some method is provided for individuals to "follow-up" what they have heard, much of what has been done may be lost. Making books available in local libraries, or periodically arranging discussion groups to carry on where the programs left off, etc., are obviously things that can better be done by schools and organizations acting within their own community.

In many ways, the most important contribution the Educational Group can make to radio is to pave the way for the broader acceptance of the educational program. The President of the National Association of Broadcasters, Mr. Neville Miller, has said:

"Radio is, after all, a mirror of the genius, of the talent and the thought of the American people. Its level can be no higher than the general level of education and culture in the country. It will never be any better as an educational medium than the educators who use it; it will never be any better as a vehicle of drama than the playwrights and actors of the theater; and it will never be any more intelligent as a forum on public affairs than the people who do our thinking on public affairs.

"If we would increase and widen the cultural and educational effectiveness of radio, more than the allotment of

time and the development of new program techniques are called for. We must, through the spread of education to all sections of our population, pave the way for the acceptance of such programs. Let me make the point clear: radio will continue to do its part to elevate the level of American taste; to popularize things cultural; to bring the questions of the day straight and instantly to the American fireside, *but radio cannot do the job alone.*"

It should be remembered that radio programs, by and large, have not generally had the advantage of *professional criticism*. Literature of all types and kinds has had its professional critics and classroom criticism. Standards have been developed. In radio this has not yet occurred on a broad and significant scale and the result has been that listeners seldom take the trouble to evaluate a program. It is either "good" or "bad" and dismissed as such. Every program is not built for the same audience. Purposes and types differ and until a listener has evaluated a program on the basis of the audience for whom it was intended, and the type of thing it purports to be, he has not judged it wisely. An occasional discussion of the better programs in the school, radio discussions by dramatic and literary groups and Parent-Teachers Associations and the like, is an effective method in developing standards and appreciation for the better programs. The providing of worthwhile material, educational "follow-ups" of national programs, locating talent and giving experience that might otherwise be lost, making schedules reflect civic interests, and paving the way for the broader acceptance of educational programs are only a few of the things that education and civic groups can contribute to the radio station.

#### What Can Radio Do for Education

The radio station offers to the educator its facilities and its audience, and in so doing, widens the scope of the educational institution's work. It breaks the barrier of the classroom and presents an auditorium of great though indeterminate size. It enables the school and civic group to have an opportunity to enter the home and present its material there.

Licensed to serve public interest, it makes an effort to give the public what it wants. In offering its facilities it attempts only to protect its audience from programs that are not interesting to the audience for whom they are intended. Built up over a long period of time, and

from approximately fifteen thousand programs a year that presumably give the station a certain personality, that audience is the most valuable thing the station possesses. Without it the station could not exist, and so it is to be expected that the station will do everything in its power to protect that audience. This means offering its facilities to the worthy and rejecting those programs that are of questionable taste or those not carefully prepared.

In addition to the necessary equipment, stations also have specialists with years of radio programming experience who assist in putting the program on the air. These specialists are available for the asking. They will meet with your committee, advise, and take your program through rehearsal. They are the station's representatives in all matters of detail.

#### The Problem of Adapting Educational Material to the Air

Both the educational institution and the civic organization on the one hand and the radio station on the other have something to offer in making education a more important force in radio—and vice versa!

For those anxious to do something soon, a conference with the station will provide the necessary details that a sketchy outline of this nature cannot do. For those interested in investigating the possibilities of Education-by-Radio further, the many books in the field, college courses, plus experience in high school and university Radio-Workshops will provide the necessary trial-and-error demonstration.

One thing must not be lost sight of, however: present-day American radio, to the listener at least, is an entertainment medium. This does not necessarily mean that it is not educational to the listener. *It means that education must be interesting, provocative, and, therefore, though incidentally, entertaining. One significant difference between the sponsor's program of education is that the former is entertainment for entertainment's sake with the education an unnecessary, though desirable attribute, while the latter is primarily education with entertainment a necessary, though secondary attribute. Both must be entertaining. Both need not be educational. In that sense, radio is still to the listener an entertainment medium and programs should be planned with that in mind.*

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## For Those Who Would Inspire A Richer Community Life

**T**HOSE who would inspire a richer community life; those who would develop a deeper understanding of the social and civic problems confronting their neighbors; those who would extend the frontiers of knowledge beyond the class room—the broadcasters of America welcome you to our studios and place in your hands the above that you may the better accomplish these worthy objectives through radio.

For in American Radio we have something beyond the opportunity of listening—we have also the opportunity to be heard.

If there were no other distinction between the American System of Broadcasting and that of other lands, this one distinction in itself is sufficiently significant. It is the distinguishing mark of our democracy, one which American Radio vigorously and wholesomely reflects.

Our thanks go out to Professor Bartlett for his very capable work, so that educational and public service institutions in hundreds of communities throughout the nation might have the technical information and assistance with which to achieve broader results from radio.

NEVILLE MILLER, *President,*  
National Association of Broadcasters.

# COLLEGES AND UNIVERSITIES IN THE UNITED STATES OFFERING COURSES IN RADIO BROADCASTING

*As of January 1st, 1939*

*With Names of Instructors and Credit Hours  
Compiled by the Educational Radio Script Exchange, Radio Division,  
Office of Education, Washington, D. C.*

On September 30, 1938, the Educational Radio Script Exchange, of the Office of Education, mailed a questionnaire to the 1,686 colleges and universities in the United States asking for information regarding specialized courses in the field of radio. Replies were received from 916 institutions. A total of 310 institutions reported at least one regular course in radio. In addition, 210 colleges and universities reported extra-curricular activities involving some phase of radio, but such reports were not included in this summary. The survey also indicated that 237 colleges and universities were broadcasting over the facilities of 272 radio stations.

The following code should be used to interpret the listings in this survey, the courses being indicated by letters as follows: (A) General Course in Radio, (B) Radio Program Planning and Production, (C) Education by Radio, (D) Radio Script Writing, (E) Radio Announcing, (F) Radio Speech, (G) Radio Dramatics, (H) Radio Music, (I) Radio Station Management, (J) Radio Advertising, (K) Technical Courses in Radio, (L) Television, and (M) Radio Lists.

Whenever credit hours were reported for any course, the number of hours will be found bracketed with the identifying letter of that particular course. For example, (D-2) (E) indicates a course in Radio Script Writing for which 2 credit hours are given and a course in Radio Announcing for which no credit hours were reported. The symbol (F and G-4) signifies that a course involving both Radio Speech and Radio Dramatics is offered with 4 hours of credit given. The symbol (K-varies) means that technical courses in radio are available for which credit hours vary. Included with each listing will be found the name of an instructor who is in charge of radio instruction. These persons should be consulted for further information.

College	In Charge of Radio
Abilene Christian College, Abilene, Tex. (D & F-3)	Mrs. A. B. Morris
Akron, University of, Akron, Ohio. (F-3)	O. A. Hitchcock
Alabama University of, University, Ala. (A) (D) (E) (F) (K)	Clyde B. Crawley
Alabama College, Montevallo, Ala. (A-2)	Nora Landmark
Alabama Polytechnic Institute, Auburn, Ala. (A-2) (K-varies)	Woodrow Darling
Adelphi College, Garden City, N. Y. (A)	S. E. Frost, Jr.
Alliance Technical Institute, Cambridge Springs, Pa. (A-3)	F. Kowalko
Antioch College, Yellow Springs, Ohio. (K-6)	C. D. Barbulesco
Arizona, University of, Tucson, Ariz. (K)	R. G. Picard
Arkansas, University of, Fayetteville, Ark. (K-3)	C. W. Janes
Armour Institute, 3300 Federal Street, Chicago, Ill. (K-4)	A. W. Sear
Asheville Normal and Teachers College, Asheville, N. C. (A)	Hazel Gebbany
Augustana College, Rock Island, Ill. (A-3) (G)	Theodor Le Vander
Augustana College, Sioux Falls, S. Dak. (F) (G)	Hugo A. Carlson
Bard College, Annandale-on-Hudson, N. Y. (K & L-8)	Harold Hughes
Baylor University, Waco, Tex. (A-3 1/3)	Sara Lowrey



Berry College, Mt. Berry, Ga. (K-2)	L. E. McAllister
Birmingham Southern College, Birmingham, Ala. (A-3)	Dr. M. F. Evans
Blue Ridge College, New Windsor, Md. (G)	Mme. Barry-Orlova
Bob Jones College, Cleveland, Tenn. (B-2)	Elizabeth Adams
Boston College, Chestnut Hill, Mass. (K-8)	Rev. John A. Tobin
Boston University College of Business Administration, Boston, Mass. (B-2) (D-2) (J-2)	Ralph L. Rogers
Bradley Polytechnic Institute, Peoria, Ill. (A-3) (F-2) (K-12) (I-12)	F. E. Duce
Branch Agricultural College, Cedar City, Utah. (E-5)	R. L. Halverson
Brigham Young University, Provo, Utah. (A) (D) (G) (I) (J)	Dr. T. Earl Pardoe
Bucknell University, Lewisburg, Pa. (K-3)	George A. Irland
Butler University, Indianapolis, Ind. (F-3) (K-6)	L. Gray Burdin
California, University of, Extension Division, Los Angeles, Calif. (B) (D) (G)	Margaret Wotten
California, Institute of Technology, Pasadena, Calif. (K-12)	S. S. Mackeown
California Polytechnic Junior College, San Luis Obispo, Calif. (A-3) (H-2) (K-6)	B. G. Eaton
Canisius College, Buffalo, N. Y. (A-2) (D-2)	Charles E. Brady
Capital University, Columbus, Ohio. (B-3)	Prof. W. C. Craig
Carnegie Institute of Technology, Pittsburgh, Pa. (K)	Charles Williamson
Carroll College, Waukesha, Wis. (F-3) (K)	V. P. Batha
Carson Newman College, Jefferson City, Tenn. (A-3)	Alex Chavis
Case School of Applied Science, Cleveland, Ohio. (K-3)	J. R. Martin
Catholic University, Washington, D. C. (D-1) (E-1) (G-1)	Rev. G. V. Hartke
C. C. N. Y. School of Technology, New York, N. Y. (A-3) (K-3)	Alexander H. Wing, Jr.
Centenary Junior College, Hackettstown, N. J. (A-1)	Ellen C. Crouch
Chicago, University of, Chicago, Ill. (A-3 1/3) (D-7) (F-3 1/3)	Charles Newton
Chicago Musical College, Chicago, Ill. (A) (B) (C) (D) (E) (G) (H)	Belle Forbes Cutter
Chicago School of Expression and Dramatic Art, Chicago, Ill. (A) (B) (D) (E) (G)	Helen C. Espie
Chicago Teachers College, Chicago, Ill. (C-2)	Luella Hoskins
Cincinnati, University of, Cincinnati, Ohio. (K-varies) (L-2)	W. C. Osterbrock
Cincinnati College of Music, Cincinnati, Ohio. (A-4) (B-4) (G) (H)	Uberto Neely
Cincinnati Conservatory of Music, Cincinnati, Ohio. (A) (D) (G)	Hubert Kockritz
Citadel, The, Charleston, S. C. (A-6)	N. F. Smith
Clarkston College, Potsdam, N. Y. (K-varies)	J. L. Stiles
Clemson College, Clemson, S. C. (K-2)	Prof. A. B. Credle
Coe College, Cedar Rapids, Iowa. (A-2) (F)	J. Dale Welsch
Colgate University, Hamilton, N. Y. (A-3)	C. L. Henshaw
College of St. Scholastica, Duluth, Minn. (A-1)	Sister Bernard
College of St. Teresa, Winona, Minn. (B) (G)	Sister M. Marcelline
College of Wooster, Wooster, Ohio. (A-4)	Earl W. Ford
Colorado College, Colorado Springs, Colo. (K-3)	Howard Olson
Colorado School of Mines, Golden, Colo. (K-6)	Myron G. Pawley, Raymond Dickinson
Colorado State College, Fort Collins, Colo. (A-3)	Frank P. Goeder, Ph.D.
Colorado State College of Education, Greeley, Colo. (A-4)	F. L. Herman
Columbia College of Drama and Radio, Chicago, Ill. (A) (B-2) (C) (D-2) (E-2) (F-2) (G-4)	Norman Alexandroff
Columbia University, New York, N. Y. (A-2) (D-3)	James C. Egbert
Compton Junior College, Compton, Calif. (K-5)	Jesse E. Hathaway
Connecticut State College, Storrs, Conn. (K-3)	Dr. R. B. Corbett
Cornell College, Mount Vernon, Iowa. (A-3) (B-3)	Albert Johnson
Cornell University, Ithaca, N. Y. (A-2) (K-4)	Chas. A. Taylor
Cornish School, The, Seattle, Wash. (A-3) (B-2) (D-2) (E-2) (F-2) (G-3) (J-3)	Donald MacLean
Creighton University, Omaha, Nebr. (B-3) (D-3)	Edwin Puls
Cummock Junior College, Los Angeles, Calif. (F)	Josephine Dillon
Dayton, University of, Dayton, Ohio. (A-3)	Prof. Louis Rose
Denison University, Granville, Ohio. (A-3)	Richard H. Howe
Denver, University of (School of Commerce), Denver, Colo. (B-2 1/2) (D-2 1/2) (F-2 1/2)	Roscoe K. Stockton
Detroit, University of, Detroit, Mich. (A-2) (F)	E. A. McFaul
Doane College, Crete, Nebr. (A-2) (B) (G)	Dr. E. Russell Wightman
Drake University, Des Moines, Iowa (A-2) (B-2) (D-5) (G-2) (I-3) (J-2)	Edwin G. Barrett
Note: Drake offers a major in radio.	
Drexel Institute of Technology, Philadelphia, Pa. (K)	R. T. Zern
Dubuque, University of, Dubuque, Iowa. (A-4) (K-4)	R. G. Wilson
Duke University, Durham, N. C. (K-3)	W. J. Seeley
Duquesne University, Duquesne, Pa. (A-3)	Madeleine S. Foust
East Central Teachers College, Ada, Okla. (A-2)	D. J. Nabors
Eastern Washington College of Education, Cheney, Wash. (K-2)	James S. Lane

Elmira College, Elmira, N. Y.	(F)	Geraldine Quinlon
Emerson College, Boston, Mass.	(A) (D) (E) (G)	Arthur F. Edes
Emory University, Emory University, Ga.	(A-5) (K)	J. B. Peebles
Emporia, College of, Emporia, Kans.	(A-4)	R. F. Miller
Florida, University of, Gainesville, Fla.	(F-3) (K-varies)	Garland Powell
Florida Agricultural and Mechanical, Tallahassee, Fla.	(A-2) (K-4)	H. R. Orr
Florida Southern College, Lakeland, Fla.	(A-1)	Miss Alma Johnson
Fort Hays Kansas State College, Hays, Kans.	(A-3)	Harvey A. Zinszer
Frances Shimer College, Mount Carroll, Ill.	(D-2) (G-3)	George E. Hoffman
Franklin University, YMCA, Columbus, Ohio.	(A) (K)	E. E. Dysart
Friends University, Wichita, Kans.	(B-2) (E-1) (G) (K-5)	Irene Vickers Baker
George Peabody Teachers College, Nashville, Tenn.	(E-2)	A. L. Crabb
George Washington University, Washington, D. C.	(A-3) (K)	Prof. W. Hayes Yeager
Georgetown University, Washington, D. C.	(A) (M-2)	P. J. Donovan
Georgia, University of, Athens, Ga.	(D & E-5)	Prof. Edward C. Crouse
Georgia School of Technology, Atlanta, Ga.	(A-3) (D & EF-3) (K-3)	Irving H. Gerks
Glendale Junior College, Glendale, Calif.	(A-3) (F-2)	B. L. Griffing
Gonzaga University, Spokane, Wash.	(K-4)	Richard A. Brown
Grove City College, Grove City, Pa.	(A-4) (G) (H) (K-4)	Prof. R. A. Walters
Harding College, Searcy, Ark.	(A-5) (H-3)	Leonard Kirk
Hardin-Simmons University, Abilene, Tex.	(F-3)	Katherine Boyd
Harvard University, Cambridge, Mass.	(K)	Dr. R. W. Hickman
Hastings College, Hastings, Nebr.	(A-2) (F)	Charles J. Thurmond
Haverford College, Haverford, Pa.	(A-3) (K-3)	J. D. Elder
Houston, University of, Houston, Tex.	(K-3½)	Harvey W. Harris
Howard College, Birmingham, Ala.	(K-2)	Paul D. Bales
Idaho, University of, Moscow, Idaho.	(A-2) (K-varies)	Prof. R. H. Hull
Illinois, University of, Urbana, Ill.	(K)	Josef F. Wright
Illinois State Normal University, Normal, Ill.	(F-2)	Harvey F. Admire
Illinois Wesleyan University, Bloomington, Ill.	(A-4)	Wilson B. Paul
Indiana State Teachers College, Terre Haute, Ind.	(B-4) (D-4) (F)	Dr. Clarence M. Morgan
Indiana University, Bloomington, Ind.	(A-3) (B-3) (C-3) (D-3)	Dr. Lee Norvelle
Iowa, State University of, Iowa City, Iowa.	(A-3) (F-3) (G-3) (J-2) (K-3) (L-2)	Bruce E. Mahan
Iowa State College, Ames, Iowa.	(D-3) (F-3) (K-4) (L-4)	W. L. Griffith
Iowa Wesleyan College, Mount Pleasant, Iowa.	(A-3)	Roger M. Morrow
Ithaca College, Ithaca, N. Y.	(D) (G-2)	Dr. Winn F. Zeller
John B. Stetson University, Le Land, Fla.	(G-6) (H-6) (K-6)	Dr. Robert I. Allen
John Brown University, Siloam Springs, Ark.	(A-3) (B-3) (I-3) (K-varies) (M-2)	Harold Fristoe
John Carroll University, Cleveland, Ohio.	(B-3) (D-3) (E-3) (G-3)	Wm. A. D. Millson
Johns Hopkins University, Homewood, Baltimore, Md.	(K-3)	Ferdinand Hamburger, Jr.
Juilliard School of Music, 130 Claremont Avenue, New York, N. Y.	(A)	Robert A. Simon
Kanawha Junior College, Charleston, W. Va.	(A-2)	Ann Ferguson
Kansas, University of, Lawrence, Kans.	(G-2)	Harold G. Ingham
Kansas State College, Manhattan, Kans.	(A-3) (B-2) (D-2) (F-2) (H-2) (J-3) (K-4)	H. B. Summers
Kansas State Teachers College, Emporia, Kans.	(A-2)	S. Winston Cram
Kent State University, Kent, Ohio.	(A-3)	G. Harry Wright
Kentucky, University of, Lexington, Ky.	(K-3)	Elmer G. Sulzer
Lafayette College, Easton, Pa.	(A-3) (K & L-6)	C. H. Page
La Grange College, La Grange, Ga.	(F-3)	Mae Kirkland
Lamon School of Music, Denver, Colo.	(A-2) (B-2) (E) (G-2)	James Lehman
Lehigh University, Bethlehem, Pa.	(K-varies)	Assoc. Prof. H. C. Knutson
Lenoir Rhyne College, Hickory, N. C.	(A-3)	Karl Z. Morgan
Lincoln University, Jefferson City, Mo.	(A)	Albert A. Kildare
Little Rock Junior College, Little Rock, Ark.	(G) (H-1)	Dell Park McDermott
Long Beach Junior College, Long Beach, Calif.	(F-6)	Miss Edith Hitchcock
Louisiana Polytechnic Institute, Ruston, La.	(C) (K)	D. R. Armstrong
Louisiana State University, University, La.	(A-3) (D-3) (F-3) (I-3) (K-3)	Ralph W. Steelt
Louisville Municipal College, Louisville, Ky.	(K-4)	Donald A. Edward
Loyola University, Los Angeles, Calif.	(A-2) (D-2) (G-1) (J-1)	Martin H. Work
McMurray College, Abilene, Tex.	(B-3)	Harold G. Burman
Mac Phail School of Music, Minneapolis, Minn.	(A & F-4) (H-4)	Don Tuttle
Macalester College, St. Paul, Minn.	(K-4)	R. B. Hastings
Madison College, Madison College, Tenn.	(A-4) (K-4)	Bayard D. Gooode
Maine, University of, Orono, Maine.	(F-2) (K-2)	W. J. Creamer
Manhattan College, New York, N. Y.	(K-6)	J. Francis Reintjes

Marin Junior College, Kentfield, Calif. (K-2)	C. E. Cherry
Marjorie Webster School, The, Rock Creek Park, Washington, D. C. (B-3) (D-3) (G-3)	Miss Florence McCracken
Marquette University, Milwaukee, Wis. (A-2) (F-2) (K-3)	Wm. R. Duffey
Marshall College, Huntington, W. Va. (A-3)	Dr. Frank A. Gilbert
Maryland, University of, College Park, Md. (A-2)	Dr. Ray Ehrensberger
Massachusetts Institute of Technology, Cambridge, Mass. (K-varies)	Prof. Edward L. Bowles
Massachusetts State College, Amherst, Mass. (K)	Francis C. Pray
Miami University, Oxford, Ohio. (D-3) (F) (G)	A. Loren Gates
Michigan, University of, Ann Arbor, Mich. (A-2) (C-2) (D-2) (E) (G-2) (J-4) (K-12) (L-2)	Prof. Waldo Abbott
Michigan College of Mining and Technology, Houghton, Mich. (K-6) (I-3) (L)	G. W. Swenson
Michigan State College, East Lansing, Mich. (K-2) (E-3) (F-5) (G-3) (K-2)	Robert J. Coleman
Milton College, Milton, Wis. (K-4)	C. F. Oakley
Minnesota, University of, Minneapolis, Minn. (F-3) (K-3)	E. W. Ziebarth
Mississippi College, Clinton, Miss. (A-3)	Prof. Henry A. Carlock
Mississippi State College, State College, Miss. (A-3) (M-3) (K-6)	Horace M. Trent
Missouri, University of, Columbia, Mo. (A-4) (K-4)	Prof. C. M. Wallis
Missouri Valley College, Marshall, Mo. (K-3)	Dwight M. Pasek
Modesto Junior College, Modesto, Calif. (A-2)	Leonard I. Bartlett
Montana State College, Bozeman, Mont. (K-3)	Prof. C. F. Bowman
Moore School of Electrical Engineering, Philadelphia, Pa. (B-2) (D & F-4)	Knox McIlwain
Moravian College, Bethlehem, Pa. (A-3)	Cyril N. Hoyler
Mt. Holyoke College, South Hadley, Mass. (K & L-3)	Rogers D. Rusk
Mount Mary College, Milwaukee, Wis. (A-1) (B-2) (F)	S. M. Louis Downey
Muhlenburg College, Allentown, Pa. (A-4) (K)	Dr. Carl W. Boyer
Mundelein College, Chicago, Ill. (D-2)	Miss Louise Litten
Murray State Teachers College, Murray, Ky. (K-4)	Charles Hire
Muskingum College, New Concord, Ohio. (A-2)	W. H. Ewing
National University, Washington, D. C. (M-4)	Howard S. LeRoy
Nebraska, University of, Lincoln, Nebr. (K-4)	Ferris W. Norris
Nebraska State Teachers College, Wayne, Nebr. (A-4)	Prof. J. E. Brock
Nebraska Wesleyan University, Lincoln, Nebr. (A-3) (B-3)	J. C. Jensen
Nevada, University of, Reno, Nev. (K-3)	Assoc. Prof. I. J. Sandorf
New Mexico, University of, Albuquerque, N. Mex. (B-3) (D) (G-3) (H-3) (K-4)	Dr. Herbert L. Jones
New River State College, Montgomery, W. Va. (A-3) (L-3) (M-3)	Ritter F. Maxwell
New Rochelle, College of, New Rochelle, N. Y. (D-4)	Margaret C. Richard
N. Y. State School of Agriculture, Alfred, N. Y. (K-6)	G. F. Craig
New York University, New York, N. Y. (A) (B) (D) (I) (K) (L)	Paul A. McGhee
North Dakota State School of Science, Wahpeton, N. Dak. (K)	Wm. J. Duvall
Northeastern University, Boston, Mass. (K)	Wm. C. White
Northern Illinois State Teachers College, DeKalb, Ill. (A-4)	H. W. Gould
North Texas State Teachers College, Denton, Tex. (A-3)	Mrs. Olive M. Johnson
Northwestern University, Evanston, Ill. (A-2) (B & G-2) (D & E-2) (J)	Albert R. Crews
Norwich University, Northfield, Vt. (K-3)	D. E. Howes
Notre Dame, University of, Notre Dame, Ind. (B) (C) (D-3) (E) (G) (H) (I) (K-3)	Rev. Eugene Burke
Oglethorpe University, Oglethorpe, Ga. (A-4)	J. W. Comer
Ohio, University of, Athens, Ohio. (A-3) (B-3) (D-3) (G) (F) (K-4)	Vincent Jukes, D. B. Green
Ohio State University, Columbus, Ohio. (B-3) (C-3) (D-3) (F-3) (H-3) (I-2) (J-3) (K-4)	W. L. Everitt, H. W. Bibber
Ohio Wesleyan University, Delaware, Ohio. (A-2)	R. C. Hunter
Oklahoma, University of, Norman, Okla. (B-2) (D-2) (F-2) (G-3) (J-2) (K-varies)	H. H. Leake
Oklahoma College for Women, Chickasha, Okla. (F)	B. H. Mayall
Oklahoma Agricultural and Mechanical College, Stillwater, Okla. (K-3)	Benj. A. Fisher
Omaha, University of, Omaha, Nebr. (A-1) (D) (G)	Lucile Ruby
Oregon, University of, Eugene, Ore. (A-3)	Mr. Luke Roberts
Oregon Inst. of Technology, Portland, Ore. (A) (E-2) (K-varies) (M)	C. D. Newman
Oregon State Agricultural College, Corvallis, Ore. (F) (G-2)	C. B. Mitchell
Pacific, College of the, Stockton, Calif. (A-1) (B-2) (F-2)	John C. Crabbe
Pacific Union College, Angwin, Calif. (B-2)	Charles E. Weniger
Pasadena Junior College, Pasadena, Calif. (A-3) (B-3)	N. Vincent Parsons
Paterson, The College of, Paterson, N. J. (D-3)	Carl N. Walton
Phoenix Junior College, Phoenix, Ariz. (A-4) (B-2) (K-2)	Donald F. Stone
Pittsburgh, University of, Pittsburgh, Pa. (K-2)	Prof. H. E. Dyche
Polytechnic Institute of Brooklyn, 99 Livingston Street, Brooklyn, N. Y. (K-5)	Frank E. Canavaci

Presbyterian College, Clinton, S. C. (B-6) (D-3) (F-3)	Prof. John H. Thatcher
Purdue University, Lafayette, Ind. (A-3) (K-3) (L)	Dr. C. F. Harding
Redlands, University of, Redlands, Calif. (A-2) (K-4)	Prof. Lynn W. Jones
Reed College, Portland, Ore. (A) (D) (E) (G)	Laurence C. Rodgers
Rensselaer Polytechnic Institute, Troy, N. Y. (K-3)	Wynant J. Williams
Rhode Island State College, Kingston, R. I. (K-3)	Wesley B. Hall
Rice, Institute, Houston, Tex. (K-8)	S. H. Van Wambeek
Robert E. Lee Institute, Goose Creek, Tex. (K)	E. L. Langston
Rochester, University of, Rochester, N. Y. (A-3)	Chas. H. Dawson
Rollins College, Winter Park, Fla. (E) (G)	Prof. Harry H. Pierce
Rosary College, River Forest, Ill. (A-2) (D-2) (E-1) (G-1)	Sister Mary Peter
Rutgers University, New Brunswick, N. J. (A-3) (K-6)	P. L. Hoover
St. Catherine, College of, St. Paul, Minn. (B-1) (C-1) (D-1)	Thomas Rishworth
St. Joseph College, Adrian, Mich. (F & G-2)	Sister M. Leonilla
St. Lawrence University, Canton, N. Y. (A-3)	Ruth F. Williard
St. Mary's College, South Bend, Ind. (B) (F)	M. Winifred Hanley
St. Mary's University of San Antonio, San Antonio, Tex. (A-6)	Louis P. Thein
Sacramento Junior College, Sacramento, Calif. (B-2)	Vernon Mickelson
San Francisco Junior College, San Francisco, Calif. (A-10)	L. Hollingsworth
San Francisco State College, San Francisco, Calif. (K-2) (F-3)	Carlos S. Mundt
San Mateo Junior College, San Mateo, Calif. (A & I-3) (E) (G)	Harry E. Redeker
Santa Barbara State College, Santa Barbara, Calif. (G) (K-3)	Frederick Hile
Scranton, University of (Formerly St. Thomas College), Scranton, Pa. (A-1) (D-1) (F-1)	Dr. Austin J. App
Seventh-day Adventist Theological Seminary, Washington, D. C. (F-1)	Prof. C. E. Weniger
Sherwood Music School, 410 So. Michigan Ave., Chicago, Ill. (D) (G) (H)	Walter A. Erley
Shorter College, North Little Rock, Ark. (B) (E) (H)	Pres. G. A. Gregg
Simpson College, Indianola, Iowa. (K-2)	Lester Spring
Smith College, Northampton, Mass. (K-3)	James F. Koehler
South Carolina, University of, Columbia, S. C. (A-6) (K)	A. C. Carlson
South Dakota State School of Mines, Rapid City, S. Dak. (A-2) (K-3)	E. E. Clark
Southeastern University, Washington, D. C. (M-2)	Joseph E. Keller
Southern California Junior College, Arlington, Calif. (A-2) (K-2)	L. H. Cushman, M. S.
Southern California, University of, Los Angeles, Calif. (A-2) (B-2) (I-2) (K-2)	Richard E. Huddleston
Southern Junior College, Collegedale, Tenn. (K-4)	R. W. Woods
Spokane Junior College, Spokane, Wash. (A-2) (K-2) (M-2)	Robert D. Oliver, Raymond F. Crisp
Spring Hill College, Spring Hill, Ala. (K)	Frank E. Benedetto
State College of Washington, Pullman, Wash. (B-1) (C-1) (D-3) (E-1) (H-1) (K-varies)	Kenneth Yeend
State Teachers College, Bloomsburg, Pa. (B) (C) (D) (E) (G) (H)	John C. Koch
State Teacher's College, Buffalo, N. Y. (C-3)	Ben H. Darrow
State Teachers College, Indiana, Pa. (A-2)	Edna Lee Sprowls
State Teachers College, Kearney, Nebr. (C-3)	C. G. Ryan
State Teachers College, La Cross, Wis. (A-4)	Ross D. Spangler
State Teachers College, Paterson, N. J. (A-3) (K-3)	Dr. Lawrence E. Loveridge
State Teachers College, Peru, Nebr. (A-2)	C. R. Lindstrom
State Teachers College, Superior, Wis. (A-3)	E. H. Schrieber
State Teachers College, Warrenburg, Mo. (K-2½)	W. C. Morris
Stephens College, Columbia, Mo. (A-3) (B-3) (D-3)	E. Gordon Hubbel
Sterling College, Sterling, Kans. (A-3)	Martin S. Maier
Syracuse University, Syracuse, N. Y. (A-3) (B-2) (D-2)	Kenneth Bartlett
Temple University, Philadelphia, Pa. (K-3½)	J. Lloyd Bohn
Texas, University of, Austin, Tex. (A-3)	Thos. A. Rausse
Texas Christian University, Fort Worth, Tex. (B-3) (F & G-3) (K-3)	Dr. Newton Gaines
Texas Dental College, Houston, Tex. (G)	McKinley Rhodes
Texas Technological College, Lubbock, Tex. (F-2)	Richard Flowers
Thiel College, Greenville, Pa. (K-4)	G. R. Bradshaw
Toledo, University of, Toledo, Ohio. (K-3)	C. G. Brennecke
Trinity College, Hartford, Conn. (K-3)	H. D. Doolittle
Trinity University, Waxahachie, Tex. (A-3)	Miss Yetta Mitchell
Tri-State College, Angola, Ind. (A-5) (K-5) (L-2) (M-1½)	Wm. A. Pfeifer
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Tulsa, University of, Tulsa, Okla. (A-2) (D) (F-2)	Ben G. Henneke
Tuskegee Institute, Tuskegee Institute, Ala. (A-5) (K-5)	W. C. Curtis
U. S. Coast Guard Academy, New London, Conn. (K-4)	Lt. J. D. Harrington

U. S. Naval Academy, Annapolis, Md. (K).....	Lt. Com. E. T. Woolridge
Upper Iowa University, Fayette, Iowa. (K-3).....	C. J. Black
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Utah State Agricultural College, Logan, Utah. (A-3) (B-3) (D-3) (E-3) (F-4) (K-4).....	Prof. S. R. Stock
Vassar College, Poughkeepsie, N. Y. (F-1).....	Christine F. Ramsey
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Vermont University of, Burlington, Vt. (K-3).....	E. R. McKee
Villanova College, Villanova, Pa. (A-4).....	H. S. Bueche
Virginia Junior College, Virginia, Minn. (C) (D) (G).....	Mary E. Asseltynne
Virginia Polytechnic Institute, Blackburg, Va. (K-3).....	R. D. Michael, Webster Richardson
Wake Forest College, Wake Forest, N. C. (K-4).....	Dr. Sherwood Githens, Jr.
Walla Walla College, College Place, Wash. (E-2) (F-2) (G-2) (K-3).....	M. L. Neff
Wartburg College, Waverly, Iowa. (K-3).....	A. A. Aardal
Wartburg Seminary, Dubuque, Iowa. (E) (H).....	E. H. Schalkhauser
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Wayne University, Detroit, Mich. (A-2) (B-2) (C-2) (D-2) (F-2) (G-2) (K & L-4).....	Garnet R. Garrison
Webster College, Webster Groves, Mo. (B-1) (D).....	Anna McClain Sankey
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West Virginia State College, Institute, W. Va. (A-3).....	J. C. Evans
West Virginia University, Morgantown, W. Va. (A-3) (K-3).....	A. W. Friend
Western Illinois State Teachers College, Macomb, Ill. (A-4).....	W. H. Eller
Western Reserve University, Cleveland, Ohio. (G-2).....	Grazella P. Sherherd
Western State Teachers College, Kalamazoo, Mich. (K-4).....	W. G. Marburger
Westminster College, Fulton, Mo. (K-4).....	Albert C. Kreuger
Westminster College, New Wilmington, Pa. (D-1).....	Wallace R. Biggs
Whitman College, Walla Walla, Wash. (A-2).....	John W. Ackley
Whittier College, Whittier, Calif. (A-2) (B-2) (D-2).....	W. Theron Ashby
Wichita, University of, Wichita, Kans. (A-2).....	K. V. Manning
Willamette University, Salem, Ore. (B) (H).....	Cameron Marshall
William & Mary College, Williamsburg, Va. (G & E-3).....	Althea Hunt
Williams College, Williamstown, Mass. (K-3).....	H. P. Stabler
Winona State Teachers College, Winona, Minn. (B) (G) (H).....	Dr. Ella Murphy
Wisconsin, University of, Madison, Wis. (A-2) (C-2).....	H. B. McCarty
Woman's College of University of N. C., Greensboro, N. C. (K-3).....	Calvin N. Warfield
Worcester Polytechnic Institute, Worcester, Mass. (K-2).....	Prof. H. H. Newell
Wyoming, University of, Laramie, Wyo. (F-2) (K-3).....	Louis A. Mallory
Xavier Downtown College, Cincinnati, Ohio. (F-2).....	James P. Glenn
Y. M. C. A. College, Dayton, Ohio. (A) (D-4) (E-2).....	Wm. Y. Conrad

### **PRIVATE SCHOOLS**

(Offering Miscellaneous Instruction)

Bliss Electrical School, Takoma Park, Md.
Capitol Radio Institute, 3308 14th Street NW, Washington, D. C.
Coyne Electrical School, 500 So. Paulina Street, Chicago, Ill.
First National Television, Inc., 1320 Main Street, Kansas City, Mo.
Frank Wiggins Trade High School, 1646 Olive Street, Los Angeles, Calif.
International Correspondence Schools, 100 Wyoming Avenue, Scranton, Pa.
Massachusetts Radio and Telegraph School, 18 Boylston Street, Boston, Mass.
Modern School of Dramatics, 1767 Broadway, New York, N. Y., Columbus 7043, William Luftig.
Motion Picture Engineering Institute, 4128 Beverly Boulevard, Hollywood, Calif. Federal 7588.
National Academy of Broadcasting, 2017 S Street NW, Washington, D. C. Alice Keith.
National Radio Institute, 16th and U Streets NW, Washington, D. C.
New Wayburn's Dancing, Singing and Dramatic School, 625 Madison Avenue, New York, N. Y., Wickersham 2-4300.
Pestalozzi Froebel Teachers College, 410 South Michigan Avenue, Chicago, Ill.
Radio Institute of America, 160 W. 73rd Street, New York, N. Y. Director: Frank Nagler.
R. C. A. Institutes, 75 Varick Street, New York, N. Y. W. A. Aufenanger.
Spokane Telegraph School, 102 N. Monroe Street, Spokane, Wash. C. E. Frazier, Mgr.
Utilities Engineering Institute 404 N. Wells Street, Chicago, Ill.

# ★ RADIO ★ GLOSSARY

## A WORKBOOK OF TERMS USED IN THE PRODUCTION OF RADIO PROGRAMS

*Students and other non-professional groups who are turning in increasing numbers to the production of radio programs find themselves dealing with a new art and a new industry. Like other new arts and industries, radio is building its own language to meet its needs. The glossary is offered as a tentative compilation with the knowledge that terms vary in different parts of the country.*

U. S. Dept. of the Interior, Office of Education, Washington



### **I. CONTINUITY**

The radio programs you hear begin with an idea which is created by a—

#### **SCRIPT WRITER**

One who prepares the text or dialogue with the accompanying directions for sound effects, musical cues, and transitions for a radio production. He is sometimes called a—

#### **CONTINUITY WRITER**

Because in the period before dramatization became popular the chief activity of a radio writer was to keep the program continuously on the air with reading material to fill in the time between musical numbers.

#### **CREDIT WRITER**

One who writes the advertising material for a commercial program.

#### **SCRIPT**

Or "continuity" is the text of a program looking not unlike the pages of a play, since it lists the speakers or actors and the lines

they speak, as well as suggestions to the director and cast. Script applies usually to radio plays—whereas—

#### **CONTINUITY**

Usually applies to text prepared to be read by an announcer only, such as introductions of musical numbers, introductions of speakers, commercial announcements, etc.

#### **CREDIT**

Also known as "plug". This is the material designed to acquaint the listener with an advertiser's product. It may be given by the announcer or by actors.

#### **SHOW**

The entire program which is to be broadcast.

#### **SUSTAINING SHOW**

A program on which time is not purchased by a commercial company. Since broadcasting companies must maintain service throughout the time span agreed upon, that time which is not sold must be filled with "sustaining" programs.

## COMMERCIAL

A program paid for by an advertiser. This includes payment for time on the air as well as for the talent and script.

## NETWORK SHOW

A program released simultaneously over two or more stations which are connected by telephone wire.

## LOCAL

A program released only through a single station.

## THEME

The same music, sound, or talk which opens and identifies a program from day to day or week to week.

## TAG LINE

The final speech of a scene or play exploding the joke, or the climax speech resolving the scene or play to its conclusion.

## GAG

A joke or comedy situation. A gag-show is a program made up of a succession of jokes or alleged jokes.

## TIE-IN ANNOUNCEMENT

A commercial announcement given by the local station announcer immediately after a prearranged cue given on the network. For example, the network program may conclude one minute early, whereupon the local announcers in the stations carrying the network program will then consume the remaining minutes with a commercial announcement dealing with the product advertised on the network program and stating details such as where this product may be purchased locally.

## TRANSITION

Or moving from one scene to another. This may be done by an announcement describing the new scene to follow, by music, by fading out of the microphone, or a short period of silence.

## ACROSS THE BOARD

A program scheduled five days a week at the same time.

## BRIDGE

Sound effects or music used to link dramatic episodes.

## II. PRODUCTION

### PRODUCTION DIRECTOR

This person is responsible for every detail of the program including the announcer, engineer, actors, musicians, and sound men. He builds and shapes the program by bringing all these factors into harmony. He may make corrections and any revision he deems desirable in the script whenever he feels such are necessary for an improved program. On his shoulders rests the complete responsibility for the quality of the program.

### CAST

As a noun, the people who appear on the program not including musicians.

As a verb, the process of selecting those who are to take the speaking parts.

### AUDITION

A studio test of talent or a show or both prior to a broadcast to determine whether that talent, show or both should be broadcast.

### M C

Master of ceremonies.

### JUVENILE

An actor whose voice carries an age quality of 17 to 24.

### INGENUEN

An actress whose voice carries an age quality of 16 to 24. She should have a sweet sympathetic youthful vocal quality.

### LEAD

An actor or actress whose voice carries an age quality of 25 to 35. The voice should be clear, definite, heavier in quality than the juvenile or ingenue and should have a quality of authority.

### CHARACTER

An actor or actress with an older voice, 35 to 60, who can do dialects or who has eccentricity of speech and characterization.

### CHARACTER JUVENILE

(17 to 24) male voice in dialect or having peculiar vocal quality.

**CHARACTER INGENUE**

(16 to 24) female voice in dialect or having peculiar vocal quality.

**BIT**

A small part in the cast which usually consists of a few short speeches.

**PICK UP YOUR CUE**

A command by the production director to an actor to begin speaking his lines immediately after the last word of the preceding speaker's last sentence.

**CUE**

A signal, either verbal or by sign.

**AD LIB**

Impromptu speaking

**READ-Y**

A quality of unnaturalness by an actor speaker giving the listener the feeling that he is reading rather than talking.

**SNEAK IT IN**

A command by the production director to the sound man or orchestra conductor to begin the sound effect or music very quietly and gradually increase the volume.

**FLUFF OR BEARD**

Any word or phrase accidentally mispronounced or in any way distorted resulting in an imperfect reading.

**IN THE MUD**

A lifeless delivery with very uninteresting quality resulting from a speaker's or actor's improper pitch and lack of nuance. Also the sound heard when the voice is spoken into a closed microphone and picked up faintly on a live microphone at a distance.

**SCHMALZ IT**

A command by the production director to the orchestra conductor to have the music played in a sentimental style.

**ONE AND ONE**

One verse and one chorus of a musical number.

**CUT**

A deletion of material whether spoken or musical in order to fit the prescribed time. It is also a term used by the production director in the form of a command to the engineer to close all microphones so that nothing more can go out on the air.

**CLEAN IT UP**

A command by the production director to the orchestra conductor to rehearse a musical number until it is perfectly rendered, or to a dramatic cast to remove all hesitations or defects in the delivery of lines.

**PACE**

Or speed of delivery. A variation of pace is used to express a variation of thought.

**LIGHT AND SHADE**

Variations from calmness to tenseness, softness to shouting, which keep a production from dull sameness.

**ACCENT**

Or change of emphasis in a sentence or group of sentences. This is necessary for shade of meaning, relief from monotony, and for quality of speech.

**CLEARING MUSIC**

Determining whether the station has a license to perform the musical number or numbers proposed to be played or sung on the air.

**TIGHT**

A program which in rehearsal times a few seconds over the allotted time and should either be cut or played rapidly, provided the material permits the rapid treatment.

**DRESS**

A program rehearsed for the last time exactly as it is to be broadcast.

**STAND-BY**

A command by the production man to the cast to be ready to go within a few seconds.

Also, a program whether dramatic, musical, or straight talk which is relied upon as an emer-



**TAKE IT AWAY**

Cue to begin a program given by a production director to engineer who relays it via direct telephone wire to an engineer at the program's point of origin.

**DROOLING**

Padding a program with talk in order to fill the allotted time.

**DEAD SPOT**

Also known as "white space" or period of silence when a program is supposed to be on the air.

**CUSHION**

When a program runs shorter on the air than it did during rehearsal, identifying theme melody is used as a "cushion" to fill in the extra time. Sometimes an extra paragraph of credit is used instead of theme.

**ON THE NOSE**

A program which, while on the air, appears to be on time to the second.

**ON THE HEAD**

A program which concluded on the exact second.

**ACROSS-MIKE**

This term is applied when sound is directed across the face of the microphone.

**BACKGROUND**

Music or sound effects used behind or under dialogue or song.

**BITE IT OFF**

A direction to stop the music in a radio program.

**CROSS-FADE**

Where one set of sound, music or otherwise, is being faded out while simultaneously other sound is being faded in. A technique commonly used to make transitions between dramatic scenes.

**FUZZY**

A term usually applied to vocal sounds which are not clear.

**HOLD IT DOWN**

A command to the engineer at controls to reduce volume.

**MONITORING**

Means listening to a production for the purpose of studying it. Monitoring is very important in determining the proper levels for sound effects.

**BLANKOUT**

To reduce volume of the microphone and then turn it completely off.

**BLASTING**

A distortion of sound caused by overloading the microphone, speaker, or other transmitting equipment.

**BRING IT UP**

A direction to increase volume.

**LOG**

A record required by law of every minute during which a station broadcasts.

**DEFINITION**

Clarity of transmission. It is that characteristic of a good production which enables the listener to distinguish between actors in a drama or to identify various musical units in an orchestra.

**III. SOUND**

**SOUND MAN**

One who creates, either by recorded effects or by manual effects the sounds required by the script.

**PANCAKE TURNER**

One who operates a sound effect machine for the purpose of playing recorded music on the air.

**PLATTER**

Musical records played on a sound effect machine.

**ELECTRICAL TRANSCRIPTION**

Sound transferred to a 16-inch disk, which revolves at a speed of 33 1/3 revolutions per minute, made for broadcast purposes and having high fidelity.

**PHONOGRAPH RECORD**

Sound transferred to a shellac composition disk of 10 or 12 inches diameter which does not have as high fidelity as an electrical transcription and is manufactured chiefly for home use. It revolves at a speed of 78 revolutions per minute.

## IV. ENGINEERING

### CONTROL ROOM

A small room usually enclosed in glass from which the engineer and production man control the program.

### V. I.

Or "volume indicator"—a delicate instrument containing a needle which indicates the volume of sound, enabling the engineer to determine whether the "level" is too high or too low.

### P. A.

Public Address system consisting of a microphone, amplifier, and loudspeaker. Certain types of microphone require a pre-amplifier in addition to an amplifier.

### GAIN

The increase in volume of sound obtained in the amplifier.

### RIDING GAIN

Controlling the amount of increase in volume of sound. The engineer does this with the aid of a volume indicator.

### PEAKS

High points in the variation of sound which are the natural result of changes of pitch, accent, and explosions of certain consonants and vowel sounds causing the volume indicator to fluctuate in accordance with the volume of those respective sounds.

### GIMME A COUPLE OF PEAKS

A request by the engineer via telephone line to an engineer at a remote point before the broadcast asking the remote engineer to speak into his microphone in order to determine whether the lines are clear. The phonetic yardstick used by the engineer in testing lines is "Woof" spoken explosively.

### LEVEL—OR VOICE LEVEL

A test of a speaker's voice for tone and volume to determine proper distance from the microphone for best listening qualities.

### BALANCE

Blending different kinds of sounds to achieve proper volume relationships such as musical background for a dramatic sequence. If the music is so loud that the dramatic dialogue is lost, a poor "balance" results. Also, the arrangement of musical groups to obtain a natural blending of tone.

### CUT A PLATTER

Means to make a recording.

### DAMPEN THE STUDIO

To increase absorption of sound by using such portable sound absorbance equipment as monks cloth screens, drapes and rugs or by bringing more people into the studio.

### LIVEN THE STUDIO

By taking sound absorbing materials out of the studio, pushing back curtains exposing window and wall surfaces, and by setting up sound reflecting screens.

### DEAD END

The part of the radio studio which has the greatest sound absorption.

### LIVE END

The part of the studio giving the greatest sound reflecting qualities.

### DUBBING

Refers to the process of transposing recorded material from one record on to a new record.

### REMOTE CONTROL

Refers to the engineering aspect of controlling a program produced outside the regular studio and relayed by shortwave or wire to the studio.

### "NEMO"

A term frequently used by radio engineers to designate any program broadcast by a radio station which does not originate in their local studios.

### KEY STATION

The station where a network program is produced.

### HAM

An amateur radio transmitter operator.

### LEG

A branch or link of stations in a network.

### A PIPED PROGRAM

A program which has been transmitted over wires.

### PICK UP

Acoustical value of program. Also location of microphones in relation to program elements. The origination point of a broadcast. Also a device containing an electro-mechanical member which vibrates when in contact with a moving phonograph record, a modulated

electric current for the purpose of making the record audible from a loudspeaker. Primary apparatus used to convert sound to electrical energy.

#### ECHO CHAMBER

A small room with resounding walls, used to give a hollow effect to certain dramatic scenes. The studio output is run into the echo chamber on a loud-speaker and picked up again on another microphone thus giving the boomy echo effect. Latest developments are rendering the echo chamber obsolete. The echo effect is produced in modern studios by running the studio output through a mechanism which delays part of the sound, then feeds it back into the main line. The result is a distorted hollow effect.

#### MIKE

Short for microphone—an electrical device for translating sound vibrations into tiny electrical impulses which can be then transmitted over a wire or through space to a remote receiving station and there translated back into the original sound.

#### CARBON MIKE

Microphone which accomplishes the translation of sound into electrical impulses by the use of small carbon grains contained between two thin metal plates, called diaphragms, which are vibrated by the sound. It is no longer used for broadcast purposes in most studios because of its tendency to produce an annoying hiss.

#### CONDENSER MIKE

Microphone which accomplishes what the carbon mike does without the use of carbon granules by using the two diaphragms as the plates of what is known as an electrical condenser. The vibration of the plates caused by the sound correspondingly varies the electric current in the condenser and amplifier. This microphone is less sensitive than most other types and therefore requires a small amplifier within a few feet of the microphone itself and is usually built into the microphone casing or into the base of its mounting stand. There are many standard cases for this type of microphone and the various names sometimes given to it are usually descriptive of the case—the mike itself being

fundamentally the same. A few examples are: camera mike, bullet mike, and desk condenser. These mikes are still used in some studios although they are gradually being replaced by the "velocity" or "ribbon" mikes.

#### VELOCITY OR RIBBON MIKE

Derives its name "ribbon" from the fact that it translates the sound into electrical impulses by means of a suspended metal ribbon which vibrates in accordance with the sound between the poles of a permanent magnet. This mike is so directional in its response that sounds coming from the sides of the microphone are only faintly heard over the loudspeaker, if at all. Actors can perform "fades" very easily on a ribbon mike by merely shifting their position from in front of the mike to the side.

#### DYNAMIC MIKE

Microphone which obtains its name from the dynamic loudspeaker, the principle of which is just the reverse of the dynamic microphone. Whereas the dynamic speaker transmits the impulses in a moving coil of wire which is in a magnetic field, to a diaphragm which in turn translates these impulses into corresponding sound vibrations understandable by the human ear, the dynamic mike receives the sound vibration upon the diaphragm and translates these into electrical impulses in the moving coil. Although this microphone was being generally replaced by the velocity mike, it is now finding favor again in many studios in a new, improved form called the—

#### BALL MIKE

(or any other name by which it may be called, as, eight-ball, billiard, etc.) which is essentially a dynamic microphone about the size and shape of a billiard ball. This microphone is non-directional and sounds are therefore picked up with equal intensity from any angle, thus allowing a large cast to work around a single mike.

#### BRUSH MIKE

A very rugged type of microphone which looks like the frame of a metal hairbrush. Its small size and dependable ruggedness combined with high fidelity make it an excellent mike for portable and outdoor radio pickups or public address systems.

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# Sign Language of Radio Studios

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Radio not only has its own verbal language, but it also has a silent language which came into being out of necessity.

During the broadcast the director is usually found in the control booth where he can watch his actors through a glass panel, and, at the same time, hear the production as it is heard by the radio audience. No matter how carefully a show is rehearsed, the director must be able to communicate with the actors when the program is on the air. For example, by observing his time notes in minutes and half minutes marked on his script, the director can tell at any moment whether his program needs to be slowed down, speeded up, or whether it is "on the nose". If the program is running too slowly, he will communicate with a sign meaning "actors pick up the tempo".

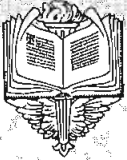
The following list explains the sign language most commonly used in radio studios: (If you intend to use these signals in broadcasting it would be well to check them with the studio director, for some directors use signals other than those listed below.)

## **Message—Sign**

- Increase volume**—Move hands up, palms up.
- Decrease volume**—Move hands down, palms down.
- Begin your speech**—Direct point at actor.
- "Stretch it out"**—Draw hands apart slowly as in stretching a rubber band.
- Speed up**—Turn hand, with index finger extended, clockwise rapidly.

## **Message—Sign**

- Move away from "Mike"**—Move hand away from face.
- Move toward "Mike"**—Move hand toward face.
- Cut**—Draw index finger across throat, "Cut-throat" motion.
- Avoid the provisional cut**—Tap head.
- Watch me for cue**—Point to eye.
- Give the network cue**—Show clenched fist to announcer.
- Fade-out**—Lower hands slowly, palms down. Turn clenched fist slowly.
- O. K.**—Form circle with thumb and forefinger. Other fingers extended.
- Is program running according to planned time schedule?**—Touch nose—quizzically. (studio sign)
- The production is proceeding as planned**—Touch nose.
- How is the balance?**—Touch ear with forefinger, balance with both hands, palms down. (studio sign)
- Start the theme melody**—Form letter "T" with forefingers. (Music Director usually uses baton and fingers.)
- Take the first ending and repeat the chorus**—Hold one finger vertically.
- Take the second ending and conclude**—Hold two fingers vertically.
- Repeat**—Same as above.
- Play entire arrangement**—Lower hands, palms vertically.
- Conclude with the chorus**—Clench fist during selection.
- Play the chord**—Clench fist during program.
- Play predetermined fanfare**—Salute.
- Start at the beginning of musical number**—Point up.



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# FOREIGN



***U. S. International Stations***



***Regulations; International  
Broadcast Stations***



***Department of Commerce  
Activities***



***World Markets Survey***



# INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

*The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. Frequencies are assigned according to international agreement between 6000 and 26000 kc. No charge may be made for transmission of such programs although the use of commercial programs broadcast simultaneously with standard broadcast stations is permitted. Purpose of this type of station is for experimentation and research for the improvement of international broadcast service.*

Licensee and Location	Call Letters	Frequency (Kc)	Power
Chicago Federation of Labor York Township, Ill.	W9XAA	6080, 11830, 17780	500 w
Columbia Broadcasting System, Inc. Near Wayne, N. J.	W2XF	6120, 6170, 9650, 11830, 15270, 17830, 21570	10 kw
The Crosley Radio Corp. Mason, Ohio	W8XAL	6060, 9590, 11870, 15270 17760, 21650	10 kw C.P. 50 kw
General Electric Company South Schenectady, N. Y.	W2XAD	9550, 15330, 21500	25 kw C.P. 100 kw
General Electric Company South Schenectady, N. Y.	W2XAF	9530	40 kw C.P. 100 kw
General Electric Company Near Belmont, Calif.	W6XBE	9530, 15330	20 kw (C.P. only)
Isle of Dreams Broadcasting Corp. Miami Beach, Florida	W4XB	6040	5 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	W3XL	6100, 17780	35 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	W3XAL	9670, 21630	35 kw
WCAU Broadcasting Company Newtown Square, Pa.	W3XAU	6060, 9590, 15270, 21520, 25725	10 kw
Westinghouse Electric & Mfg. Co. Millis, Mass.	W1XK	9570	10 kw
Westinghouse Electric & Mfg. Co. Saxonburg, Pa.	W8XK	6140, 9570, 11870, 15210, 17780, 21540	40 kw
World Wide Broadcasting Corp. Boston, Mass.	W1XAL	6040, 11730, 11790, 15250, 21460, 15130	20 kw

# ~ INTERNATIONAL ~

## BROADCAST STATIONS

*Digest of Regulations Governing Their Establishment and Operation,  
as of January 1st, 1939, Together with Available Groups of Frequencies.*

*The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. Frequencies for these stations are allocated from bands assigned (between 6,000 and 26,600 kilocycles) for broadcasting by Article 7, General Radio Regulations, annexed to the International Telecommunication Convention, Madrid, 1932.*

A license for an international broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the international broadcast service.

2. That the station will render an international broadcast service.

3. That the program production and experimentation will be conducted by qualified persons.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

### **Provisions for Commercial Program Transmission**

(a) A licensee of an international broadcast station shall not make any charge directly or indirectly for the

transmission of programs, but may transmit the programs of a regular broadcast station or network, including commercial programs, if the call letter designation when identifying the international broadcast station is given on its assigned frequency only and the statement is made over the international broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast. In case of the rebroadcast of the program of any broadcast station, Rule 177 applies.

(b) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly for the simultaneous transmissions of programs by the international broadcast station, nor shall commercial accounts be solicited by a licensee of another broadcast station or network or by others acting in their behalf upon representation that the commercial program will also be transmitted by an international broadcast station.

(c) Station identification and program announcements shall be made with international significance suited for the foreign nation or nations for which the ser-

vice is primarily intended or in which the reception is believed to be best on account of the frequency, season, hour of operation, etc.

### Frequencies Allotted

(a) The following groups of frequencies are allocated for assignment to international broadcast stations on an experimental basis:

<i>Group A</i>	<i>Group B</i>	<i>Group C</i>	<i>Group D</i>
6020 kc	9510 kc	11,710 kc	15,110 kc
6040	9530	11,750	15,150
6060	9570	11,770	15,150
6080	9590	11,790	15,190
6100		11,810	15,210
6140		11,830	15,230
		11,850	
		11,870	
		11,890	
<i>Group E</i>	<i>Group F</i>	<i>Group G</i>	<i>Group H</i>
15,250 kc	17,760 kc	21,460 kc	25,625 kc
15,270	17,780	21,480	25,650
15,290	17,800	21,520	25,675
15,310		21,540	25,725
15,330			25,750
			25,800
			25,825
			25,850
			25,875

### Separate Licenses

(b) A separate license and call letter designation will be issued for each frequency except that where frequencies in two or more groups are required to maintain a particular international broadcast service to certain foreign country or countries, one frequency from each of the groups required may be authorized by one license and one call letter designation. In such cases these frequencies shall be used consecutively during a day as required and they shall not be used simultaneously either on the same transmitter or different transmitters.

(c) Not more than one frequency in any group in subsection (a) of this rule will be assigned to a station.

(d) An applicant shall select the frequency which it is believed is best suited to the experiments to be conducted, for reception in the foreign country or countries for which the service is intended, and for a minimum of interference to other international broadcast stations.

(e) Applicants shall file a separate application for each frequency or frequencies requested in different groups as provided in subsection (h) of this rule.

### Power Requirements

(a) No international broadcast station will be licensed for a power output rating less than 5 kilowatts.

(b) While conducting apparatus experiments and in case adequate signal is delivered in the foreign country being served, the operating power output may be less than 5 kilowatts.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. The number of hours operated on each frequency.
2. A list of programs transmitted of special international interest.
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.
4. Research and experiments being carried on to improve transmission and to develop international broadcast and the frequency assigned.
5. All developments or major changes in equipment.
6. Any other pertinent developments.



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# THE DEPARTMENT of COMMERCE

and its

## ACTIVITIES REGARDING RADIO

By

**JOHN H. PAYNE**

*Chief, Electrical Division*

*Washington, D. C.*

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**T**HE Bureau of Foreign and Domestic Commerce has as its main objective comprehensive service to American industry, principally along the line of business promotion. Because of the nature of this activity, it is frequently possible to supply information in regard to other phases of the radio industry, such as engineering, statistics, applications, etc., which may be asked either by students or laymen outside of industry.

Emphasis is placed on foreign business inasmuch as this is where the greatest service can be rendered. American companies, obviously, do not need assistance in their domestic business to the same extent that it can be of use in their foreign activities.

Radio assumes a leading position in the Electrical Division's activities, since it is the largest item or group of items classified as a unit, in our exports. Recently, it has represented 25 to 30 per cent of the total exports of all electrical commodities from the United States to the rest of the world.

The Bureau serves industry through three rather distinct organizations—first, its 25 District and 53 Cooperative Offices located throughout the United States, through which it has facilities for intimate contact with all American individuals or businesses wishing to avail themselves of its services; second, through 34 Foreign Offices located in the capitals of the more important countries of the world, making close foreign contacts on behalf of American industry; third, a highly specialized headquarters organization in Washington, providing experienced people in each phase of industry and in several commercial services.

For an exporter, a District or Cooperative Office can perform such services as these: indicate where there is a market for American goods; explain how best to enter a market; specify the terms on which goods are ordinarily sold in a particular market; provide data as to the

competition to be encountered from foreign sources; furnish lists of buyers in the principal markets of the world; and render many other services.

The Foreign Offices form a vital element in the Bureau's service. They constantly provide data on all the significant economic, commercial, and financial developments of the various countries. They report on the general business situation in a specific foreign market—the competition between American goods and the products of other countries—the import duties and restrictions that may be imposed—sales methods and credit terms—and the foreign-exchange situation, when pertinent. They conduct surveys covering specific commodities in definite foreign markets, and provide a variety of other current special data.

While the Industrial Divisions in Washington render specialized services to specific industries, there are in the Bureau seven divisions giving intensive study to various distinctive phases of foreign business characteristics. In response to inquiries from industry, they can supply information not otherwise obtainable on some of the highly specialized aspects of foreign trade.

These Divisions include:

Commercial Intelligence—compiles lists of foreign buyers or sellers. There are 32,000 such lists now available to American business. The Division maintains a "World Trade Directory" report giving commercial information on approximately 650,000 foreign buyers or sellers. Information on credit and collection conditions, and credit payment terms in foreign countries, through the "Credit Situation Abroad" service.

Commercial Laws distributes information on the laws of all countries which relate to commerce and industry, including laws for transacting business, organization, commercial acts, and taxation, property problems (trade-marks, patents, copyrights, unfair competition, etc.), foreign insurance, factory, labor, and social-security laws affecting the cost of doing business abroad.

Finance—collects information regarding foreign banks and banking affairs, foreign monetary and exchange conditions, foreign trade financing in general, and related subjects. Is a prime source of statistics on (a) the balance of international payments of the United States; (b) foreign securities publicly offered in the United States; (c) American investments abroad; (d) foreign investments in the United States; and (e) data on related subjects such as war debts, etc.

Foreign Tariffs—current detailed records of customs tariffs, quotas, trade regulations, and commercial policy of all foreign countries, reports to American firms changes in this important field. Information on trade agreements concluded with foreign countries, and on all other phases of foreign customs requirements.

Foreign Trade Statistics gathers, compiles, and disseminates statistics on American imports and exports. Also contributes to numerous general statistical studies sponsored by the Industrial Divisions to meet the indicated requirements of individual industries.

Regional Information—furnishes general information about economic conditions abroad. A high degree of specialization is attained in this Division through placing the work under the supervision of regional specialists in charge of the European, Far Eastern, Latin American, and Russian Sections.

Transportation—collects and analyzes data from both foreign and domestic sources on such subjects as ocean shipping, packing and packaging, tourism, materials handling, inland waterways,

railway and motor transport, communications and postal services, warehousing, bills of lading, industrial traffic management, etc.

The Bureau maintains twelve Industrial Divisions, staffed by experts conversant with the details of each industry. These divisions bring the Bureau into direct touch with producers and exporters, making possible the establishment of mutually helpful relationships. For each industry, there is provided a specialized service, satisfying some of its peculiar and characteristic needs for statistical and other information. Essential information and data are collected under competent supervision, and is disseminated to the many trades in the most efficient ways that can be devised. Most of the material is provided by representatives of the Departments of Commerce and State stationed in foreign countries; the information covers a wide field of industrial and trade activities and is released to business in periodical and special bulletins.

The Electrical Division, one of the twelve similar industrial divisions, renders broad commercial services to the American electrical and radio industries. Its Radio Section serves the manufacturers of broadcasting and receiving equipment, as well as the broadcasting operators. Wide distribution of U. S. A. short wave programs has been established in cooperation with the Radio Manufacturers Association, whereby a compilation of all beamed American short wave programs is made available to publishers throughout the world.

The Division concentrates on obtaining and offering data which industry lacks the means of securing through its own endeavors. With respect to radio, the Division collects information regarding the widely varying conditions in other nations, in order to be able to inform American industry of world developments, prospective markets, needed adaptations, and other related matters.

Radio surveys have been made to develop the effectiveness of American short wave broadcasting throughout the world. Both its good qualities and its limitations as brought out in these surveys are passed on to the American short wave operators for their guidance.

Criticism from the radio or other electrical industries is solicited by the Division, in order that it may improve and make its services more useful to all interested in using them.

# EXPORT MARKET SURVEY

## • An International Digest •

*The comprehensive survey of the foreign radio market, immediately following, was prepared with the assistance of the far-flung Foreign Offices of the Departments of Commerce and State. Statistical information in each instance reflects the latest available data.*

### ARGENTINA

**General**—There are about 1,250,041 receiving sets in Argentina, approximately half of which are in the near vicinity of Buenos Aires. Several years ago the annual sales were about 150,000 sets a year, but for the past two years this volume has increased to 200,000. The selling season begins to decline in December, and rises again in March or April. The basic type of set which accounts for most of the sales at present is the 5-tube medium and short wave table model with horizontal cabinet, and with 8-inch speaker. The AC-DC set is now preferred to the exclusively AC set. Local electric service is 220 volts. Design and number of tubes generally follow American practices.

Under the provisions of the Cairo Conference (1938) Argentina may employ the tropical frequencies between 2,300 and 2,500 kilocycles (130 to 120 meters) for broadcasting, concurrently with mobile services.

**Sources of Supply**—The U. S. furnishes about 55 per cent of the radio sets imported, in point of value, and about 80 per cent of the tubes. The second supplier is Philips in both cases, with 35 and 20 per cent, approximately. Germany and the United Kingdom furnish some material of all classes, but holds no important percentage of the total business.

**Domestic Production**—An overwhelming percentage of the sets sold in Argentina are assembled locally. The component parts may be either imported or made in the country. Some of the well-known American makes are assembled largely from domestic parts; for others most of the parts have been imported.

**Tariffs and Restrictions**—The Argentine import tariff schedule is applied equally on shipments from all countries, aside from a few exceptions which do not include radio. Specific rates and classifications may be obtained from the foreign tariffs division of the Bureau of Foreign and Domestic Commerce on application. There is an Argentine sales tax of 1.25 per cent on the wholesale invoice value. There are no other outstanding restrictions as to imports or sales except the matter of exchange control.

**Television**—No developments.

**Amateurs**—The most recent issue of the "Guia Radio," published in Buenos Aires, shows 705 amateurs licensed.

**Facsimile**—Buenos Aires is connected with New York, London and Berlin by direct circuits for facsimile transmission. There is no internal service in the Republic. Facsimile transmission is increasing, news photos accounting for most of the business.

**Short Wave** Argentina is definitely short-wave minded, and at least 80 per cent of the sets now being sold include the 6-15 megacycle band in addition to the regular broadcast band. There is considerable interest in both the American and European short wave stations. Of the European transmitters, the German and British have the best reception, followed by the Italian, French, Dutch, and Russian stations. Most of the important European transmitters now use Spanish-speaking announcers.

Within the past year short wave reception of 2 or 3 American short wave stations has improved considerably, although there is still a tendency for German and other powerful European transmitters to blanket the American programs.

**Advertising**—At present, practically all Argentine stations are supported by advertising. Some advertisers use this medium exclusively.

The basic evening rates charged by the principal Buenos Aires stations range from 200 to 500 pesos per half hour, depending on the time, frequency, and nature of the program. An additional 150 to 300 pesos per evening half-hour is charged by the two principal chains to include their affiliate stations.

**Transcriptions**—A few of the leading radio stations have transcription libraries. Two Buenos Aires stations which have their own transcription machines record from programs during the daytime and transmit from records at night. Arrangements for broadcasting transcriptions are made directly with the stations or through agents. Most stations will accept transcriptions from advertisers, although the present use is largely restricted to theme songs, music, and spots for provincial stations.

**Regulations**—Argentine radio broadcasting is under the jurisdiction of the Director General of Posts and Telegraphs. The basic radio law, dated May 3, 1933, and slightly modified by subsequent regulations, covers naval, news, broadcasting, experimental, and amateur transmissions.

**Sets in use**—1,250,041.

**Stations** 48.

# AUSTRALIA

**General** On June 30 there were 1,157,911 licensees in force, an increase of 113,843 over a year previous. As one license entitles the holder to operate as many sets as he wishes, it is estimated that the actual number of sets is at least 1,250,000. Dealers estimate that 1938 sales will reach a total of 250,000.

**Types of Sets**- By far the largest demand is for sets of 5 tubes. Short wave sets are growing in popularity.

**Sources of Supply** Owing to high import duties there is no importation of receiving sets in commercial quantities, except that a few are brought in from New Zealand, under preferential tariff rates. The insignificant number that come in from the United States are those brought in by manufacturers as samples. The big demand for tubes for factory equipment is now met largely by the two tube factories operating in Australia. For the tubes which are still imported, the United States remains the principal supplier. All classes of radio equipment are now manufactured in Australia, Amalgamated Wireless (A sia) Ltd. having the dominant position.

**Patents** - The radio trade in Australia is dominated by Amalgamated Wireless. This company was originated in 1913, owns the perpetual right to use and exploit the Marconi patents in Australia, and in addition holds the Australian rights for some of the most important American patents relating to radio apparatus.

Virtually all worthwhile patents relating to receiving sets are controlled by a pool known as Australian Radio Technical Services and Patents, Ltd., at 47 York St., Sydney.

**Television** - While there have as yet been no television transmissions, the subject is being closely followed by the Postmaster General's Department and Amalgamated Wireless.

**Facsimile** Facilities exist for facsimile transmissions between Australia and London and Australia and Canada through the service of the Beam Wireless system, operated by Amalgamated Wireless.

**Short Wave** - Australia was the first British Dominion to establish a regular overseas broadcast service to the world, on September 5, 1937. This service is operated by Amalgamated Wireless and its purpose is to keep overseas countries informed of the resources and tourist attractions of the Commonwealth. This world wide short wave service is operated from VK3ME, Sydney, VK3ME, Melbourne, and VK6ME, Perth.

**Airways Radio** - Two radio navigation systems have been adopted, a radio range system on the routes from Adelaide to Brisbane via Melbourne and Sydney, and between Melbourne and Hobart.

**Broadcasting** - The broadcasting set up in Australia combines the features of both the English and American systems, in that there are some stations operated by the Government and others owned privately as a separate class. The former are known as "National Stations" while the latter are called "Commercial Stations."

At the end of June, 1938, there were 24 National stations. They are owned by the Postmaster-General's Department and are operated by the Australian Broadcasting Commission. These stations derive their income from the license fee paid by receiving set owners. The listener's license fee is 21 shillings a year, 2 shillings is retained by the Postmaster-General's Department which is responsible for the maintenance of the equipment, while the remaining 12 shillings go to the Commission to provide programs, rent, and other costs.

At the end of June, 1938, there were 94 Commercial stations, which receive no part of the listener's license fee but depend solely on the broadcast of advertisements or sponsored programs for their revenue. As a rule these stations are owned and operated independently, but there are several so-called networks.

**Advertising** - All of the Commercial stations broadcast advertising. This may be in the form of a sponsored program, or a brief announcement

between program items. Radio is now recognized as an important advertising medium in Australia. Transcriptions Transcriptions are widely used for broadcast programs in Australia. Some transcriptions are now made in Australia, but the United States remains among the principal sources of supply. Several companies in Australia are now engaged in the importation of transcriptions from the United States for distribution to broadcasting stations in Australia.

Sets in use—1,250,000  
Stations 118



# BAHAMAS

**General** It is estimated that 1,200 sets are in use, although a license is required dealers believe that the licenses issued represent but a limited part of the total, and the license figures therefore do not represent the situation. Annual sales are not known.

**Sources of Supply** Practically all sets in sale are imported from the U. S. There is no commercial importation from Europe.

**Patents** Patents have not been used to interfere with sales of American radio.

**Short Wave** Because of atmospheric interference, which maintains throughout the year, and the interest in reception of British Empire programs, short waves are required by buyers.

**Broadcasting** During 1937 a low power broadcast station was opened at Nassau, and a short wave auxiliary is planned. The station is operated by the Government on 610 kilocycles (921 meters) with 400 watts.

Sets in use—1,200  
Stations —1.



# BERMUDA

**General** At present 3,017 receiving sets are licensed for use in Bermuda. This figure is undoubtedly in excess of the number of sets actually in operation since when a receiver is discarded there is no obligation to report the matter and have the license cancelled. Annual sales average approximately 700. Although a satisfactory demand exists for the console or cabinet type radio, as might be expected in a country of modest financial resources, the sales of table instruments predominate.

**Sources of Supply** While U. S. sets prevail, if American products are to hold their dominance in this market it is important that improved models be made available from time to time and in particular that the apparatus be especially designed for sea air and sub-tropical conditions such as those existent in Bermuda and other humid areas. There is now a Dutch export set on the market which is said admirably to resist the dampness of Bermuda, as concerns the metal and the wood in the cabinet. Both portions have been specially treated with local conditions in view.

**Patents** No patent claims have interfered with U. S. selling.

**Tariffs and Restrictions** American and other foreign receivers, parts and tubes pay an import tariff of 25 per cent ad valorem, against a British Empire preferential duty of 10 per cent. This discrepancy has thus far been successfully overcome by the popularity of American equipment. There are no exchange restrictions, import quotas or other restrictions.

**Amateurs** There are but two or three amateurs. There have been no developments in facsimile and police radio.

## BRAZIL

**Short Wave**—Short wave reception is, on the whole, much more satisfactory than broadcast frequencies, although the medium band reception from the United States and nearby Latin-American stations is excellent when static is at a minimum. Nearly all foreign countries as far as eastern Europe are audible on the short wave.

Sets in use—3,047.

Stations—none.



## BELGIUM

**General**—On March 1 the total number of sets in use in Belgium was 1,002,045, an increase of 119,497 over the same date in 1937. Belgium should offer a substantial market for radio sets for many years, but under present conditions the prospects for expanding the sales of imported receiving sets do not appear promising. The European long wave band is required by most purchasers in order to receive the Luxemburg station as well as the long wave broadcasts from England, France, the Netherlands, and Russia.

**Sources of Supply**—Among the foreign receiving sets more commonly sold in Belgium are: His Master's Voice and Ecko (British), Telefunken, Point Bleu, Seibt, Saba, Nova, Loewe, Lorenz, and Strassfurt (German), Philips (also made in Belgium), and Stokvis (Dutch), and eight American makes.

**Tariffs and Trade Restrictions**—There are no restrictions on the importation, sale, or ownership of receiving sets or parts, except the import duty. Under the terms of the agreement concluded between the United States and Belgium in 1935, there was a reduction in the rate of duty on complete sets and the supplement tax per tube socket was reduced about 15 per cent. The import duty on complete sets at present is 17 francs per kilogram on the chassis and cabinet, plus 8.50 francs per tube socket and 1.45 francs per tube.

**Television**—Extensive experiments and research have been conducted by the Philips Corporation for the development of television in recent years, and as a result demonstrations were begun in their studios in Brussels in January, 1938, in the presence of Belgian and foreign government officials. The previews disclosed that considerable success has been achieved in their developments. Projections were made on a screen of unpolished glass 16x20 inches and transmitted a distance of 50 feet from the first to the second floor of the building. The transmitters operated at a very high frequency of 43,208 kilocycles for vision and 39,708 kilocycles for sound.

**Short Waves**—Short wave broadcasts are very popular in Belgium and such programs from France, Italy, England, Germany, Spain, Sweden and the United States are sought with eagerness, though the difference in time renders the short-wave broadcasts from the United States very inconvenient and only the radio enthusiast derives much benefit from the better American programs. When there is no serious interference, good reception may be obtained on ordinary short-wave radio receivers from the principal stations in the United States after 1 p.m. Greenwich time in winter, and after 4 p.m. in summer. A few other American stations are also heard, but the reception is often unsatisfactory.

**Advertising**—Since the unofficial stations must depend solely on revenue producing propaganda for their operating income, a more diligent effort is being made to popularize radio advertising in Belgium, but the advertising campaigns have so far been of local character and the rates charged for this service are quite nominal.

Sets in use—1,002,045.

Stations—9.

**General**—There is at present a good market for radio sets and a fair one for accessories and public address equipment. During the last 2 or 3 years fairly high powered broadcasting stations were constructed and a marked improvement was effected in the quality of the programs broadcast, with the result that the interest of owners and listeners has become aroused and sales of sets and equipment have increased considerably as compared with previous years. Nevertheless, the demand is not so large as might be expected from a territory of this size and population, being adversely affected by low average earning power. Total annual sales may not exceed 750,000 sets, although no official statistics are available. Sets in use are estimated at about 450,000.

**Sources of Supply**—Philips (Netherlands) continues to be the most serious competitor to American radio manufacturers in this market.

The fact that Philips receivers are offering increasing competition to American radios cannot be attributed altogether to the more favorable sales terms offered by the former. Local distributors of American radios freely admit that while Philips sets are not as selective as our receivers and lack their superior tone qualities, the latter are better adapted for use in this climate.

**Patents**—Patent claims have not interfered with the sale of radio equipment.

**Tariffs and Trade Restrictions**—Radio sets and accessories and parts (excepting tubes) fall under Article No. 1583 of the Brazilian tariff, with duty payable according to the weight of the unit. Present exchange regulations provide that drafts covering imports can be paid on due date for immediate remittance abroad by presenting the following documents for approval: Consular invoice, commercial invoice, certified by a Chamber of Commerce and Brazilian Consul, and Brazilian customs clearance certificate.

**Television**—No developments.

**Facsimile**—No developments.

**Short Waves**—Short wave reception is very popular in Brazil. About 10 per cent of the sets in use are able to receive the United States and Europe regularly, although United States stations are largely under the disability of interference from European stations, with directed waves. American broadcasts, however, are not entirely satisfactory to Brazilians, because of language difficulties.

**Advertising**—The use of radio as a medium for advertising has increased considerably in recent years. This development may be attributed largely to the substantial upswing in receiver sales which has afforded wider listener coverage, as well as to the improved quality of programs available. Estimates as to the coverage available through this medium vary widely. It is believed, however, that the 420,000 radio sets currently in use in the country serve a total of between 1,800,000 and 2,500,000 listeners, a majority of whom fall into the higher income groups. One major deterrent to the more widespread use of radio advertising in this country has been the lack of a network which might afford national coverage and the relatively limited radius within which any particular station or groups of stations may be heard. Aside from a lack of power, certain peculiar interferences are found here with reader reception poor within relatively restricted areas. These conditions are accentuated considerably during the warm months (November to March) when excessive humidity increases atmospheric noises.

Radio advertising rates vary widely.

Sets in use—460,000.

Stations—65.

## BRITISH INDIA

**General**—Imports into India of radio receiving sets and apparatus have been continually increasing during the past several years and a fairly good demand for ordinary sets can be considered to exist. There are, however, various factors which militate against the increased use of radios. One of the chief factors at present is poor quality of broadcasting. At least 50,000 sets are in operation, it is estimated.

**Sources of Supply**—British manufacturers are apparently paying more attention to the Indian market. They have successfully introduced short wave receivers and it is expected that the development of a short wave broadcasting system in India will react favorably on sales of British equipment which, of course, enjoys a preferential duty.

In the North West (Katachi area) the major market is held by instruments of American manufacture but they are encountering keen competition from Philips, which are now estimated to hold about 30 per cent of the sales volume. It is reported that the chief reason for the popularity of Philips sets is because of the good results obtained with their AC DC sets.

**Tariffs and Restrictions**—Radio apparatus of all kinds, including tubes, is dutiable at 50 per cent ad valorem. A 10 per cent preference is given to manufacturers of the United Kingdom, but this has been of very little, if any, assistance to British exporters. This high duty naturally enhances the cost of radios and is a particularly severe handicap in a country where its purchasing power is as low as it is in India.

**Short Wave**—Interest in short wave is extensive. Programs are received from most of the important world class stations, although American stations seldom come in well. The Government is giving special attention to short waves as a means of more readily covering India with broadcasting service.

Under the All India Radio's short wave expansion program, demand for sets covering 13 to 109 meters is bound to increase materially during 1939. Only a few American sets are available at present within this range and it is reported that the prices asked for these sets are almost prohibitive. However, one satisfactory American receiver has been introduced and although it sells at a high price the importing firm is highly optimistic as to its future in this market, pointing out that they have high class clientele who are prospects for just this type of set.

**Broadcasting**—The principal broadcasting stations in India are owned and operated by the Government India under the Posts and Telegraphs Department, the operating authority being known as "All India Radio" (formerly the Indian State Broadcasting Service).

It is believed that several private broadcasting services with amateur licenses give purely local programs of phonograph records, etc., in various localities.

The Government of India has authorized an expenditure of 1,000,000 rupees on broadcasting and this sum has already been allocated for expenditure on different projects. Installation of the stations decided upon is progressing rapidly.

**Advertising**—There are no sponsored programs at present on the air in India. This form of advertising was tried out, but met with very little success, and has been practically discontinued, although facilities are still available.

**Regulations**—Amateur transmitting licenses are granted only to subjects of British India or Indian States. Radio dealers have to operate under 3 licenses from the Government, each costing 10 rupees; one for operating radio, the second is dealer's license, and the third for demonstration of sets in prospective buyers' houses.

The law forbids the sale of a radio set unless

the purchaser can produce a license which has been purchased from Government authorities.

Sets in use—50,000.

Stations 8.



## BULGARIA

**General**—The market for radio sets has been improving, with a 10 per cent increase in imports in 1937, which, in turn, were 70 per cent larger than 1935 imports. The imports during the first quarter of 1938 show an increase of 14 per cent over the imports for the same period in 1937. Improvements in broadcasting facilities have developed much greater interest in radio, and adequate service has been extended to much new territory. The completion of the new 100 kilowatt national broadcasting station has greatly encouraged the market for radio sets in this country.

The most popular sets are table model, 5 or 6 tubes, with short and medium wave bands, with or without the long wave. Only a small number of sets without the short wave feature are now being offered. Console sets are usually too expensive for this market because of the high customs duty based on weight.

**Sources of Supply**—There are about 10 different makes of radios on the Sofia market. Of these more than half are of American origin, while the rest are from Germany, Austria, Netherlands, Italy, France, Hungary, United Kingdom and Bulgaria. Of the European radios sold the most important are Philips, Telefunken, Korting, Blau Punkt, Saba and Standard. American imports of radio sets in Bulgaria in 1937 were only 8 per cent of the total imports, while Germany had the leading place with 49 per cent. The loss of American leadership was due principally to a change in the customs tariff effected in 1936.

**Patents**—No patent interference with the sale of American sets and tubes has been experienced.

**Tariffs and Restrictions**—Bulgarian radio import business is now financed entirely by arranging "compensation" or barter transactions, as import permits, under which normal trade could be carried on, are not used for these products. Importers who are not prepared to handle the compensation export trade usually arrange with other business men for the transfer of credits, but the premiums charged for these transactions amount to about 35 per cent for business with the United States at the present time. Merchandise should not be exported to Bulgaria on credit under present conditions, since residents of this country, even if willing and financially able to meet their obligations, are not permitted to transfer their funds abroad, except along the lines indicated above.

**Short Wave**—There is a definite interest in short wave reception, although the subject is not given a great deal of attention. Nearly all sets sold have the short wave feature. European short wave programs are usually obtainable on the middle or long wave bands, but broadcasts from other continents are received on the better sets usually in a satisfactory manner. The 19 and 25 meters short wave band usually give the best reception in this country.

**Advertising**—Although there is some income from radio advertising, the policy has been a moderate one, and radio advertising has not overburdened the regular broadcasting program. Most of the commercial advertisements are offered with music or some kind of entertainment, and only a small number are in the form of advertising copy. Only 10 minutes of the daily program are devoted to radio advertising (5 minutes at noon and 5 minutes in the evening).

Number of sets 35,000.

Stations 3.

# CANADA

**General**—At the end of the fiscal year, March 31, 1,104,207 receiving licenses were outstanding.

It is estimated that 76 per cent of all Canadian families own receivers. The fall and winter seasons are the principal selling periods for sets. New models are usually announced late in the summer. In the last 4 years 41 per cent of annual sales to dealers have been made during the last quarter and 32 per cent in the third quarter.

Principal factors which handicap radio sales include the relatively high cost of receivers in Canada as compared with prices in the United States, lack of local broadcasting services in some areas, and the language handicap in Quebec where most of the listeners prefer French language programs.

**Types of Sets**—The design of sets sold conforms to that in the American market. The most popular sets are of 5 tubes, AC. Consoles of this class account for 7.5 per cent of the total sales, and mantel models 10.5 per cent. AC 6-tube consoles account for 7.2 per cent of the total and 8-tube consoles for 7.3 per cent. Up to 6-tube battery sets amounted to 24.8 per cent. Four-tube AC sets have lost in favor to the larger chassis, but this size still leads in the battery set market. All types and sizes have appreciable sale, however.

**Domestic Production**—Twelve companies manufacture radio receivers in Canada and because of patent control and electrical inspection requirements, these firms dominate the market.

**Patents**—Since 1927 the more important Canadian radio patents have been under the control of a patent corporation known as Canadian Radio Patents Limited. This corporation, at 159 Bay Street, Toronto, originally took over for licensing purposes numerous patents formerly held by individual concerns. It has since acquired patents and rights on its own account and has rights under foreign patents as well.

**Tariffs and Restrictions**—Canadian tariff information is subject to change and should be verified in advance of doing business in Canada. Complete current information can be obtained on inquiry of the Bureau of Foreign and Domestic Commerce. Radio receivers and most component parts, including tubes, are dutiable under Tariff Item 445d which provides free entry under the British preferential rate, 25 per cent ad valorem under the intermediate rate, and 30 per cent under the general tariff.

**Television**—This development is definitely in the experimental stage in the Dominion and its early practical application is discounted. Television presents a difficult geographic problem in Canada and as yet no concern has been inclined to provide television broadcasts because of the indeterminate nature of technical developments and the lack of a concentrated population area large enough to warrant the installation expense.

**Short Wave**—Canadian broadcasting on the short wave bands is chiefly confined to commercial and police work, aside from a few stations which release standard band programs on the short wave and the Broadcasting Corporation's regular stations which provide free messenger service to remote northern areas, not covered by commercial line wire service.

**Broadcasting**—Under the Canadian Radio Broadcasting Act, 1936, the Canadian Broadcasting Corporation on November 2, 1936, took over Government operation of the national broadcasting service and the control of all radio programs from the former Canadian Broadcasting Commission. Technical control of broadcasting stations reverted to the Department of Transport under the Radiotelegraph Act. The Government-owned corporation is headed by a board of 9 honorary governors and a general manager in charge of operations. The legislation charges the corporation to carry on broadcasting in Canada and authorizes it to establish, maintain and operate stations, to acquire or make operat-

ing agreements with private stations, produce programs, and otherwise function as a government broadcasting agency. The legislation envisages gradual extension of public ownership of radio in Canada and enlargement of coverage consistent with Federal finances. The principal difference between the Corporation and the Canadian Radio Broadcasting Commission which it replaced is that under the Commission authority to act in matters of policy and administration were combined in one body, whereas in the Canadian Broadcasting Corporation the board of governors will deal with questions of policy and administrative matters will be conducted separately. Broadcasting is considered a business controlled by a public service type of corporation (Government-owned) rather than an activity under an administrative governmental organization. The Corporation reports to Parliament through the Minister of Transport. Operations are financed by license fees for receiving and broadcasting sets and by revenue from commercial radio business. Further, the Act provides that by order-in-council up to \$500,000 may be borrowed from the government for the extension or improvement of broadcasting facilities. In addition, working capital not to exceed \$100,000 may be advanced by order-in-council.

In March 1934 a Parliamentary inquiry into the operations of the Radio Commission suggested "that, pending nationalization of all stations, greater cooperation should be established between privately-owned stations and the Commission," and that for the present the legislation which established the Commission be extended. A second Parliamentary committee of inquiry, appointed in 1936, was the basis of legislation which established broadcasting under control of a government-owned corporation. In 1938 a House of Commons committee reported favorably upon the results secured under the operation of the Canadian Broadcasting Corporation.

Licenses for broadcasting are issued by the Department of Transport after the application has been referred to the Corporation for recommendation. The new radio law also specifies that the Minister of Transport will receive recommendations from the Broadcasting Corporation in connection with new private licenses, change of channel, location or power.

**Programs**—Effort has also been made to build up Canadian radio talent and develop creative program writers. Canadian programs on exchange with United States stations have become increasingly popular and highly satisfactory exchange relationships exist between the Corporation and United States broadcasting systems.

Canadian broadcasting cannot hope to escape keen competition for listeners' attention from United States stations which are readily picked up in most areas of the Dominion. In meeting this competition programs are prepared to incorporate viewpoints and preferences in agreement with Canadian ideas and ideals. Effort is also made to avoid the more objectionable advertising features of commercially-sponsored broadcasting.

**Advertising**—Station time is usually sold through advertising agencies and rates vary according to the time of broadcasting and the coverage offered by individual stations. The advertising content of any program is limited to 10 per cent of the program period and specific regulations cover permissible material in advertising continuities.

**Transcriptions**—The use of transcriptions is generally prohibited between 7:30 and 1:00 p.m., but at other hours they are extensively employed by broadcasting stations.

Special recording apparatus of the Marconi-Stille type has been installed in the Broadcasting Corporation's station at Ottawa for recording important events for rebroadcasting at later dates. Special short wave receiving apparatus is located at Ottawa for recording or standard band release of overseas programs.

According to law, an annual license (fee \$2.50)

must be obtained each fiscal year (April 1 to March 31) for radio receivers. One license is good for only one receiver in a single household; a separate license being necessary for each additional set in a household and also for an automobile set operated by the householder. No rebate is provided for sets destroyed or retired from use but a license may be transferred to cover a new set bought during the year. Tourists temporarily in Canada are not taxed on their automobile radios. Receiving station licenses are issued to blind persons free of charge.

Sets in use -1,104,207.

Stations -87.

#

## CHILE

**General.** The Chilean market is largely dominated by American manufacturers whose standard practice is to appoint a distributor in Chile, who in turn appoints local retail dealers throughout the Republic. It is estimated that the total number of receiving sets in operation in Chile at the beginning of 1938 was between 75,000 and 80,000. This represents a steady increase from 1935, when the number was estimated at approximately 50,000 sets.

**Sources of Supply.**—The United States supplied 97 per cent (by value) of Chilean imports of receivers and sets in 1934; 88 per cent in 1935, and 89 per cent in 1936; 88, 86 and 100 per cent, respectively, of the transmission apparatus and 59, 70 and 81 per cent, respectively, of the radio tubes.

**Manufacture.** A large American radio manufacturer established a branch assembly and manufacturing plant late in 1936. Production in 1937 is estimated at 8,000 sets, mostly 4 and 5 tube models. Outside of this one manufacturer, no industry may be said to exist, although a few sets are locally assembled by radio dealers.

**Patents and Trade Marks.**—There is no patent in interference with the manufacture or sale of American sets and tubes in Chile. Sufficient protection both for patents and trade marks is available under Chilean law. The law is specific and providing that the manufacturer is careful to comply with it, there is little danger of infringement.

**Television.** There have been no developments.

**Short Wave.**—Two stations, CB15 and CB960, both in Santiago, are short wave and another is in the course of construction. Atmospheric changes, the barrier of the Andes, and other factors strongly affect the receiving of short wave programs. The 49 meter band is oftentimes too noisy for stations outside of South America, while the 31 meter band is very crowded. The best American station in the latter group formerly lost much by the London and Berlin broadcasts, but considerable improvement was noticed in both the case of Schenectady and Pittsburgh during the early months of 1938.

**Broadcasting.**—There are 60 broadcasting stations in Chile, of which 59 are in operation, 6 under construction, and 1 under reconstruction. The foregoing represents an increase of 8 stations during 1937. Five stations are listed at 5,000 watt and 1 at 10,000 watt.

**Programs.**—Phonograph records are still depended upon to a great extent for programs. This type of entertainment is accepted with good grace by the Chilean public, as it definitely prefers good music from records to poor music executed by mediocre talent. Occasional lectures, skits and daily news broadcasts about complete the picture.

**Advertising.**—Radio advertising is still in its initial stages in Chile and has yet to be placed on a sound commercial basis. Rates are definitely subject to bargaining.

**Transcriptions.**—The use of transcriptions is practically unknown in Chile, although one station made an arrangement to use the library service of an American broadcasting system some months ago.

**Regulations.** Broadcasting stations are divided into two categories. Those of the first category must have a power equal to or greater than 1,000 watts and must have wave lengths included between 300 and 545 meters, those in the same zone to be separated by a frequency of not less than 20 kilocycles. Those of the second category must have a power of not less than 100 watts and are to have wave lengths between 300 and 300 meters, 220 meters being reserved for movable maritime services.

Sets in use -80,000

Stations—57.

#

## COSTA RICA

**General.** Radio reception is best in Costa Rica during the dry season, as considerable atmospheric disturbances are generated during the period. Reception is generally inferior along the hot, low coastal regions, but uniformly satisfactory anywhere in the Central Plateau region. Principal world stations are distinctly heard under normal conditions. In 1936 1,740 sets were sold in Costa Rica, and the 1937 total was about 2,000. The total number of sets in use is estimated by the Government Department of Radios at 10,000, and by local dealers at 12,000 to 15,000.

**Sources of Supply.** About 90 per cent of the sets imported are from the United States. Foreign competition is represented principally by the Dutch Philips and German Telefunken sets. The Telefunken agent is said to be preparing a strong sales drive during the coming year. Both European lines range higher in price than American.

**Patents.**—There is no patent interference with sales.

**Tariffs and Restrictions.**—The basic duty on radio sets and apparatus is 1 colon per gross kilogram, plus a 4 per cent consular surcharge on this duty and an additional tax of 2½ centavos per gross kilogram. There is also a general surtax of 2 per cent or 5 per cent of import duty according to the port of entry. There are no import quotas, and exchange is freely obtainable.

**Short Wave.** Three commercial stations in Costa Rica broadcast on short waves. All receiving sets should be equipped for short wave since foreign stations cannot be heard on the broadcast band. Reception from all principal world stations is generally good in late afternoon and evening during the dry season. In the wet season atmospheric interference is met with. During the forenoon the best reception is heard at about 18 m.c., in the afternoon 15 m.c., and at night, 2 and 12 m.c.

**Programs.**—All stations operate by agreement between the hours of 6 a.m. and 1 p.m. and from 7 p.m. to 11 p.m.

Programs are almost entirely phonograph discs of dance and folk music, with miscellaneous advertising talks interspersed. The Spanish language is invariably used. American dance music and theme music is very popular, especially when first heard at moving picture theatres.

**Advertising.**—A great deal of advertising is done by all the stations listed.

A flat rate of \$10.00 (U. S. currency) for regular commercial advertising, to be repeated "several times each day," the exact number of times not stated.

Number of sets 10,000

Stations -30.



# CUBA

**General**—The importation of radio products is handled almost entirely through the Port of Habana, which is easily the most important center of demand. It is estimated that during the sugar-grinding season from January to May, 60 to 75 per cent of the entire sales of sets are made in Habana as against 25 to 40 per cent in the interior centers. During the so-called "dead season," sales in the latter drop to about 15 to 20 per cent of the total. The more important interior centers of demand are Santiago de Cuba, Camaguey, Santa Clara, and Cienfuegos. Manufacturers in the United States as a rule appoint an importing distributor in Habana, with exclusive franchise.

**Demand for Sets**—Various estimates of the number of sets in use range from 100,000 to as high as 250,000 sets. Inasmuch as manufacturers in the United States have supplied most of the radio sets and components shipped to Cuba, United States exports are a reasonably accurate measure of the market. The 1937 sales are considered to have approximated 41,000 new sets. The largest volume of sales, probably 75 per cent of the total, is composed of table-model all-wave sets of 5 to 7 tubes.

**Sources of Supply**—U. S. manufacturers supply most of the radio products sold in Cuba. According to Cuban export statistics, of a total of 1,208,372 pesos worth of radio apparatus shipped to the Island, American sources provided 1,165,082 pesos worth. The only trade of any importance from other countries consists of sets from the Netherlands.

**Patents**—There is no patent interference with the sale of American sets and tubes.

**Short Wave**—Short wave sets are so popular in Cuba that there is no demand whatever for sets with broadcast wave only. Reception of short wave broadcasts from the United States and European countries is only partially satisfactory, extreme fading being the principal difficulty.

In general the quality of American radio programs and their superiority over domestic broadcasts are well recognized. It is believed, however, that the majority of listeners prefer to tune in on their local stations and that re-broadcasts in Cuba of foreign programs have very much more chance of being listened to, than have the same programs by direct tuning. That announcement re-broadcast locally are in Spanish, and that tuning is easier, with less interference and fading are the principal reasons. There has been a notable reduction in interference between American and European stations.

**Broadcasting**—A reallocation of November 1, 1938, under a decree of October 24, greatly revises the frequencies on which Cuban stations are operating. The power designation, "100-200 watts" is not explained as to whether stations are to be assigned a specific power rating at a later date or are to broadcast with the reduced power at night.

**Programs**—Operators of Cuban stations claim that Cubans prefer local stations to foreign, and that there is a strong liking for so-called "typical music" such as rumbas and other native forms. Many American programs, especially musical, are well liked, especially if obtainable through Cuban stations. Increasing facilities for such re-broadcasts are being made available by American systems. This is considered an important factor in improving the general character of programs.

**Advertising**—Broadcast time charges range from \$5 to \$50 an hour. Considerable use is made of 35-word announcements, generally broadcast at program breaks and especially just preceding popular programs. Announcements may consume as much as 15 minutes time before the new program starts. Rates are subject to discounts for

contracts. In general, rates are so low that large volume is necessary for stations to operate profitably. There is only a comparatively small amount of use of transcriptions.

Sets in use—200,000.

Stations—82.



# DENMARK

**General**—Most Danish radio manufacturers are also wholesalers and it is estimated that about 50 per cent of the production is sold direct by the manufacturers to the retailers, while the other 50 per cent is sold through wholesalers. There are approximately 1,000 retailers, of whom some 50 to 100 are important and are estimated to account for 50 per cent of the sales.

A total of 746,864 sets were registered as of June 31, 1938, as compared with 686,640 on the same date of the preceding year, a gain of some 60,000 sets, or about 9 per cent. Total sales are estimated by the trade to approximate 90,000 sets a year. Most of the sales are for the replacement of old sets.

**Sources of Supply**—The domestic industry, comprising 9 manufacturers of importance, of whom 7 are Danish and 2 branch plants (Philips and Telefunken) satisfy practically the entire demand. The only imported set of any importance is the Italian Marconi. Only chassis are imported, cabinets being made locally. Makes enjoying the best sale are Philips, To-R, Telefunken, B. & O., Telavox, Neutrofon, Superfon, Tik, Unica, and Marconi. Very few, if any, American sets are sold in this market. Prospects were very good for American sets until the establishment of governmental control over imports, since which practically no permits have been issued for American sets.

**Patents**—Tube patents are controlled by Philips, and the local office is active in asserting rights possessed or claimed.

**Tariffs and Restrictions**—The duty rate on radios and loudspeakers as well as parts and accessories is 20 per cent ad valorem. Imported sets with tubes pay in addition 1.50 crowns for each tube. Tubes imported alone are also assessed 1.50 crowns each.

Imports of nearly all kinds of merchandise are controlled by the official Foreign Exchange Control Board, import licenses issued by the board being required before goods are permitted entry. Because of the pressure exercised by the two countries that are the largest purchasers of Danish exports, Germany and the United Kingdom, Denmark is compelled to import from these countries to the greatest possible extent. As a consequence import permits are granted rather freely for goods originating in those countries. This operates to the disadvantage of American trade.

**Short Wave**—Short wave reception is popular locally and practically all sets sold during the past two years are equipped to receive on short wave. Best reception is on the 19 and 25 meter bands. Local short wave broadcasting has been limited to a single wave of 31.51 meters, and has been the subject of considerable criticism, owing to poor reception, especially in the United States. Experiments are being made in revising the aerial and in use of 19.78 and 16.90 meter waves.

**Advertising**—Prohibited.

**Regulations**—The government, on account of the monopoly, does not permit others to broadcast. Regulations governing amateurs are given in a ministerial decree of March 27, 1935. Receiving licenses costing 10 crowns per year are required.

Sets in use—751,744.

Stations—3.

# DOMINICAN REPUBLIC

**General** It is estimated that there are between 1,000 and 4,500 sets in use. Import statistics give the only accurate indication of annual sales. The demand is increasing from year to year especially for small sets capable of receiving Cuba and Puerto Rico. With increasingly better programs from local stations, use of these small and inexpensive sets will be greater among the class of people in the lower income brackets. Radio sets generally in demand are of 5 and 6 tubes, and priced generally between \$59 and \$75.

**Sources of Supply** Radio sets, tubes, and parts come principally from the United States. Since there is no domestic production, import statistics are a satisfactory guide as to the sources.

**Patents**—No interference with sales.

**Tariffs and Restrictions**—By the law of Internal Revenue No. 854 of March 13, 1935, a sales, use, and consumption tax of 30 per cent ad valorem is imposed on radio sets imported into the Dominican Republic. No sales or exchange restrictions exist. There is a charge of 50 cents imposed annually on owners and operators of receiving sets.

**Short Waves**—Radio sets now imported are usually all-wave. A majority of the people prefer foreign programs. The stations holding most interest for Dominicans are Schenectady, Pittsburgh, Boston, London, Berlin, and Habana. In general wave lengths of 13, 14, and 19 meters are more favorable during the day from November to April. At night all year 25, 31, and 49 meters are favorable, especially during the winter.

**Programs**—Programs of Dominican stations are general in nature, but have not been highly developed artistically.

**Advertising**—Advertising rates are subject to alteration according to the type and length of programs which may be accepted.

**Transcriptions**—Transcribed programs are being used by 2 or 3 American firms at the present time. Difficulties encountered here have been limitations as to time allotment. The American firms using transcribed programs prefer evening hours, but this is not the most advantageous time because reception in the evening is more likely to be of foreign stations. In general Dominican stations are anxious to make contact with prospective advertisers by transcriptions. Tariff tables are all 33 v.p.m.

**Sets in use**—4,500.

**Stations**—28.



# ECUADOR

**General** Sets in use are estimated at about 6,000. Of this number, about 2,750 are in Guayaquil, and most of the remainder in Quito. Total sales for the year 1937 are estimated to have been about \$44,000. As stocks are not maintained to any extent, sales approximate importations. The type of set most popular in Ecuador is a 6 to 8 tube table model retailing at from 1,300 to 1,500 sucres (\$99 to \$102).

**Sources of Supply**—The United States occupies a dominating position in the Ecuadorian radio market and is now supplying about 75 per cent of the receivers and 90 per cent of the parts and accessories imported. Twelve American set manufacturers are at present actively represented in this market by distributor agents and several additional makes are represented less actively. Sales of the leading American make constitute about 60 per cent of the total set business.

**Patents**—No sales interference has arisen

**Tariffs and Restrictions**—Radio receivers, parts, accessories, and radio merchandise in general are classified under Article 1158 of the recently revised Ecuadorian customs tariff and are subject to an import duty of 10 per cent ad valorem. Merchandise from the United States under this classification enjoys a preferential reduction of 30 per cent of the amount of the basic duty, under the terms of a *modus vivendi*. Similar merchandise from Germany, Brazil, Belgium, Chile, Czechoslovakia, Netherlands, and France also receiving the same preferential tariff reduction.

**Short Wave**—Short wave reception has been growing in popularity and at present six Ecuadorian stations broadcast on these bands. Foreign stations most frequently heard are Colombian, German, British, American, Peruvian, and French, respectively.

**Broadcasting**—All broadcasting stations in Ecuador are independent. Most are commercial, although two stations, in Quito and Guayaquil, are concerned primarily with missionary activities conducted by means of radio.

**Programs**—No material improvements has been manifest in the quality of programs broadcast from Ecuadorian stations, which programs consist largely of recorded music broken by intervals of advertising. Although to the American mind these programs are almost totally devoid of interest, they are well accepted locally.

**Advertising**—The demand for time for radio advertising is growing rapidly in Ecuador, but rates remain far below those customary in the United States.

**Regulations**—Decree No. 166 of May 12, 1937, provides that non-commercial stations broadcasting publicity for Ecuador are exempt from a tax generally applied on transmitters, amounting to 1 sucre per watt, imposed by Article 29 of the Stamp Tax Law of February 13, 1936.

**Sets in use**—6,000.

**Stations**—24.



# EGYPT

**General**—In the 12 months ended June 1, 1937, 63,815 receiving licenses were issued in Egypt. Dealers estimate that 5 to 10 per cent of the sets used are unlicensed, indicating a probable 70,000 sets in use. Estimates indicate that about 65 per cent of the licenses are Egyptian.

**Sources of Supply**—The most serious competitor to American equipment is Philips, followed by British, German and Hungarian makes. Some progress was made by a Belgian make (Radio Bell) recently introduced on account of its close resemblance to American models.

Apart from a few expensive sets and radio parts purchased by Egyptian State Broadcasting, the United Kingdom occupies the third place as radio supplier, largely because of sales to the British troops stationed in Egypt and to British residents. A favorable trend towards buying British products has also developed among Egyptian prospects due to the efforts of British exporters who are giving more consideration to the possibilities offered by this market since the ratification of the Anglo-Egyptian treaty.

**Patents**—The patent situation has not offered any difficulty in the sale of American radio equipment.

**Tariffs and Trade Restrictions**—Under paragraph 785 of the Egyptian Tariff, wireless telephone and telegraph apparatus is assessed 12 per cent ad valorem, on substantially the c.i.f. value. A quay tax of 1-10 of the duty is added, as well as an import tax of 3 per cent ad valorem.

Radios individually imported are treated as ordinary merchandise with the exception that the customs authorities keep a record of the destination of the radio as check upon the payment of the annual license fees.

**Short Wave**—The "British Empire Program," as well as several European and American stations simulate the demand for short wave sets which is steadily increasing.

**Broadcasting**—Egyptian State Broadcasting, through the Marconi Wireless Telegraph Company Ltd. of London, now operates all broadcasting. The Marconi Company has a 10-year monopolistic concession, to operate as agents for the Egyptian government, receiving 60 per cent of the listener's license fees. The main studios are in Cairo in a specially constructed building.

**Advertising**—None.

**Regulations**—The Marconi concession constitutes the regulations governing broadcasting. Dealers are required to report all sales of radio with the identity of the purchasers. An annual receiving set tax is applied, amounting to 80 piastres (\$4) plus 5 piastres (25c) per tube. Antagonism to this taxation is general.

**Sets in use**—70,000.

**Stations**—5.

#

## FRANCE

**General**—On Sept. 30, 1938, 4,548,293 receiving licenses were outstanding, representing an increase of 621,391 during the preceding 15 months. The increase has continued, according to estimates, but no authoritative estimate exists as to the number of sets now in use. The French are inclined to consider radio more of a luxury than a necessity, which somewhat retards the market, but the general rate of sales is good. There is a distinct winter peak.

**Sources of Supply**—Radio imports are chiefly from the United States and the Netherlands, with some competition from Germany and the United Kingdom. The French industry accepts the fact that American design and technical practices are about 2 years ahead of the best they have been able to do in France, and adjusts its production, both as to price class and quantity, accordingly. The French radio industry is fairly large. Its principal drawback is its inability to finance frequent changes of equipment that would permit producing competitive sets in the more profitable classes.

**Tariffs and Restrictions**—Radio sets when imported into France pay an ad valorem duty of 22.6 per cent, plus the 8 per cent tax levied on all finished products entering France, and are subject to an import quota, the annual allotment to the United States being 4,000 metric quintals. Tubes are also under quota, the annual allotment to the United States being 429 metric quintals; the import duty levied being 12.30 per cent ad valorem, plus the 8 per cent tax levied on finished products.

**Television**—France is one of the leading countries in television experiment, and experimental transmissions have been made since April, 1935. The transmitter has been in the Eiffel Tower since November of that year, and has just been replaced by improved equipment. The antenna projects above the flagpole on top of the tower. The transmitter has a peak power of 30,000 watts, fully modulated, at the feeder of the antenna and is capable of transmitting television images having a definition of 400 lines. The transmitter is connected with studios in the Post Office building and in the Exposition, through coaxial cable.

**Broadcasting**—French broadcasting stations are of two categories, government and private. The Government stations are operated by the Ministry of Posts, Telegraphs, and Telephones, and are supported by the proceeds of license fees, while the private stations are operated on a basis somewhat similar to that in the United States.

**Advertising**—The Government stations do not broadcast advertising. However, advertising constitutes the principal means of revenue for the private stations, in which they have been sufficiently successful that income from this source is now subject to a special tax. Chain broadcasting has been started by only one group, "Radio Information," made up of Radio Mediterranee, Poste de l'Isle de France, Radio Toulouse, Radio Bordeaux Sud Este and Radio Enghien, the two last being interconnected.

There are two methods of advertising, "communiqué publicitaire" and "concerts patronnes." The former consists of series of advertising transcriptions, usually involving musical interludes. The second classification refers to sponsored programs, which are in almost every case of 15-minute length. Besides the usual French advertising, there is a growing industry in English publicity, especially for trans-channel reception. The most popular hours for this are 8 to 9 a.m., 12 to 2 p.m., and after 5 p.m. The largest users of radio advertising are manufacturers and dealers in foods, household equipment, and similar products.

**Sets in Use**—3,916,902.

**Stations**—26.

#

## FRENCH MOROCCO

**General**—According to the Protectorate's Department of Posts, Telegraphs, and Telephones, there were 34,240 licensed sets in use in French Morocco at the beginning of 1938, an increase of 1/6 over the 29,448 sets at the beginning of the preceding year. Local dealers estimate sales during 1937 at 5,000 to 5,500 sets, most of which, according to them, consisted of small-powered sets of European manufacture. Prior to the devaluations of 1937 and 1938, American makes led the market, but at present the leading make is Philips, with French makes as close competitors. The chief demand is for small and inexpensive sets, which is being met principally by the Dutch and French manufacture.

According to dealers, the most popular types of radios are: European 5 and 6 tube sets, American 7 to 9 tube, all-wave table models.

**Sources of Supply**—The principal sources of supply of radio equipment are at present, in order of importance, the Netherlands, France, and Germany.

**Patents**—No interference with radio sales.

**Tariffs and Restrictions**—There are no sales taxes, import, sales, or exchange restrictions.

**Short Wave**—Standard broadcast wave lengths are more frequently listened to in French Morocco than short waves, inasmuch as the local station and most French stations on the middle band are receivable. The short wavelengths most used are 6, 9, 12, and 16 megacycle bands.

**Broadcasting**—The only station in French Morocco is Radio-Marco, at Rabat, operated by the Protectorate government. The wavelength is 499 meters and frequency 601 k.c., the nominal power, seldom fully used, being 25,000 wats. The government has restricted all broadcasting service to this station.

**Advertising**—Advertising was discontinued July 1, 1938.

**Regulations**—The Protectorate government maintains a monopoly on broadcasting and does not permit the importation of radio transmitting equipment except for licensed amateurs. There are no restrictions governing the importation, sale, ownership, licensing, and use of receiving equipment except an annual license fee of 50 francs.

**Sets in use**—34,320.

**Stations**—1.

# GERMANY

**General**—Listeners are increasing at the rate of about 1,030,000 a year, a rate that has maintained since 1934. Domestic sales from 1933 to 1937 totalled, respectively, 1,750,000, 1,340,000, 1,310,000, and 1,500,000 sets. Total production in each year exceeded sales by about 100,000. The number of sets in use in Austria as of July 1, 1938, was about 670,000, approximately 92 per cent of the population, while in the "old" Reich in May, 1938, there were sets in 55 per cent of the homes. The average annual increase in registrations from 1928 to 1932 was 418,000, and 1933 to 1937 950,000. The largest sales come in the fourth quarter, though not the Volkswirtschaftlicher, the heaviest sale is in December. The increase in registrations continues until about Easter.

**Sources of Supply**—There is no market in Germany for imported radio equipment. Patent exchange agreements reserve the German market for German manufacturers. Under prevailing import and exchange regulations it is impossible for an American exporter to sell in Germany.

As a result of a patent dispute, however, an agreement was reached between Telefunken, the principal patent holder in Germany, and Philips of the Netherlands, whereby the latter was licensed to do business in Germany. By the same agreement, Philips allows a certain amount of German participation in the Dutch market, including East and West Indian possessions.

**Domestic Production**—The number of German radio manufacturers has been limited by decree of the Minister of Economics to 28 companies. After the incorporation of Austria the total was increased to 33 with the inclusion of 5 Austrian manufacturers. A cartel regulates prices and discounts. Of the entire production 97.5 per cent by number and 89 per cent by value is accounted for by domestic sales.

**Patents**—German radio patents are controlled by Telefunken which also holds the rights in several other European countries. The company's position in Germany appears to be unassailable.

**Tariffs and Restrictions**—In general imports from the United States are restricted to those products considered essential, which cannot be obtained locally or from countries having clearing agreements with Germany. Permits from the foreign exchange control authorities for all imports and for all exchange transactions, are required.

**Television**—Germany was one of the first, and for a long time, one of the foremost countries in the world to bring television to its people. For several years there has been one central sender and one relay station handling programs three times a week and a number of other transmitters are planned. Although announced some time ago, however, these have not yet been built. The station in operation uses intermediate film, 411 lines, 25 frames per second. Direct scanning is also some time used. A speed truck operating in Berlin picks up events and transmits them by either method, principally by film. Accompanying sound is recorded on steel tape by the magnetic method.

Television patents are under the same control as those for other radio apparatus.

Some manufacturers claim to produce television receivers at less than 500 marks, but purchase of such receivers is difficult. The Post Office is in charge of television developments and is making constant experiments. Although extensive progress has been claimed, little of this has been reflected in either private receivers or transmissions, indicating that the reported progress is probably more in the field of military developments.

Public television service in Berlin was announced for October, 1938, but has been postponed indefinitely, because of labor shortage and other considerations.

At the recent Radio Show, table television sets were exhibited with a frame size of 17 x 20 cm., which are intended as supplementary apparatus to regular radio receivers. Small television sets have been developed which incorporate both television

and sound or sound only. The frames in these are very small. There are also receivers projecting pictures on a screen by means of the Braun'sche tube, giving 10 x 30 cm. views. So far regular production of television sets has not been undertaken.

**Facsimile**—German facsimile service is carried on by cable within Europe and by radio with overseas countries. There are direct wireless connections between Nauem, the German facsimile station, and New York, Buenos Aires, and Bangkok. Siemens and Halske have developed a box set for news-paper reporters to enable them to send pictures from any postoffice wherever they are. This apparatus was tried out for the first time at the winter Olympic Games at Garmisch-Partenkirchen. German newspapers and commercial circles are already making great use of the facsimile service, particularly for transmission within Europe.

**Short Wave**—Interest in short wave reception is high, and most important world stations may be received. The Zeven transmitters, located north of Berlin, are among the most ambitious installations in the world for this purpose, and have a world wide coverage through their several directional beams.

**Broadcasting**—Broadcasting is under Government control, and all stations belong to the Post Office Department. The Government owned corporation Reichs Rundfunk Gesellschaft, under the Ministry of Public Enlightenment and Propaganda, operates the stations. The short waves transmitters total 11.

**Programs**—Since the programs are prepared by a Government agency, strict censorship is applied.

**Advertising**—None.

**Transcriptions**—There is a considerable use of various types of recordings, but all those used are made within the broadcasting organizations.

**Regulations**—The operation of both receiving sets and of broadcasting equipment, with the exception of military radio, is under the control of the Government through the Ministry of Posts.

**Sets in use**—11,000,000

**Stations**—45



# GREECE

**General**—Athens and Piræus being the principal sales areas for radios in Greece, it is customary to cover the entire country by means of an exclusive distributor located in Athens. Official statistics are not available, but about 33,000 sets of all types are now estimated in use throughout the country. Of these, no less than 70 per cent are believed to be in the Athens-Piræus area.

The type of radio now in general demand in Greece is all wave, covering frequencies from 22 megacycles to 110 kilocycles.

**Sources of Supply**—Fully 75 per cent of the radios sold in Greece are of American manufacture and all the better known American makes are represented. Among the foreign makes sold, Philips and Telefunken are the only sets worth mentioning, sales of all other makes being negligible. American sets enjoy a high reputation.

**Patents**—No interference with sales has occurred from patent claims.

**Tariffs and Restrictions**—Radio receiving sets and parts are subject to an ad valorem import duty of 20 per cent, calculated on the certified c.i.f. cost price. In addition there are various import surtaxes totalling 75 per cent of the basic duty and a 5 per cent excise tax calculated on the landed cost plus duties.

**Amateurs**—The possession and use of radio transmitting equipment by private individuals was recently prohibited in Greece. At present there are only a amateur radio transmitters in service, these being covered by special license. Their call letters are SVIKE, SVICA, and SVINK. All

operate on the 14 megacycle band and are located in Athens.

**Short Wave**—Short wave reception is becoming increasingly popular in Greece on account of the satisfactory results obtained during the daytime from European stations. Short waves are an essential feature of almost all the sets sold in Greece at present. American short wave stations are heard only on the larger sets.

Programs from London, especially news bulletins are of keen interest to a large number of listeners, and PCJ in the Netherlands is also popular. The best results are obtained on the 12, 15, 16, and 22 megacycle bands.

**Broadcasting**—After numerous delays and last minute postponements the Athens broadcasting station began to function about the middle of June, 1938. The station has a 15,000-watt Telefunken transmitter which operates on a frequency of 601 kc, 499 meters wavelength. The station has no call letters, but uses a characteristic of pastoral flute with goat bells in the background.

**Advertising**—Very little advertising has been done through the Athens station so far and the management of the station confesses to a complete lack of organization in this respect.

**Regulations**—Owners are required to register their sets with the Ministry of Communications as soon as purchased and to notify the same Ministry of any changes in ownership.

With the opening of the local broadcasting station radio owners have been called upon to pay the receiving licensee fee provided for by law, but never enforced.

Sets in use—23,000.

Stations—1.



## GUATEMALA

**General**—While sales in 1937 were considered very satisfactory and showed some gain in the total number of units, the increase was much less marked than in previous years.

The tax figure of 11,842 tax-paid sets is believed to be 10 to 20 per cent below the actual number. Of these, 8,718 were in the Province of Guatemala.

**Types of Sets**—Owing to inadequate local broadcasting, small middle-band sets have not had any appreciable demand until the present year. The inauguration of the powerful government-operated station in October, 1937, has helped to stimulate this trade somewhat. Practically all radio users demand all-wave sets with a minimum of 5 or 6 tubes. The principal sales are of 8 and 10 tube sets.

It is estimated that from 80 to 90 per cent of the sales are table models.

**Sources of Supply**—The United States is by far the largest supplier of practically all types of radio equipment imported into Guatemala. At least 90 per cent of the broadcasting equipment, tubes, parts, and accessories, including antennas, amplifiers, etc., are from the United States.

**Patents**—Patents in no way interfere with the sale of American sets or tubes.

**Tariffs and Restrictions**—Radio apparatus is assessed in the Guatemalan Tariff under the general grouping including telegraph, telephone, and television apparatus.

**Amateurs**—Amateurs are somewhat restrained by the necessity of obtaining a government permit to import transmitting apparatus, and only two are operating. Both are members of the technical staff of the government broadcasting station TGW, and transmit under the calls TG9AA and TG9AB.

**Facsimile**—Up to the present there has been no facsimile transmission of pictures and maps. Newspapers depend upon airmail for rapid transmission of photographs.

**Short Waves**—The only short wave broadcasting in Guatemala is that of the government stations, TGWA, TGS, TG2X, TG2 and TGQA. Another short wave station is under construction and will be operated on the 49-meter band as TGWB.

Reception of short-wave broadcasting from the more powerful stations in all parts of the world are generally heard satisfactorily in Guatemala.

**Programs**—Programs for the most part include musical numbers, though there has been an increase in the use of news and educational features. Musical numbers are supplied by local bands and marimba orchestras, and transcriptions are also used.

**Advertising**—All of the broadcasting stations with the exception of TGC accept advertising.

**Transcriptions**—Only ordinary phonograph records have thus far been used in Guatemala. The new broadcasting station will, however, use electrical transcriptions.

**Regulations**—In addition to the regulations covering acceptance of advertising, the law establishing government station TGW provides for receiving licenses and notification of change in ownership of receiver, applications and notices to be on 10-cent stamped paper, and that licenses are to be issued by Station TGW as the government licensing agency. Other provisions deal with broadcasting operations of TGW.

Sets in use—11,842.

Stations—10.



## HAITI

**General**—It is estimated that 2,500 sets are in use in Haiti. The principal requirements of the Haitian market are for all-wave sets, both the climate and scarcity of local broadcasting giving short wave reception extra value.

**Sources of Supply**—Most of the receiving sets and tubes are imported from the U. S. The only foreign makers represented are Philips and Telefunken, which are reported to have sold 2 and 20 sets, respectively, during the past year.

**Patents**—Patents have not interfered with sales of radio apparatus.

**Tariffs and Restrictions**—Radio receiving appliances, equipment, and parts are classified under paragraph 11033 of the Haitian customs tariff and pay duty of 30 per cent ad valorem, plus a surtax of 5 per cent of the duty. The trade agreement between Haiti and the United States provides that whenever the Haitian budget calls for expenditures of \$8,000,000 or more, the rate on this item is to be reduced to 15 per cent ad valorem. It does not appear that this will occur in the near future.

**Short Wave**—Much interest is shown in foreign broadcasting, and as French is the official language of Haiti, programs from Paris are preferred by many. Reception of American and European stations is good. Some interference is caused by European stations.

**Programs**—Programs consist principally of phonograph records. Occasionally music is furnished by local talent.

**Advertising**—Advertising is accepted by HH2S, HH3W, and HHW. Announcements are made between the playing of phonograph records.

**Transcriptions**—Transcriptions are not used to any great extent because of the cost. Phonograph dealers exchange the use of records for ad time or mention of the source of the record.

**Regulations**—The Haitian radio law provides: All forms of radio under the Department of Public Works; broadcasting stations must be licensed after approval by the Department of the Interior; operator must be licensed; receiving license fee 1 gourde per tube per year for private and 1.50 gourdes per tube per year in public places; broadcasting license fee 0.50 gourdes per watt

of output up to 800 watts, 0.75 gramoids over 500; operator license fee 15 gourdes per year, amateur license fee 8 gourdes per year, temporary amateur 3 gourdes per year. Secret code among amateurs is prohibited.

Sets in use—3,500.

Stations—15.



## HONDURAS

**General.** No official figures are available, but estimates by local dealers, however, place the number at between 15,000 and 16,000. Approximately 95 per cent of the receiving sets sold in this market are table models.

**Sources of Supply.**—So far as transmitting equipment is concerned, only American products are to be found in this market. It is not thought that equipment from other countries has ever been imported for sale. In other branches there has been a small amount of competition, but none seriously limiting American sales.

**Patents.** There is no difficulty with regard to patents.

**Tariff and Restrictions.** The Honduran Customs Tariff under item 2199 stipulates a duty of 0.75 lempira (38 cents) per gross kilogram on radio sets imported into the country. In addition to this there must be paid a surcharge amounting to about 10 per cent of the duty, as well as certain other small taxes amounting to fractions of a cent each.

**Short Wave.** Sets without a short wave range are of very little value in Honduras. Radio dealers estimate that approximately 95 per cent of the programs received in this country come over short wave.

**Broadcasting.** There are 3 broadcasting stations in Honduras.

**Advertising.** All radio stations in the country broadcast advertising, which is believed to be the sole source of revenue for the station operators. There are no listeners licenses. Most of the advertisements broadcast consist of commercial announcements interspersed between musical numbers.

Sets in use—35,000.

Stations—3.



## HONG KONG

**General.** On July 31, 1938, there were 9,500 receiving licenses in force. The demand is increasing. Radio is becoming more and more popular in Chinese tea houses, in shops and in the home.

The demand from South China has been negligible since the outbreak of the Sino-Japanese hostilities. There have been heavy purchases by the Chinese Government but such sales have no bearing on the general market situations.

In 1937, only 55 per cent, by value, of Hong Kong's imports of radio apparatus and tubes were exported to South China and other nearby countries, as compared with approximately 80 per cent in 1936.

**Sources of Supply.** In 1937, the United States assumed a dominant position as a supplier of radio equipment to Hong Kong, furnishing 75 per cent of the total value of imports in this category. It was followed by the United Kingdom with a share of 13 per cent, Holland with 5 per cent, Japan with 3 per cent, and Germany with 1 per cent.

**Patents.** No patent action has affected the sale of American apparatus.

**Tariffs and Trade Restrictions.** No duty is assessed on radios or parts thereof imported into Hong Kong. No other restrictions exist.

**Amateurs.** The number of amateur transmitting stations has decreased since the beginning of 1936, and in August, 1938, there were only 14 amateur licenses in force. The demand from this source for equipment continues insignificant.

**Short Waves.** Short wave reception is popular, and purchasers prefer this feature to be included in their sets. American programs are seldom received because of distance and lack of beam transmission, together with atmospheric interference.

**Broadcasting.** The broadcasting service in Hong Kong is maintained by the Government. There are no private broadcasting stations, and everything pertaining to radio traffic is Government controlled.

**Transcriptions.** Transcriptions play a large part in the local radio programs. All records are purchased from dealers.

**Regulations.** A broadcast receiving license costs 12 dollars per year, while a dealer's license costs 50 dollars. All radio receiving sets are subject to inspection at any time on order of the Postmaster General, and the license may be cancelled at his discretion. Dealers are required to keep all stocks at a specified place, and are responsible for any misuse of merchandise. They are required to maintain a register of sales.

Sets in use—9,500.

Stations—3.



## HUNGARY

**General.** About 305,000 sets are in use. There are about 510 radio dealers, but only about 50 are important. Six Budapest wholesalers handle about 10 of the trade.

**Types of Sets.** According to official records, on December 31, 1936, there were in use in Hungary 73,917 crystal sets, 11,754 1 tube, 182,259 2 tube, 107,034 3-tube, 57,072 4 tube, 9,589 5-tube, and 3,957 6 tube and larger. About 85 per cent of the tube sets are socket power. Crystal and 1 tube sets are rapidly decreasing, while larger sets are increasing in use. The low purchasing power of the public limits the demand to low and medium priced sets.

**Sources of Supply.** The domestic industry supplies practically all the receiving sets and tubes used in Hungary, except auto sets and military transmitters, both of which come from Germany.

**Patents.** There has been no interference from patents in the sale of American radio goods.

**Tariffs and Restrictions.** The import duty on radio sets is 800 gold crowns per 220 pounds.

**Television.** No developments.

**Facsimile.** No developments.

**Short Wave.** The better grades of sets manufactured in Hungary have both the short and long wave bands, in addition to the broadcast. Results appear to be good on all short wave bands including the 49 and 15.

**Broadcasting.** Broadcasting is a Government monopoly, supervised by the Royal Hungarian Postal Department. The service is under lease to the Hungarian Telephone News Service and Radio Company.

There are two experimental short wave stations at Szekeschevvar operating with 6,000 watts.

In addition there are 59 other transmitters, 6 being on airplanes, 7 on steamers, and 10 in public service and in scientific institutions.

**Programs.** Budapest broadcasts daily from 6:45 a. m. to 12:10 a. m., and Budapest U from 5 to 10 p. m. The relay stations usually take programs from U, but occasionally from U. HAS3 is on the air Sundays from 3 to 4 p. m., and HAT4

Wednesdays and Thursdays 1 to 2 a.m. and Saturdays and Sundays 12 to 1 a.m.  
**Advertising**—No advertising is broadcast.  
**Regulations**—Regulations are now being prepared by the Royal Hungarian Postal Department.  
**Sets in use**—400,000.  
**Stations**—7.



## IRELAND

**General**—There is a good demand for radio sets in Ireland, and the market is steadily expanding. The greatest demand occurs between December and March. In addition to the usual seasonal effects, this period finds the agricultural community, which forms fully two-thirds of the population of the country, in possession of the greatest amount of cash.

According to official figures, there were 112,000 licensed receiving sets in the country December 31, 1937, compared with 104,000 a year previously. No accurate information is available as to the number of sets sold annually, but it is estimated to be in the neighborhood of 30,000.

**Sources of Supply**—The majority of the sets sold are British, the Netherlands and the United States each furnishing about 10 per cent of the imports.

**Patents**—No patent activities have interfered with radio sales.

**Tariffs and Restrictions**—A duty of 50 per cent ad valorem is imposed on all radio sets imported into Ireland. Parts and Accessories are dutiable at 25 per cent ad valorem, with the exception of cabinets, which are assessed at 50 per cent. There is no preferential rate for British products.

**Amateurs**—The total number of licensed amateurs is about 35.

**Short Wave**—There is no Irish short wave broadcasting. American and European short wave stations are received regularly.

**Broadcasting**—Broadcasting is a Government monopoly, under the Department of Posts and Telegraphs.

**Programs**—All programs are originated at the Dublin studios and transmitted simultaneously by all three stations. The local programs are designed to have a distinctive flavor. Broadcasts to schools are given for one-half hour daily, except Saturdays, Sundays, and holidays.

**Advertising**—Sponsored programs have been tried out, but the Government does not encourage them.

**Transcriptions**—Records are broadcast approximately 11 hours weekly. Advertising transcriptions are not used.

**Regulations**—The stations being Government-owned, no regulations have been adopted for their operation, other than the international and European conventions to which Ireland is signatory. Receiving licenses are required, costing 10 shillings annually.

**Sets in use**—112,000.  
**Stations**—3.



## ITALY

**General**—The number of radio subscribers in Italy at present is about 900,000. The number of sets sold during 1937 is estimated to be about 180,000. Sales during 1938 are expected to reach 200,000 sets. Sales are particularly of a seasonal character, being at the highest point in winter and at the lowest in summer. The type of set having the largest sale is the superheterodyne having 5 tubes.

**Sources of Supply**—The domestic industry provides now for the entire requirements of radio sets and material. The total import quota of tubes for 1938 is set at 131,576 units of which the United States is allotted 70,000, or 53.2 per cent of the total.

**Patents**—Some of the more important Italian firms have patent agreements with American, German, Dutch and other companies. The question is not at present active.

**Tariffs and Trade Restrictions**—Imports of radio sets and tubes are subject to license by the Ministry of Communications. When the import license has been obtained the Ministry for Foreign Trade and Exchange grants the necessary foreign exchange.

**Television**—Rome and Milan will soon have television transmitting stations with 441 lines of analysis or 28 whole pictures. These stations will be manufactured in Italy as regards the transmitter, while the analyser will be imported. However, an Italian company has been devoting itself for years to the problem of television and has its own systems and patents also as concerns the analysis of the picture.

**Amateurs**—There is in Italy an association of radio amateurs—ARI. However, as licenses for amateur transmitting are obtainable with great difficulty, their number is very small.

**Facsimile**—For the wire transmission of photographs 5 plants are installed for newspapers, all supplied by foreign firms. So far the domestic industry has not manufactured equipments for this application.

**Short Wave**—The interest in short wave transmission has been considerable so that the type of set most in demand, the 5-tube superheterodyne, has the three bands for long, medium and short waves, and the higher price sets have the short waves divided into two or more bands.

**Advertising**—Advertising has been eliminated in broadcasting. In the case of sponsored programs only the name of the sponsor is announced.

**Regulations**—Under the decree law of February 8, 1923, radio stations and broadcasting services are a Government monopoly in Italy and colonies. The Government can grant concessions and issue licenses to private companies and public bodies for erecting and operating wireless stations. As indicated above, the broadcasting service has been leased under decree law of 1927, to the E.I.A.R. The direction and supervision of the service is vested in the Ministry of Communications.

Private owners of radio receiving sets are required to pay a fixed annual subscription to the broadcasting company at the rate of 81 lire per annum if paid at the beginning of the year or 85 lire if paid in advance in two semi-annual installments.

**Sets in use**—900,000.  
**Stations**—30.



## JAMAICA

**General**—The demand for radio equipment has been moderate, but it would appear that the market is gradually becoming saturated and will decline in the near future to one almost entirely of replacement. The low purchasing power of a large majority of the population restricts potential users and these are largely supplied. A further adverse factor is the poor reception of overseas broadcasts during the summer months. The sales of radio sets are slightly better during the Christmas season than at other periods of the year but, owing to the slight variation in the climate, there is little fluctuation in business at other seasons.

Atmospheric disturbances in the Caribbean Sea and the topography of the country affect radio reception to some extent at all periods of the year, but from March until October it is almost impossible to achieve long wave reception. According

to the Superintendent of Telegraphs there were 3,340 receiving set licenses, including 880 original applications, in effect at the beginning of 1938.

**Advertising**—There are one daily morning paper and one weekly paper published in Jamaica, and dealers advertise in these periodicals at irregular intervals. They also advertise at the better class picture houses.

**Sources of Supply**—Over 80 per cent of the sets imported are of American manufacture and the United Kingdom supplies about 13 per cent. The imports of tubes are not separately classified but the United States supplies at least 85 per cent of all parts imported, while less than 10 per cent are from the United States.

**Patents**—There are no patent laws or regulations affecting the sale of American or other foreign products.

**Tariffs and Restrictions**—With the exception of an important tariff, there are no exchange or other legislative restrictions affecting the market for radio equipment and parts.

**Short Wave**—Only short wave sets are in demand as long wave reception is unsatisfactory for nine months of the year.

**Sets in use**—3,340.

**Stations**—None.



## JAPAN

**General**—Japan is at present operating on a full wartime basis of economy, with the Government exercising rigid control over all phases of finance, industry and trade. Imports are being curtailed in order to combat the unfavorable trade balance and to maintain the value of the yen on world money markets. Import licenses are required for receiving sets and equipments. Owing to the well-developed state of the domestic radio manufacturing industry, which is on an export basis, imports during the closing months of 1937 and during the early months of 1938 showed a decided shrinkage. It is believed that total arrivals during 1938 will be considerably below the levels of recent years. The number of licensed radio receiving sets at the last count was 3,302,489.

Opportunities for the sale of American radio receiving sets are extremely limited, owing to the current trade and exchange restrictions, the import duty of 40 per cent ad valorem of the c.i.f. price and the general low-price characteristic of the market.

The Japanese radio manufacturing industry is expected to meet with growing business. The number of sets sold in the domestic market is expected to increase in greater rate for many years to come, due to increase in number and power of broadcasting stations and greater popularity of radio among the masses. Further, the improvement in production is expected to cause continued expansion of exports not only to Asiatic countries but also to the Occident.

**Patents**—Imitation is a strong feature of Japanese manufacturing, and any imported article should be fully covered by Japanese patents before being placed on sale. Otherwise, it is most certain that as soon as popularity is attained, direct imitations will appear, often with trade marks and cartoons in striking mimicry of the original produced and sold at prices far below any at which American goods can be imported.

**Tariffs and Restrictions**—Radio receiving sets and equipment are dutiable under Japanese Import Tariff Item No. 559 at 40 per cent ad valorem, the duty being assessed on the c.i.f. valuation. Effective October 11, 1937, importers of such apparatus are required to secure import permits from the Finance Ministry for all purchases from abroad exceeding 100 yen in value. This regulation went into force as the result of the promul-

gation on that date of the Emergency Trade Control Law. While not altogether in the nature of an import prohibition, it has had the effect of limiting imports to products not yet made locally to an extent sufficient to fill domestic needs and then only in curtailed amounts.

**Television**—A considerable amount of experimental work has been done with television in Japan. Public tests have been conducted during the past several years, the most important of which were held in February, 1938. Developments are now being directed by the Japan Broadcasting Corporation at a special laboratory erected for that purpose at Kinuta, on the outskirts of Tokyo. According to Dr. Kenjuro Takayanagi, leading television researcher in Japan and director of the new laboratory, temporary television broadcasts will be started in July, 1938, for the express purpose of being sure that regular television service will be available by 1940 when the Olympic Games are scheduled to be held in Tokyo.

The Japan Broadcasting Corporation has constructed a television set that will be made available to the public at the rate of 1,000 yen, equal to \$290 each. Further research may bring this price down to 500 yen a set. At this level, it is estimated that about 10,000 sets will be sold, but no greater number is envisaged unless a drastic price reduction is achieved.

**Short-Wave Reception**—Short-wave reception in Japan is prohibited, the few sets operated being owned by Government officials or foreign diplomats. Satisfactory reception from the United States is reported to be impossible, owing to the fact that the power broadcasting stations are all on the Atlantic seaboard of the United States and also because of climatic and other interference. It is possible that a powerful station on the Pacific coast could be heard in the Orient with some degree of regularity and satisfaction. There is no market for short wave sets in Japan and the popular American all wave sets find no appeal here since the short wave reception bands must be rendered unfit for use.

**Broadcasting**—Broadcasting in Japan Proper is under the control of a single organization, the Broadcasting Corporation of Japan (Nippon Hoso Kyokai), a semi-official concern closely supervised by the Department of Communications. Programs are subject to strict censorship and nothing that might harm the interests of the country and its people is allowed to go on the air. Advertising of all sorts is prohibited. Political speeches cannot be included in the daily program. Even election campaign speeches and Diet proceedings cannot be broadcast.

**Advertising by Radio**—No advertising of any description is broadcast by Japanese radio stations.

**Transcriptions**—Arrangements for transcriptions are usually made locally, both for American and for European music and other material. Two American companies have branch plants in Japan and these firms supply transcriptions to the Japan Broadcasting Corporation. Payment is made for the right to broadcast such material.

**Regulations**—The original Japanese broadcasting regulations were adopted by ordinance of December 21, 1923, but since amended on a number of occasions.

**Sets in use** 3,759,047

**Stations** 39



## LUXEMBURG

**General**—Responsible dealers are of the opinion that the Luxembourg market is now "saturated," in the sense that practically all persons able or willing to buy radio sets have done so, and future sales must be based on replacements and extra sets, for the most part. The best estimates place



## **MANCHURIA**

### **Including Kwangtung Leased Territory, "Manchukuo," Etc.**

the number of receiving sets now in use at more than 30,000. This is more than one set to every ten of the population. Very large families are the rule in Luxemburg, and in certain regions reception is difficult or of no entertainment value, because of high tension cables, machinery, or other circumstances. Sales have been falling off for months, and at present are mostly replacements. It is believed that under present conditions 35,000 sets would represent the maximum which could be used in this country, and that figure has almost, if not quite, been reached. The most popular selling sets in Luxemburg at present are large table types.

**Sources of Supply**—Germany, Belgium, and France, in the order named, are the chief countries of supply. Except for a few sets assembled to order by a couple of amateur dealers, there is no local manufacture of radio receiving sets.

**Patents**—There is no patent interference with the sale of American sets and tubes.

**Tariffs and Restrictions**—The Grand Duchy of Luxemburg is a member of the Belgo-Luxemburg Economic Union and the customs duties on all imports are the same for both countries. A reduction in the duty on radio tubes and parts imported from America was secured in the trade agreement between the United States on the one hand, and Belgium-Luxemburg on the other. There is no quota restriction on the importation of radio sets and parts into Luxemburg. There are equally no exchange restrictions between Luxemburg and the United States.

**Short Wave**—The desire to hear programs on the short waves is growing. This is largely because the more expensive sets are equipped for short wave reception rather than any active demand by purchasers. Reception from all countries of the world at loudspeaker strength is possible in Luxemburg nearly every day of the year, with powerful sets. There is no short wave broadcasting in Luxemburg.

Reception of American short wave stations has been greatly improved by the institution of beam directional broadcasts.

**Broadcasting**—The Grand Duchy of Luxemburg has only one broadcasting station, one of the most powerful and modern in the world, broadcasting at 200,000 watts on a frequency of 232 kilocycles and a wave length of 1293 meters. "Radio Luxemburg" is the name of the station, which has no official call letters. The station is owned and operated by the Compagnie Luxembourgeoise de Radiodiffusion, 53 Avenue Monterey, Luxemburg, Grand Duchy. The station is in constant operation from 7:00 a.m. until 1:00 a.m.

**Advertising**—Radio Luxemburg has at present about all of the advertising that it has room to accept. Its rates are not generally made public, and are in some measure a matter of individual arrangement. About 90 per cent of the advertising is in English.

**Regulations**—A new agreement between the stockholders of Radio Luxemburg and the Grand Ducal government was signed in 1938. The new accord requires payment by the station on the basis of gross receipts rather than the previous arrangement of an annual payment of 30 per cent of the net profits. Station will pay the government on a sliding scale which allows a maximum of 25 per cent of total receipts. Present income is derived from American and English advertising which sponsors 80 per cent of commercial time on the station. Radio-Luxemburg continues its monopoly of broadcasting by the new agreement which incorporates previous regulations contained in the charter of the corporation itself. No taxes or license fees are collected from owners of sets.

Sets in use—30,000.

Stations—1.

**General**—On January 1, 75,000 subscribers were reported representing a 25 per cent increase in 3 months—owing principally to the interest of the populace in the progress of Japanese invasion of Northern China. Another element responsible for increased sales is the purchase by the government and government-controlled agencies of sets to assure reception of important patriotic and "national benefit" programs. The army is also interested in receivers, especially short wave, and as no Japanese sets are produced with short wave bands. American sets are purchased exclusively for this purpose. For the price market, 3 and 4 tube Japanese sets are the most widely sold. American sets are demanded by those able to afford higher quality.

**Sources of Supply**—About 60 per cent of the radio imports are from the United States, practically all of the remainder being from Japan. A very few German sets are imported.

**Tariffs and Restrictions**—Radio equipment is classified in common with Telephone and Telegraph apparatus under No. 244 of the Tariff of "Manchukuo."

**Short Wave**—The operation of all radio sets is subject to police permit, and all-wave sets are controlled more strictly in order to prevent their unauthorized operation, particularly with reference to the short wave band, the use of which is seldom authorized. At irregular intervals inspections are made and the questionable band cut off in sets of those persons whom the police think should not operate them. For this reason after these inspections local sub-agents are somewhat reluctant to stock sets having short-wave bands, although there is no limitation on the sale of all-wave sets, only in their operation.

**Broadcasting**—The broadcasting stations are owned and operated by the Manchurian Telegraph and Telephone Co., a semi-official organization.

**Advertising**—Advertising by radio was inaugurated early in 1937, but has not had the anticipated success. Less than 25 per cent of the important firms have availed themselves of the service, while more recently the military "emergency" has interfered with such developments.

**Regulations**—All receiving sets are licensed, and the use of sets receiving short waves is prohibited. Regulation is generally under police jurisdiction, generally interpreted according to the Japanese code. Military operations is a frequent cause for imposition or suspension of some rulings, which, however, do not seriously interfere with the continued operation of broadcasting.

Sets in use—75,000.

Stations—7.



## **MEXICO**

**General**—It is estimated that between 300,000 and 350,000 sets are in use. As the U. S. is the principal supplier, with only limited competition, sales are generally parallel to U. S. exports. In 1937 sets so shipped numbered 111,661. The sales during the first 6 months of 1938 were 50 per cent below those during the same period of 1937. The principal reason given is the high rate of exchange.

Mexican preference is for low-priced 5-tube table models, costing from 140 to 180 pesos. In that field short wave is not considered important. Those who can pay a higher price prefer the

7-tube all-wave class, usually table models. Domestic radio manufacturing is very small.

**Sources of Supply**—Transmitting equipment is almost exclusively from the U. S., while the U. S. furnishes 92 per cent of the total radio imports of Mexico, the remainder being from the Netherlands and Germany. The principal competition is from Philips. The trade estimates that Philips business in Mexico doubled in 1937. German makes include Telefunken, Puno Azul, Saba, Lorenz, and Mende.

**Patents**—There are no patent difficulties in the sale of radio equipment.

**Tariffs and Restrictions**—Duties were increased in January, 1938, and again changed April 30. The present rates are: Transmitters, 8 centavos per legal kilo, receivers with cabinet, 2.50 pesos per legal kilo, receivers without cabinet, 1 peso per legal kilo, tubes, 15 centavos each, antennas 40 centavos per legal kilo, separate loudspeakers 40 centavos per legal kilo, cabinets with loudspeaker 1.20 pesos per legal kilo, cabinets 1.20 pesos per legal kilo, and parts 40 centavos per legal kilo. Parts must be specifically for radio to come under this rate.

**Short Wave**—With the growing popularity of all-wave reception, there is an increasing interest in United States short wave programs. Practically all short wave stations in the United States are clearly receivable. Other western and European stations are heard regularly and are popular. Progressive improvement in Mexican broadcasting stations and other transmitters have improved reception and eliminated interference.

**Chain Broadcasting**—There is no chain broadcasting at present, although special hookups are arranged on outstanding occasions, such as addresses by the President. Authority to require chain operation for the transmission of the official bulletins which every station is required to broadcast is given in the regulations.

**Programs**—Vocal and instrumental Mexican music, news, classical musicals, comedies, dramas, and comic dialog make up the typical Mexican program. The requirements regarding program content outlined in the regulations brings special emphasis on nationally characteristic material.

**Advertising**—The largest users of radio advertising time appear to be breweries and manufacturers of medicinals, beauty preparations, and cigarettes. These four industries advertise on a national scale. Other radio users are largely localized. Rates do not as a rule include talent. Stations reserve the right to maintain artistic standards. Some stations make extra charge for announcers' services. Rates for one of the leading stations range from 65 to 155 pesos per half hour, each hour of the day being priced differently. Quarter hour rates are about 60 per cent of the half hour charge. Discounts on contracts range up to 20 per cent for more than 100 broadcasts.

**Transcriptions**—Transcriptions are used quite freely.

Regulations require that any speech be in Spanish.

Sets in use 359,000

Stations 100



## NETHERLANDS

**General**—The number of sets registered in the Netherlands on March 31, 1938, was 705,156. Sales were again quite seasonal, especially during the Christmas season when the variation is quite pronounced. Philips, supplying 70 per cent of the market, has discontinued a 15 per cent summer discount.

It is estimated that between 40,000 and 50,000 sets are sold annually. As a result of increased prosperity of the past 2 years, the volume of business has become quite satisfactory. The

potential demand has been estimated at 170,000 sets annually.

**Patents**—The importation of American radios in the Netherlands on a commercial basis is not permitted because of the control of basic patents by the Philips Company. Although doubt has been expressed of the validity of these patent rights, any dealer attempting to import American radios is liable to an injunction action in the courts of this country. No case up to the present has been carried to the highest court of appeal, so that the question is still in abeyance, but the position of Philips is considered to be a strong one. As a practical matter the Philips concern continues to enjoy control of the market.

**Television**—Television in the Netherlands is still in the experimental stage, although the progress already made in overcoming technical difficulties would, it is reported, justify the utilization of television in the Netherlands to the same extent as is being done in England, where performances are being given regularly. The Philips concern has secured a number at its laborator-ies at Eindhoven. The reproductions obtained with the company's newly developed 22 tube sight and sound receiver are considered satisfactory even when compared with the best obtained thus far elsewhere. With iconoscopes built in its own laboratories, both outdoor scenes and motion picture films can be transmitted direct, without the intervention of photography, by so-called interlacing at 25 pictures per second; in this manner, larger and clearer pictures are obtainable. There are still many improvements needed, but Philips has introduced complete television transmitters and receivers. This is some indication that the technical difficulties are being surmounted.

**Short Waves**—More all-wave sets are now being offered for sale in the Netherlands because the Netherlands is interested in developing short wave broadcasting with its colonies and because listeners desire the option of tuning in on the short wave band. In general, however, the average listener prefers the long and standard wave transmitters from Hilversum and Kootwijk. On the same band, he has the long and standard wave programs of neighboring countries at his disposal. Little or no interest has been displayed in the ultra-short wave.

American short wave programs can be received in the Netherlands but the great obstacle is the difference in time which makes clear reception possible only with very selective sets. Programs coming from the United States which are only to be had with difficulty and at an inconvenient time possess some novelty; this, however, is soon lost especially when the average listener, with a moderate priced set, may tap the long and standard wave stations of nearby European countries offering good and diversified programs.

**Broadcasting**—Broadcasting in the Netherlands derives its revenue almost entirely from voluntary contributions to one of the four broadcasting associations in the Netherlands. These associations publish periodicals, subscriptions to which as well as advertising therein are an important source of revenue. Owners of receiving sets pay no license fee but every set must be registered with the postal authorities.

**Advertising**—Broadcast advertising is prohibited by law.

**Transcriptions**—Considerable use is made of phonograph records for broadcasting but the market for American transcriptions, even with an advertising, is negligible.

Sets in use 705,156

Stations 1

## NETHERLANDS INDIES

**General**—There were 54,462 sets in use at the end of 1937 in the Netherlands Indies, compared with 39,028 at the end of 1936. The sharp increase was partly due to better economic conditions and partly to the introduction by Philips of a comparatively cheap model at 89.50 florins. Early 1938 sales have held up well. About 65 per cent of the sets are owned by Europeans, 19 by natives, and 16 by other Asiatics.

The country offers a promising potential market since broadcasts are universally popular. Only a limited number of models have been available, and these offered at relatively high prices. The native market offers the greatest promise, but because of limited purchasing power, this cannot be developed until cheap, efficient sets are available. A good all-wave model costing 25 to 35 florins would meet a demand of several thousand sets a year.

**Sources of Supply**—The most popular sets are Philips and Erres, both Dutch, but some British GEC and Austrian Minerva are sold. The German Mende was recently introduced, but the Korting and Blau Punkt are now seldom found. Under an agreement with Philips, German concerns are permitted to import 600 and British 250 per year, according to reports.

**Patents**—Owning tube patents, Philips has succeeded in definitely holding Netherlands Indies as a market closed to American tube sets. The closure developed as a result of the popularity of American sets during the early days of broadcast development, and earlier among amateurs, Philips using the right to refuse licenses as a means of preventing importations in competition. The right of individuals to buy sets abroad for delivery in the country has never been decided by the courts, although Philips agents usually notify such an importer that suit will follow if he accepts delivery. Generally the matter is dropped, however, if the importer gives sufficient assurance that the set is for "amateur" use and will not be offered for sale.

**Short Waves**—The tropical climate of the Netherlands Indies has restricted radio developments to short waves almost exclusively.

**Programs**—Seventeen stations broadcast primarily for European audience and 7 for the native. According to the terms of the NIROM concession programs must be developed to meet the public interest. Questionnaires are regularly distributed to listeners.

**Advertising**—Although there appears to be no prohibition of advertising over NIROM stations, no efforts have been made to sell this service. Other stations are prohibited broadcasting anything for monetary return other than the free contributions of their listeners.

No. of sets in use—54,462.

Stations—59.

## NETHERLANDS WEST INDIES

**General**—According to official figures there are now 2,378 radio sets in the Netherlands West Indies. Seven to 11-tube table models for short and long waves combined are the most popular sets.

**Patents**—Philips controls patents, the colonies coming under the same patent jurisdiction as the Netherlands. Licenses to other firms have been consistently denied, with the exception of certain German companies with whom Philips has a working agreement regarding concessions in their

respective patent agreement territories. Threats of civil and criminal prosecution of importers and dealers have prevented the importation of other sets for sale.

**Tariffs and Restrictions**—There are no governmental restrictions on the importation of radio apparatus except for a duty of 15 per cent ad valorem on the factory price.

**Short Wave**—Foreign stations received are London, Berlin, Eindhoven, and nearly all stations in the Western Hemisphere.

**Broadcasting**—There is only one broadcasting station in the Netherlands West Indies, located at Curacao and operated by the Curacaosche Radio Vereeniging. Programs consist mainly of electrical transcriptions of dance bands of the U. S. and Latin America.

**Advertising**—Advertising is broadcast and advertising practices resemble those used in the U. S., and are at least 95 per cent of American products.

**Transcriptions**—Most of the transcriptions used are of American origin. No advertising transcriptions have been used.

**Regulations**—A permit must be obtained for the installation of a transmitter or receiver.

Sets in use—2,378.

Stations—1.



## NEWFOUNDLAND

**General**—Owing to the geographical situation of the Island, owners of radio receiving sets in Newfoundland are able to receive programs broadcast by American, Canadian, and European stations. As a rule, however, reception in St. John's is poor, owing to the almost continuous leakage from street and house lighting wires, as well as from the street railway system. An additional cause of poor reception in Newfoundland is said to be the electrical phenomena associated with the Aurora Borealis and geological formations at the point of reception, which limit satisfactory short-wave reception to the late hours of the night. The street cars stop running at midnight and the improvement in reception after that hour is noticeable. During the summer months short wave reception is fairly satisfactory.

The few large department stores in St. John's, as well as a large number of manufacturers' agents, handle American radio receiving sets and equipment. All distribution is through St. John's, the capital, which is also the principal commercial center of the Island.

**Sources of Supply**—During the 1937 fiscal year the United States supplied 93.35 per cent of the imports of radio receiving sets and equipment into Newfoundland, only 4 per cent having been supplied by the Canadian Marconi Company. It is estimated that 3 prominent American makes satisfy approximately 70 per cent of the demand for American sets, the remaining 30 per cent being shared by 12 or 15 other manufacturers.

**Patents**—There are no patents held by Newfoundlanders which affect the radio trade. Several foreign patents appear to have been registered in Newfoundland, but this circumstance has had little or no effect on sales. The preference which seems to be shown by officials of the Department of Posts and Telegraphs for the Canadian Marconi Company is believed to be based on the fact that it is an Empire undertaking, and has no reference to any patent rights.

**Tariffs and Restrictions**—It should be noted that imports for the fiscal years 1930 to 1934, inclusive, were assessed at 35 per cent ad valorem. However, the new Customs Import Tariff, which was promulgated January 1, 1935, assesses im-

ports of radio sets and equipment at 30 per cent ad valorem, with no preference being given to sets and equipment of British manufacture. This reduced tariff has resulted in a considerable increase in the importation of American equipment.

**Short Wave**—Receiving sets, to enjoy any great demand, must have short wave bands. American and European short wave programs are received in St. John's. There is no local short wave broadcasting.

**Advertising**—Advertising over the local broadcast stations is done almost entirely through the medium of short announcements by station announcers and through phonographic transcriptions, all of which are obtained from the United States.

**Transcriptions**—Stations VONF, VOGY and VOXM use transcriptions and popular dance recordings to form 60 per cent of their programs. Imports of transcriptions (15 minute recordings) valued at approximately \$3,000 U. S. currency, were made by these stations during 1937. All such transcriptions were obtained direct from the U. S. They are rented out to individuals or organizations wishing to advertise over the radio. They are never sold outright. However, some of the local firms representing American manufacturers import their own transcriptions advertising the merchandise which they represent.

Sets in use 11,000

Stations 6



## NEW ZEALAND

**General**—Radio sales in New Zealand have increased with rapid strides in recent years, particularly since 1934. This trend is illustrated by the steady annual increase in the number of licenses which has maintained since 1934 without a break. Although the retail demand has recently been reported to be slackening and retail dealers to be somewhat overstocked, sales have more recently improved, and import figures indicate that sales in 1938 may considerably exceed those of 1937.

On June 30, 1938, licensed receiving sets in use numbered 296,065, including 1,713 dealers' sets and 1,033 experimental sets. As compared with the same date in 1937, total sets increased by 41,741 or 14.6 per cent.

**Sources of Supply**—During the calendar year 1937, the principal countries supplying numbers of imported sets were the United States (62 per cent), United Kingdom (49 per cent), and Australia (15 per cent). Values of importations were apportioned as follows: United States, 50 per cent; United Kingdom, 28 per cent, and Australia, 18 per cent.

**Patents**—A patent pool known as the Australian Radio Technical Services and Patents Company Limited, with headquarters in Sydney, Australia, is authorized to form agreements between patent holders and local dealers and manufacturers.

**Tariffs and Restrictions**—The General Tariff covers imports from the United States.

**Short Wave**—Short wave sets are extremely popular and their use has been increasing in recent years. The principal demand is for all-wave sets. Reception of American stations, however, is poor in most sections of the Dominion. On the other hand, good reception is reported for the United Kingdom, France, Germany, Russia and Japan. There is no local short wave broadcasting other than experimental. The government has announced that it plans to establish a short wave station, but no definite steps have yet been taken. Wave bands giving the best reception are reported to be 25, 32, 42 and 46 meters.

**Broadcasting**—Radio broadcasting in New Zealand is controlled by the government, which, through

the Minister of Broadcasting, owns and operates 17 stations, 4 of which broadcast advertising. There are also 8 privately owned stations controlled and subsidized by the government, which are not permitted to broadcast advertising matter.

Government stations are separated in two distinct services, the administrative heads of which are responsible to the Minister of Broadcasting. The National Broadcasting Service, comprising 12 non-commercial stations, is administered by a Director of Broadcasting in Wellington. The National Commercial Broadcasting Service, comprising 4 advertising stations, is administered by a controller, with offices in Wellington.

**Advertising**—The National Commercial Advertising Service, Dixon Street, Wellington, gives the following rates for the commercial network, which includes stations in the 4 principal cities. The "D" rate, 15 minutes, for individual stations is by comparison, casual, 3 pounds 12 shillings for Dunedin, 6 pounds 19 shillings 6 pence for Wellington, 5 pounds 10 shillings for Christchurch, and 8 pounds 5 shillings for Auckland.

**Transcriptions**—The major portion of local broadcasts consists of transcriptions. The market for American transcriptions is very good, both of advertising numbers and otherwise. American records comprise about 50 per cent of those used, the balance being principally English and Australian. A few transcriptions are made in New Zealand. Transcriptions are imported either by independent agents specializing in handling radio parts or by advertising placement firms. Turntable speeds are 78 and 33 r.p.m. Records used are mainly 12- and 16-inch, although 8- and 10-inch are also in demand.

Sets in use 293,819

Stations 25



## NICARAGUA

**General**—The latest estimate for radio receiving sets in use in Nicaragua is 1,000. No official figures are available, as no taxes on sets are levied. It is roughly estimated that 150 sets were imported in January to August, 1938. Demand occurs principally in December and January. It is not believed that the coming season will be especially good.

The preference is strongly for all-wave sets, principally table type, 5 to 12 tubes. Sets with 5 or 9 tubes are most popular among these. Dials should be marked in kilocycles rather than with the names of stations, since American practices, rather than European, are more familiar.

**Sources of Supply**—Practically all radio goods of any name imported into Nicaragua come from the United States. There has been no competition, but the German Telemikon has established an agency which will offer severe price competition owing to the ease and cheapness with which askmarks can be purchased, as contrasted with the difficulty and high prices attendant upon the purchase of dollars.

**Patents**—There have been no difficulties in selling radio arising from patents.

**Short Wave**—American and other foreign short wave reception is good during the later hours of the afternoon and during the evening, except when there is interference from local stations. Short waves are popular, and sets of any but the cheapest class are seldom purchased unless this band is covered. During the daytime reception is understood to be best on 16-19 meters, and on 31-49 meters at night.

**Broadcasting**—Nicaragua has 5 broadcasting stations, all commercial, all short wave, and all located in Managua.

Sets in use 1,000

Stations 5

## NORWAY

**General**—There has been a steady increase in the sales of radio sets in Norway. Set registrations increased from 137,968 on Jan. 1, 1934, to 300,722 for Jan. 1 last.

**Sources of Supply**—The Dutch Philips, the Hungarian Tungsram, and the German Telefunken sets accounted for the larger part of the value of imported sets in 1937. Total imports from those countries constituted 44.2, 13.6, and 13.0 per cent, respectively, compared with 29.6, 15.5, and 41.6 per cent of the Norwegian imports in 1936. The remainder of the 1937 imports chiefly applied to Belgian, American, British, Latvian, and Swedish sets. While the United States ranked fifth in importance in 1937, as against the fourth in 1935 and 1936, there was, nevertheless, an increase in its share of the market, the per centage of the total value being 5.6 in the year under review, compared with 3.9 and 4.9 in 1935 and 1936.

Radio receiving sets are manufactured in Norway, both from domestic and from imported parts. The bulk of the Norwegian production of radio receiving material is shared between 7 firms, all in Oslo. There are no firms engaged in the assembly of sets, nor are there any firms importing radio chassis and providing cabinets locally.

**Patents**—A patent pool, consisting of certain European and American manufacturers, is offering a license agreement for the importation of American radio receiving sets, upon payment of a royalty of 4 per cent of the gross list price, less 30 per cent. American tubes, which formerly could not be imported on any basis, are now admitted to sale, providing they do not contain more than four electrodes and do not infringe the pentode or hexode patents. The Schottky (screen grid) and the Langmuir (grid frame) patents, which were great obstacles to the importation of American tubes, have expired. There are still, however, a few patent infringement and validity suits pending in Norwegian courts, namely the Philips pentode tube patent, the Telefunken padding condenser patent, and the Hazeltine image-suppressor patents. The latter is represented in Scandinavia by Aga-Baltic.

**Tariffs and Restrictions**—Radio tubes, including rectifiers, are classified under Item No. 158 of the Norwegian Customs Tariff, with a duty of 50 ore each, plus surcharges of 50 per cent and 20 per cent, or a total of 90 ore per tube. All other radio equipment is classified under Item No. 159, a duty of 20 per cent ad valorem plus the surcharges, or a total of 36 per cent ad valorem being levied thereon. In addition there are harbor and traffic dues. There is also an internal revenue tax of 10 per cent of the retail price to be paid on all radio receiving sets, except on sets which retail at 120 kroner or less. On such sets an internal revenue tax of 1 krone is levied. Radio equipment is not subject to any other taxes or to any exchange restrictions.

**Short Wave** All radio receivers sold in Norway are equipped with a short wave band, generally covering 16, 19, 25 and 49 meters. Increased interest has lately been felt in receivers with the 13 meter band, and a good number of sets will in the future be thus equipped.

**Broadcasting**—Broadcasting in Norway dates from 1925, when a private company was granted a concession by the State for the construction and operation of a radio broadcasting station in Oslo. Similar concessions were granted to private companies in Bergen and other cities, and revenues were provided by the imposition of an internal revenue tax of 10 per cent on sales of radio apparatus and equipment, and a "listeners' tax" of 20 kroner per annum. This latter will probably be reduced to 15 kroner from January 1, 1939.

**Sets in use**—300,722.

**Stations**—17.

## PALESTINE

**General**—The number of sets in use in Palestine at the beginning of 1938 was 28,515, according to license statistics, an increase of 8,000 during the year. That the greatest demand is among the Jews is shown by the fact that 65 per cent of the license applications in 1937 were filled out in Hebrew.

All-wave sets are in greatest demand, 6 to 8-tube table models being popular. There is a limited market for consoles. Phonograph combinations are not selling at present, but most of this business came from restaurants and similar places.

The tendency among the Arabs was to favor 3 and 4-tube battery medium-and-long wave sets, with which Ramallah and Cairo could be received. Dealers report, however, that the Arab trade is also turning to all-wave sets.

**Sources of Supply**—The United States is the principal supplier, with about 65 per cent of the average annual market. The Netherlands average about 15 per cent, with the United Kingdom, Germany, Austria, and Hungary each participating to a smaller extent.

**Patents**—No interference with sales.

**Tariffs and Restrictions**—Radio sets and parts are dutiable at 12 per cent ad valorem under serial No. 434 of the tariff.

**Short Wave**—Owing to atmospheric conditions, reception from Europe on the medium wave band is not good, as a rule. The Jewish population is interested in European reception and short wave is therefore very popular with this group. American short wave broadcasts can be received on only the more powerful sets.

**Broadcasting**—The Palestine broadcasting station at Ramallah is government owned and operated, and has a frequency of 668 kilocycles, 449 meters, and a power of 20,000 watts.

**Regulations**—The Palestine radio regulations are based on the Wireless Telegraphy Ordinance of 1924, which has been amended on several occasions.

**Sets in use**—28,515.

**Stations**—1.



## PANAMA

**General**—The number of sets in use in either the Republic or Canal Zone cannot be definitely determined, but trade estimates are that the number is around 10,000. Imports during the first 6 months of 1938 amounted to 628 sets, of which the United States provided 584, and during the calendar year 1937 3,140 sets, of which 3,068 were from the United States.

The demand is principally for table models equipped with a complete short wave band and of not less than 5 tubes. The most popular price range is for sets that retail from \$50 to \$100. Console sets and also radio phonograph combinations are in fairly good demand by those in the limited group with higher income.

**Sources of Supply**—Eight popular American makes are on sale in addition to Philips, which supplied 36 sets in 1937 and 17 during the first half of 1938, and Telefunken, with 12 in 1937 and 9 during the first half of 1938. Most accessories are also of American manufacture.

**Patents**—There has been no patent interference with sales.

**Tariffs and Restrictions**—Radio receiving sets, parts, and apparatus for radios are assessed 15 per cent ad valorem as an import duty plus 3 per cent ad valorem on the f.o.b. value of the invoice as a consular fee.

**Short Waves** Short wave reception is popular and required in all but the cheapest sets. Stations of the world class are regularly received.

**Regulations** - Canal Zone. According to a circular Dated March 9, issued through the Executive Department of the Panama Canal, no special permission is required for the installing or operating of any well-constructed non-radiating radio receiver in the Canal Zone, except that within the limits of military and naval reservations the installation is subject to regulation by the military or naval authorities. An inside antenna may be installed without permission. For the installation of an outside antenna application must be made to the District Quartermaster.

Sets in use 10,000

Stations 11



## PARAGUAY

**General** - Various trade sources estimate the number of sets in use in Paraguay at from 5,000 to 10,000, but perhaps 6,000 is the most accurate figure. Annual sales amount to about 1,000 sets. At least 90 per cent of the population have low purchasing power, making the demand for any but the most inexpensive sets extremely limited.

**Sources of Supply** At least 90 per cent of the sets in Paraguay are of American origin. A few Philips and Telefunken sets are sold. Tubes come from the same sources proportionately.

**Patents** There has been no patent interference with sales. Registration in Paraguay is advisable to avoid piracy.

**Tariffs and Restrictions** There are no import or exchange restrictions. Radio sets, tubes, and parts pay duty to 37 1/2 per cent under paragraph 624 of the tariff plus additional taxes of 5 and 12 1/2 per cent levied on dutiable merchandise.

**Short Wave** Night reception of European and American stations on adequate receivers is good. European stations, especially Berlin, London, Rome and Paris, are heard well even during the day. American stations are received best after 8 p.m. during the winter months. May through September. Daytime reception of American stations is always poor. The 25 and 31 meter bands are best, 16 and 19 meters are good, but the 19 meter band is noisy. Short wave reception is popular. Dealers find it almost impossible to sell medium wave sets, even though Buenos Aires is satisfactorily received.

**Broadcasting** All broadcasting in Paraguay is privately operated.

**Regulations** There are no well defined regulations governing broadcasting other than a specification of the number of stations permitted to operate, and authorizing the Director General of Posts and Telegraphs to assign calls and frequencies and require stations to adhere to them.

Sets in use 6,000

Stations 9



## PERU

**General** Atmospheric conditions in Lima, where most of the demand for radio is found, favor good reception. Conditions along the whole coast generally are good, with exceptions made for the regions of Chimbote and Pisco, where ships, as well as receivers on land, report frequent difficulty.

Of 14 broadcasting transmitters, 12 are of American manufacture and 2 Marconi. The majority are of 100 to 250 watts, and cost from 5,000 to 19,000 sales delivered but not assembled. Dealers believe that the United States will continue to be the principal source of supply of transmitters that may be replaced or installed in the future and of the spare parts purchased, with the exception of the equipment that may be required by the government stations operated by the Marconi Company.

**Sources of Supply** Dealers state that the 1937 and 1938 sales comprise about 85 per cent American, 10 per cent Dutch and 5 per cent German. Fran American and Philips sets dominate the market, but several German makes are progressing. Philips is actively pushed, particularly since the retail sale financing plan was instituted in 1937. Over 30 American makes are represented. German makes offered include Meinde, Panto Azul, Telefunken, and Koerting.

**Patents** There are no patent requirements interfering with the introduction or sale of radio sets and tubes in Peru. It is advisable to register trade marks. The cost of registration is about 140 sales.

**Tariffs and Restrictions** There is no tariff discrimination or restriction with reference to imports of radio receivers, parts, or materials, of American or other origin.

**Short Wave** A powerful long and short wave government station was inaugurated in January, 1937, in Lima, and other stations have been provided. Short wave sets are more popular than medium wave sets. Short wave reception of South and Central American stations is satisfactory. Reception of the principal European stations is also satisfactory, especially those providing directional services to this area, such as the German and British stations. American stations are good but do not come up to the standards of these two European countries in covering Peru.

**Broadcasting** Of the 10 broadcasting stations in Peru, 4 operate simultaneously on short and medium wave. For local reception medium wave is preferred. Best reception is on the 9, 12, 16 and 20 megacycles.

All stations operate independently and, with the exception of the Radio Nacional OAXA, all are privately owned.

**Advertising** All of the broadcasting stations are supported by advertising.

**Transcriptions** Transcriptions are used extensively, both with and without advertising. The usual period of time sold is 15 minutes. Most of the transcriptions are of advertising with musical interludes.

**Regulations** New radio regulations were adopted June 30, 1937, covering the entire field of radio. Strict control was established on communications. All new transmitting licenses are for one year and renewable. All private stations are taxed 10 per cent of their receipts from advertising for the maintenance of service from the government station.

Sets in use 35,000

Stations 15



## POLAND

**General** On Jan. 1 last there were in Poland only 861,100 registered receiving sets, of which 546,600 were in urban areas and 314,500 were in rural areas. This total represents an increase of 97,400 sets, or 12.9 per cent, from the 763,700 sets registered on June 1, 1937. The number of registered sets as of July 1, 1938, in all Poland was officially reported to be 901,002, divided 556,835 tube sets, 344,839 crystal sets, and 2,308

## PHILIPPINE ISLANDS

tube sets used by the military authorities, mainly for experimental purposes. This total shows an increase of 4.7 per cent over that of January 1.

**Sources of Supply**—Outside of the large domestic manufacture, Poland secures a small quantity of radio receiving sets from foreign countries. Germany is the principal source of imports of sets, parts and accessories, followed by Austria and Holland. Small quantities are also received from France, England, the United States and Switzerland. Both imports and exports of receiving sets and parts were smaller in 1937 than in 1936. Germany and Holland were the principal destinations of the exports with small amounts going to Finland, Bulgaria, Palestine and Yugoslavia.

The demand for American sets in Poland in 1937 was even smaller than it was in 1936 and remains greatly limited by present market conditions. High import duties are apparently the greatest deterrent to sales since American sets are well known and well liked but customers are not willing to pay the high retail prices of these sets nor will they pay the high duties on complete sets, therefore, few sets are imported with cabinets. American-built chassis are imported and mounted in locally-built cabinets of all types, the customers being able to order any type desired.

**Patents**—According to Item No. 384 of Journal of laws No. 39 of 1928, the law for the protection of inventions, patents, models and trademarks, patents and trade-marks can be protected by registration. In order to secure protection on a patent it is necessary to file an application accompanied by two copies of a description in Polish of the item to be patented and three drawings, one of which must be an original in ink. The registration fee is 36 zlotys and gives protection for the first year.

**Tariffs and Restrictions**—Radio receiving sets are classified under tariff item No. 1118, paragraph 1, which has "normal" rates of from 2,000 to 5,000 zlotys per 100 kilograms and conventional rates of from 1,400 to 3,600 zlotys. Conventional rates apply to imports from the United States and since imports from there consist chiefly of chassis without tubes the rate under 1118-1-C covering chassis without tubes weighing up to 50 kilograms included in the treaty with England would apply. This rate is 3,000 zlotys per 100 kilograms.

Quotas for the importation of American radios are not established officially, but it is understood that at present allocations of import permits are being made to the extent of 450 kilograms net weight per quarter. This quantity is apparently sufficient to cover the demand at present.

**Short Waves**—Reception of American short wave programs, even with 6 and 7 tubes, is fairly good. This is likewise true of such far-away stations as Buenos Aires, Argentina, and Tokyo, Japan.

**Broadcasting**—Broadcasting in Poland is under the control of Polskie Radio (The Polish Radio Co.), which is a government owned and operated enterprise. The broadcast programs, which still have room for some improvement from an American standpoint, are supported by subscription fees paid by radio owners. At its beginning only 40 per cent of the Polskie Radio was owned by the government but in 1935 this percentage was increased practically to the exclusion of private interest except for technical purposes. Poland has 10 long-wave broadcasting stations.

Sets in use—901,000.

Stations—12.

**General**—There was a very good demand among Chinese purchasers in the Philippine Islands in the latter part of 1937, following the outbreak of hostilities in China, but it has fallen off somewhat recently. There are 30,449 licensed sets in use.

The majority of Filipino purchasers are interested principally in price and volume, rather than quality or high fidelity. Distant reception is becoming more important, especially in the provinces. Sales in this class represent 50 to 55 per cent of the market. Chinese purchasers have about the same requirements, with particular attention to distant reception.

**Sources of Supply**—The United States furnishes nearly all of the radio material used in the Philippines. Philips has a small business.

**Patents**—There has been no patent interference with sales.

**Tariffs and Restrictions**—American radio equipment is free of duty into the Philippines, if shipped direct or in bond through countries contiguous to the United States. Duplicate commercial invoices are required. Complete information as to requirements may be obtained from the Foreign Tariffs Division of this Bureau. There are no trade or exchange restrictions.

**Short Wave**—Until recently short wave reception was so poor that the feature was of little interest to set owners. With the establishment of a short wave broadcasting station in Manila, however, all-wave sets have met with increased demand, as this medium gives much better reception in the outlying provinces. Reception of American programs is unsatisfactory. European transmissions come in well.

**Programs**—Programs are general in nature, about 20 per cent of the total time on KZRM being used for educational features and slightly less for news, weather reports, and similar services.

**Advertising**—All stations broadcast advertising, mostly arranged by local firms, though some represent American products. About 40 per cent of the KZRM sponsored programs are live talent. KZEG does not offer sponsored programs but gives spot announcements at a fixed rate of 1 peso per time. KRM rates are 25.20 pesos per quarter hour daytime and 42.50 pesos at night, 40 word spots 3.60 and 6 pesos, respectively. Other period rates are proportionate, with discounts on contracts.

**Regulations**—The receiving license fee is 1 peso per year for crystal sets and for tube sets of less than 5 tubes in the zone including and immediately adjacent to Manila, 7 tubes in the second zone and 9 tubes in the third zone. Larger sets are licensed at 5 pesos per year. Other regulations have no unusual features.

Sets in use—30,449.

Stations—3.



## PORTUGAL

**General**—The most important distribution centers for radio equipment are Lisbon and Oporto. Ordinarily it is found that the best arrangement for the Portuguese market is to appoint as exclusive agent a Lisbon importer having a branch or good agency in Oporto for the northern district. At the present the Lisbon district is the best market, but country-wide distribution is dependent upon the ability of the exclusive agent to obtain aggressive and energetic sub-agents in the larger cities and towns in other sections.

**Advertising** Advertising is carried on fairly extensively by all the leading radio importers and dealers in Portugal. The principal media are the daily newspapers, and it is estimated that the Lisbon newspapers obtain from 80 to 90 per cent of all radio advertising.

**Sources of Supply** The United States has for many years been the principal source of radio imports, with the Netherlands ranking second and Germany third. However, despite the fact that imports from the United States increased in 1937 by 17 per cent, the American share of the total imports dropped to only 13 per cent, as compared with 51 per cent in the previous year.

**Patents** There is no patent interference with the sale of American receivers or tubes.

With regard to trade marks, it is suggested that these should be registered in Portugal by the American manufacturer, rather than in the name of the manufacturer's local representative.

**Tariffs and Restrictions** Radio receivers are classified under Article 604 of the Portuguese Customs Tariff, and are subject to a specific duty of 0.60 gold escudo per kilogram. This rate is subject to a surtax of 20 per cent on sets weighing up to 5 kilograms, and of 5 per cent on those weighing more than 5 kilograms (in accordance with the terms of a commercial agreement with the Netherlands).

**Short Wave** Local dealers state that it is now practically impossible to sell receivers in Portugal which do not have a short wave band. It is believed that this band is used to any great extent by the majority of radio owners, but they nevertheless desire it for use on occasions of special interest.

On foreign short wave stations, it is reported that reception of the French and German is best in Portugal, although American, British, and Italian short wave programs also come in well. Reception of the American stations is best after 10 to 11 p.m.

**Broadcasting** At present there are 31 broadcasting stations in Portugal, of which 2 are owned and operated by the government and 2 by the Radio Club Portugues. Only three are of any considerable importance, the remaining 26 being stations of low power and small coverage, known locally as "amateurs." An additional station, which with a power of 30 kilowatts will be the most powerful in the country, is now under construction for Radio Club Portugues.

None of the stations in Portugal have sufficient power to cover the entire country. The government "Emissora Nacional," of 30 kilowatts, is heard in most sections, and the 1-kilowatt station of the Radio Club Portugues covers Southern Portugal. This latter will be changed to the short wave band upon completion of the new 30 kilowatt station.

Sets in use 19,000

Stations—31

#

## RUMANIA

**General** The use of radio by individuals has increased slowly since 1930. The economic crisis and the trading restrictions introduced in 1933 have curtailed imports of equipment and increased retail prices. These conditions have brought about the establishment of a domestic radio industry, which has met part of the demand for medium and low priced receiving sets since 1934.

The restrictions have especially affected the development of a market for American radio apparatus and equipment. The demand for an inexpensive set of good quality, good appearance and performing satisfactorily both in winter and summer, such as American sets, have proved

to be, is growing and is subject to development if properly handled.

Official statistics showed 115,808 sets in use on January 1, 1938. Approximately 10 per cent thereof are crystal sets. Estimates place unlicensed sets at 150,000.

**Sources of Supply** The Rumanian market is supplied about 75 per cent by European manufacturers, 8 per cent by American, and the remainder by domestic industry.

**Short Wave** All wave sets have been in demand since 1933 as a result of demonstrable superiority of reception during the summer months over medium band sets. Short wave reception is excellent the year around, and popularity is growing from year to year. Approximately 90 per cent of current sales of imported sets are for those with short wave tuning, as well as the 80 per cent of the domestic.

**Broadcasting** Two broadcasting stations are operating, "Radio Bucuresti" at Orsoveni, near Bucharest, on 823 kilocycles and 12,000 watts, and "Radio Roumania" at Bado, on 160 kilocycles, 150,000 watts.

**Advertising** The broadcasting company has placed all advertising arrangements in the hands of a concern entitled "R. P. A. G. Bucuresti" of Calea Victoriei 25, Bucharest. Announcements are made on a musical background.

Sets in use 365,000

Stations

#

## SPAIN

**General** While there is no official estimate of the number of sets in use, unofficially it has been estimated at 700,000. Owners of private receiving sets pay a tax of 25 pesetas per annum. Owners of receiving sets in bars, cafes, restaurants, etc., pay a tax of 100 pesetas per annum.

**Broadcasting** There are low powered long wave broadcasting stations in almost every town of any size in Nationalist Spain, they use no call letters, but announce "Radio" giving the name of the town where located. A few, owned by Union Radio, still advertising for local programs.

**Short Wave** There are some 30 or 40 short wave broadcasting stations now operating.

**Advertising** Stations owned by government agencies broadcast no advertising.

Sets in use 500,000

Stations Unknown

#

## SWEDEN

**General** On Jan. 1 last receiving licenses numbered 1,136,784, or 1.11 per 1,000 inhabitants. This represents a steady increase from 1926, when the number was 1,359, and 1937 with 1,071,473.

The trade estimates that sales of sets during 1937 were about 175,000. About the same as in 1936. Sales of foreign sets appear to be increasing. Swedish manufacturers supply about 75 per cent of the total.

**Sources of Supply** Philips, among the leading European suppliers, increased its sales of sets considerably in 1937 to between 40,000 and 45,000 units, according to estimates, although this is believed somewhat high. Telefunken lost ground, but is now making strenuous efforts to recover, having reorganized its staff in Sweden, among other things. Great Britain has been getting a good share in the portable set business which



has become more significant in the past year, and Marconi is also an important factor in the growing demand for phonograph combinations. **Patents**—The patent pool is no longer a factor of significance in the marketing situation. For practical purposes, accordingly, the pool scarcely exists, even though many suits are still pending in the courts.

**Tariffs and Restrictions**—The Swedish customs tariff provides a basic duty of 10 per cent ad valorem plus an additional duty of 10 per cent, making a total of 20 per cent ad valorem applicable to assembled radio sets, loudspeakers and parts.

**Amateurs**—There are 380 licensed amateur transmitters in Sweden, according to Telegrafstyrelsen (The Telegraph Board).

**Short Wave**—There are two short wave broadcasting stations in Sweden, both at the Motala plant. Tekniska Hogskolan (Technical High School), Stockholm, operates an experimental broadcasting station which regularly retransmits the Riksprogram.

**Broadcasting**—Swedish broadcasting is a monopoly, except that a number of radio clubs operate stations in places where there are no monopoly stations, regularly relaying monopoly programs.

**Regulations**—The monopoly stations are owned by the Royal Telegraph Board, a division of the government with supervisory control over all broadcasting. It also operates the telephone and telegraph systems.

Sets in use—1,156,781.

Stations—34.



## SWITZERLAND

**General**—With 12 per cent of the population holding licenses for receiving sets, Switzerland ranks sixth among the countries of Europe in the number of registered listeners. The latest official figures gave 480,347 licensed listeners, distributed as follows: 414,712 ordinary radio sets, 42,516 telephone wire receiving sets, and 23,119 sets for reception by private wire.

In the infant years of radio broadcasting and until 1932, Switzerland was a promising market for American manufacturers. The failure of American manufacturers to maintain the reputation of their products, which was impaired by imports of obsolete models sold at high prices; constant threats of patent litigation against dealers selling American sets and tubes; severe import restrictions; the resultant growth of the domestic radio industry accompanied by extensive advertising campaigns, while distributors of American radios discontinued advertising, were the principal steps in a development which led practically to the loss of the Swiss market to American manufacturers.

The lack of dials on American radios showing the names of European stations, the greater selectivity of domestic products, and the preference for cabinets of domestic shape were likewise contributing factors in this unfortunate development.

**Sources of Supply**—Domestic manufacturers supply most of the requirements for receiving sets. Imports from foreign countries represent only 10 per cent of the total sales. The principal sources of foreign supply are Netherlands, Germany, and the United States. For tubes the chief sources of supply are the United States, Germany and Netherlands.

In former years the United States supplied from 60 to 70 per cent of the demand for receiving sets. Severe import restrictions, which were put into effect in 1932, encouraged domestic production. With the improvement in the quality of their product, Swiss manufacturers can now

compete favorably with low and medium priced American makes.

**Patents**—Insofar as American radios are concerned, patent interference is, in effect, no longer an obstacle.

**Tariffs and Restrictions**—Under the Trade Agreement with Switzerland the import quota for American radios and parts was fixed at 800 quintals, with a provision that this amount should correspond to 5,600 sets, regardless of weight. As a result of various adverse factors, mentioned elsewhere in this report, importers are unable to utilize fully the higher contingents available at present. Owing to the fact that the demand for American radios has declined, the existing import restrictions are, in effect, only nominal. Any licensed dealer is now able to obtain a contingent adequate for his requirements without difficulty.

**Amateurs**—Short wave amateur stations are growing in popularity. The "Union of Swiss Short Wave Amateurs" (Union Schweiz. Kurzwellen-Amateurs) has local branches in the principal cities and publishes a monthly organ under the name "Old Man." The strict requirements in connection with the operation of a short wave station have been relaxed and at present there are approximately 80 amateur stations in this country.

**Short Wave**—There are no regular short wave broadcasting stations in Switzerland.

**Regulations**—The regulations governing the operation of amateur stations is under the control of the Telegraph and Telephone Division of the Swiss Post Office Department. A special concession is required for the operation of such stations, and failure to comply with this regulation is punishable. The transmission of communications by amateur stations is subject to a fine not exceeding 1,000 francs. The operator is also required to obtain a license following examination as to qualifications. The fee for this examination is 20 francs.

Sets in use—414,712.

Stations—7.



## TURKEY

**General**—It is estimated that there are approximately 29,000 sets in use. The demand has been growing rapidly in recent years and the potential demand is, according to importers and dealers, large. The market will, however, probably depend to a large extent upon the development of local broadcasting, particularly after the new station is in regular operation. There is always the possibility that the government, in order to have at hand a means of propaganda which could be used for the furtherance of the educational and agricultural programs might facilitate the use of radio sets through lower customs duties, or other means.

In the absence of definite statistics, it is reliably estimated that sales of radio sets in Turkey during the season 1937-38 were approximately 15,000 sets, as compared with 7,200 for the previous year.

Probably the principal brake on radio sales generally is the low average purchasing power.

**Types of Sets**—The appearance of the radio cabinet has a great deal to do with the sale of radio sets in Turkey. Very frequently the appearance is the deciding factor rather than the salesman's exposition of the superior quality and mechanical advantages of the set. There is no particular preference as to dials. However, dials showing the names of stations are highly appreciated.

**Sources of Supply**—Of the estimated 15,000 sets sold during the 1937-38 season, about 7,200 were from

the United States, 3,500 from the Netherlands, 1,500 from the United Kingdom, 825 from Germany, 200 from Sweden, and 200 from Hungary—48 per cent American and 52 per cent European.

A feature of the Turkish radio market during the past two years has been the shift in preference from European to American sets.

**Patents.** There is no patent interference with the sale of American sets and tubes. While both the United States and Turkey are signatories to the International Convention for the Protection of Properties, it is desirable for American companies doing or planning to do any business in Turkey to register their trade marks in their own names rather than that of local representatives.

**Tariffs and Restrictions.** There are no restrictions on the importation of American radio items.

**Broadcasting.** There are at present only 2 broadcasting stations in Turkey, both operated by the Direction Generale des P. T. T., as follows: An kara, F.M., 230 kilocycles, 7,000 watts; Istanbul, F.M., 186 kilocycles, 8,000 watts.

**Programs.** There is a considerable difference of opinion as to the popularity of programs broadcast by the local stations. In general, the older generation and the middle and lower classes prefer local broadcasts as they always include native Turkish music. The better classes, particularly the younger people, usually prefer broadcasts from European stations.

**Advertising.** While radio advertising is allowed and the advertising rates fixed by law a few months ago, it has so far been very little used. Some advertising has been done over the Istanbul station, but is believed to have met with but limited success.

**Regulations.** Regulations are covered by a law of June 9, 1937, whereby all radio transmitting and receiving sets were placed under government control.

Broadcasting is a government monopoly and amateurs are forbidden to own or operate transmitting sets.

Sets in use 20,000

Stations 2



## UNION OF SOUTH AFRICA

**General.** Approximately 200,000 receiving licenses are now in effect, but as each license covers all the sets owned by an individual, the number of sets in use is considerably larger. Imports number about 75,000 sets annually, indicating a total number of sets about double that of the licenses. Nearly half the licenses issued are to persons in the Transvaal, and most of the rest in the Cape provinces and Natal. There is a steady and rather consistent demand for standard type sets with 5 to 11 tubes.

**Sources of Supply.** The United Kingdom is the chief source of supply for transmitting equipment used in South Africa. Two English companies, Marconi and Standard, supply practically all of the transmitting equipment used. American equipment is considered excellent but prices on it are usually out of line. The United States, however, furnished the bulk of radio receivers imported for several years. During the 8 months ending August, 1938, the United States supplied 70 per cent of the sets imported as compared to 78 per cent during the year 1937. In value the proportion dropped from 71 to 61 per cent. The United Kingdom share increased from 8 to 11 per cent by number and 11 to 18 per cent by value. The Netherlands and the United Kingdom are the only other important suppliers to the Union and between these three countries 98 per cent of the business is held. The

United States is also the most important supplier of radio accessories.

**Patents.** There has been no interference with the sale of sets, tubes, or other radio equipment arising from patents.

**Tariffs and Restrictions.** Import duties now in effect are as follows: Under Item 154 of the Customs List of the Union of South Africa, radio or wireless, telegraphic and telephony instruments, apparatus, and accessories, but not including batteries, when imported for merchant ships or for export or by persons licensed by the Postmaster General to conduct a public radio service, are admitted free, but otherwise pay ad valorem rates of 7 per cent minimum, 15 per cent intermediate, and 20 per cent general. All importations are subject to the intermediate duty, except British, which pay the minimum rate.

There are no other duties or taxes affecting American importations into the Union.

**Short Wave.** The popularity of short wave in all of Southern Africa receives particular impetus by the remoteness of the territory and the lack of variety in local programs.

The South African Broadcasting Corporation at the present time is broadcasting on short wave from four stations, England, Germany, Italy, and France have been beginning programs to South Africa for some years. Germany and England in particular are well received during most of the year. American programs are highly considered, but have been difficult to receive. Best reception is on 7, 15, and 16 megacycles.

**Broadcasting.** The Broadcasting Act of 1936 provided for the formation of the South African Broadcasting Corporation which has now taken over the monopoly of broadcasting formerly held by the African Broadcasting Co., Ltd. The Corporation is a quasi-governmental company designed to operate free from political control or influence under a Board of Governors appointed by the Governor General. Programs are about 60 per cent musical, including about 35 per cent lighter compositions. Educational programs account for about 10 per cent of the total time. The lack of local talent is a serious obstacle.

**Advertising.** There is no radio advertising in the Union, but a commercial station at Lawrence Marais, Portuguese East Africa, offers some coverage of the country.

**Transcriptions.** Considerable use is made of recordings. Both English and American are used, the American being slightly more popular. A receiving station to record foreign programs for re-broadcast is contemplated.

**Regulations.** Licenses are required for the ownership and operation of receiving sets, the fees being graduated according to a zone system.

Sets in use 100,000 (estimated)

Stations 11



## UNION OF SOVIET SOCIALIST REPUBLICS

**General.** The foreign trade of the Soviet Union is a monopoly of the State and is conducted under the supervision of the Peoples' Commissariat for Foreign Trade by a number of trading companies, each of which specializes in certain commodities. Purchases of American goods are made in the United States by a trading agency maintained in New York. On Jan. 1, 1936 (last statistics available) there were 350,000 receiving sets in the Soviet Union. Most of the sets in use are 4 tube table models.

Radio equipment on the market is almost exclusively of domestic manufacture.

**Patents.** Soviet industry is engaged in copying on

an extensive scale machinery and other articles which have been invented and patented in other countries, samples or descriptions of which it has obtained by purchase or otherwise. The Soviet government is not a party to the Convention for the Protection of Industrial Property (Paris, 1888) or to any of its revisions.

**Tariffs and Restrictions**—The Collection of Customs Tariff of the U. S. S. R. 1935 provides, under item 92, minimum and maximum rates on radio apparatus of 25 and 30 per cent ad valorem.

**Central Receivers**—There are reported to be over 10,000 central receiver systems, with approximately 3,000,000 outlets.

**Television**—Considerable television experiment is in progress and there is a regular transmission system in Moscow.

**Short Wave**—American short wave broadcasts are received by good sets, but this class of short wave receivers is rarely seen, most of those in use belonging to foreigners. American broadcasts have occasionally been rebroadcast in the Union.

**Programs**—The All-Union Radio Committee and local committees in 70 areas of the Union have general charge of the programs. Each committee has divisions devoted to art, socio-political, juvenile, educational, and local programs.

**Advertising**—There is no broadcast advertising, other than service broadcasts indicating where commodities may be purchased. This is without any competitive character.

**Transcriptions**—About one-third of the total broadcast time devoted to music is of recorded material. No advertising transcriptions are used.

Sets in use—350,000.

Stations—72.



## **UNITED KINGDOM**

### **England, Scotland, Wales, Northern Ireland, and Minor Islands**

**General**—The total number of licenses in force at the end of 1937 was 8,479,600. This does not represent the total number of radio sets in use in the country, as one license may cover more than one set and there is doubtless a certain additional number of unlicensed sets being operated illegally. In one month there were 373 successful prosecutions against individuals operating radio sets without a license. There are about 11,500,000 homes in Great Britain.

**Demand for Sets**—It is estimated that during the last 2 years the majority of the business has been in replacements. The sales of sets to new users will continue slowly, but in the future the replacement business will be the most important. Makers are doing everything they can to urge home owners to install more than one set, one company going so far even as to suggest a radio in the bathroom. The most popular sets in the United Kingdom are those costing between £9 9s, and £15 15s, table models with from 6 to 8 tubes, and operating on 3 wave bands, long medium and short. The demand for short wave sets, or rather all-wave sets, continues to increase. Radio costs have gone up in general with other raw materials, and radio sets in Great Britain cost more today than a year ago.

**Sources of Supply**—The British Radio Manufacturers' Association has been active for several years

in developing expedients by which foreign goods may be excluded from competition in the British market, especially through pressure upon wholesalers and retailers. Several plans have been tried, employing both punitive measures against dealers in foreign goods through restricting their supplies of British products, and by rewarding dealers handling British goods exclusively through added discounts. The "Mutual Trading Agreement" or the convention between British radio manufacturers and wholesalers formed in 1931, was terminated at the end of May. By this agreement or convention which had been originally sponsored by the British Radio Manufacturers' Association, manufacturers had agreed to limit the value of foreign components incorporated in a radio set or phonograph combination to 5 per cent of the retail value of the set.

**Patents**—The sale of American sets on the British market until late August was severely handicapped by the activities of the Patent Pool, whose policy it was to exclude if possible American sets. This the pool had been successful in doing to a great degree and the imported American sets on sale were as a rule bootlegged into the market. Some American manufacturers have overcome this difficulty in part by manufacturing in England. On August 28, 1938, there was a collapse of the patent pool and the license A-4 expired. On that date all patents vested in the pool reverted to the individual companies which were members of the pool.

**Tariffs**—It must be understood that information regarding any foreign tariff rate is especially unstable and should be verified as nearly to the date of importation as possible. By communicating with the Division of Foreign Tariffs of the Bureau of Foreign and Domestic Commerce, the latest cabled data regarding any commodity to any country may be obtained. The current import duty on radio receiving sets in the United Kingdom is 20 per cent ad valorem, on tubes 33M per cent, and on radio-phonographs 33M per cent. These duties are levied on landed cost values.

**Television**—See television section.

**Short Waves**—The BBC has been a leading factor in the development of world-wide short wave. Its facilities were instituted primarily to reach all parts of the British Empire, but as the service became popular shortly afterward, non-British countries have been given special attention, both with regard to directional broadcast, and as to language. The Daventry stations now transmit in several languages, especially in Arabic and Turkish for the Near East and Spanish and Portuguese for Latin America. Six transmitters are in use and two more are soon to be installed.

**Government Control**—Broadcasting in the United Kingdom is operated by the BBC a semi-governmental organization operating under a charter granted by the Postmaster General with the approval of Parliament. Early in the year, the charter which expired at the end of 1936 was renewed for another period of 10 years. No commercial or sponsored programs are permitted by the charter of the BBC, which is responsible for all programs transmitted through the National and Regional stations and the Empire transmitters as well.

**Programs**—The program policy of the BBC remains with a few slight changes the same as in past years. Greater emphasis is being placed on broadcasts to schools and talks than hitherto. The pro-

gram time is allotted on the following scale of program importance: light music, opera and serious music, dance music, news, commentaries and commentaries, children's hour and religious services, drama and talks. Recorded programs are used principally during the earlier hours of the broadcasting day and are widely used in the Empire broadcasts. The departments of the BBC are Music, Variety, Drama, Outside Broadcasts, Dance, News, School Broadcasts, Religion, Program Planning, Television, and the Empire Services.

**Advertising**—As a policy of the BBC, no advertising is broadcast. There is no prohibitory law, however.

**Regulation**—Every owner of a radio set is required by law to obtain a license which costs 10 shillings annually and is good for 12 months. One license will cover any number of radio sets in one house but a separate license is required for car sets. The only exemption from this license fee applies in the case of blind persons. Receipts from the license fees are applied to the cost of programs after a percentage has been deducted for the use of the National Exchange. The BBC receives 1 to 7 shillings of each 10 shilling license fee.

**Licenses in use**—8,089,850

**Stations**—17, plus 16 short wave



## URUGUAY

**General**—In view of the foreign exchange restrictions now in force which serve to handicap imports both of sets and parts for assembly, the demand for radio sets and equipment is greater than the supply. No census of radio receiving sets in use is available, but the number is estimated at 125,000. It is estimated that annual sales of receiving sets number 20,000. Large majority of sales are made in Montevideo.

**Sources of Supply**—The United States is by far the leading source for sets and parts. The United States has a secure position in this market which has yet to be seriously challenged.

Approximately 90 per cent of the market's requirements are of domestic assembly.

**Patents**—No patent interference with the sale of American sets and tubes has been experienced.

**Tariffs and Trade Restrictions**—The duty on radio sets and loudspeakers is 120 per cent of a fixed valuation of one peso per kilogram, or 1.20 pesos per kilogram; 25 per cent of this duty must be paid in gold or in currency to the equivalent of Uruguayan gold par. The duty on spare parts and accessories is 120 per cent of a fixed valuation of 80 centesimos per gross kilogram.

**Short Wave**—The demand for short wave sets is gradually increasing. European and American stations are received, although the latter have been heavily blanketed, especially by the Berlin transmitters. Local interference causes considerable difficulty.

**Broadcasting**—Thirty nine stations are reported to be operating. In addition there are 24 short wave stations, all in Montevideo.

**Programs**—Most of the domestic programs consist of the playing of records, interspersed with announcements. The official government station gives no advertising and frequently plays long symphonies or opera selections without interrup-

tion; it also broadcasts concerts, meetings, speeches, etc. The programs are popular as there are often as many as 75 stations on the air simultaneously in Montevideo alone.

**Advertising by Radio**—Advertising is done on practically all but the official station. The general practice is to make two announcements between phonograph records.

**Sets in use**—1,500,000

**Stations**—63.



## YUGOSLAVIA

**General**—Registrations of sets totalled 122,455 on May 31, 1938. There is believed to be a considerable number of unlicensed sets. About 60 per cent of the registrations are in the Belgrade district. It is estimated that from 15,000 to 20,000 sets are sold annually. The demand is distinctly seasonal, highest in winter.

The chief demand is for cheap sets. Table model style superheterodynes, with dials showing the names of the stations are most popular. Console models with illuminated dials showing station names are also in some demand.

**Sources of Supply**—Foreign competition is confined to a few large firms. The first of these is Philips, represented by Philips Jugoslavenska, Ugovačko A.D., a subsidiary. The second firm is Telefilm Ltd. with other firms, well known but less important, such as Engelen, Orion, Standard, and Blaupunkt, as well as a few American.

**Patents**—Patents are controlled by the local Siemens-Halske subsidiary, representing Telefunken. This firm has sued several important importers of American sets for infringement, and has obtained favorable decisions in local courts, so that importers of American sets are forced to pay a royalty of 100 dinars per set.

**Tariffs and Restrictions**—Radio sets and parts, together with certain other merchandise is prohibited from importation into Yugoslavia when from countries having no clearing agreement with that country. The United States has no such agreement. The only exception is that permits may be issued when the importer undertakes to export a compensating amount of Yugoslav goods to the United States. This is very difficult of accomplishment.

**Short Waves**—In addition to the Belgrade short wave station, others in Asia, Africa, and the Western Hemisphere as well as Europe are received readily. American stations do not come in well during the usual listening hours in Yugoslavia.

**Broadcasting**—Yugoslavia has 4 broadcasting stations.

Broadcasting is organized by the Government which reserves all rights of supervision and control. Concessions are granted for 10 and 20 year periods. The service is supported by license fee receipts.

**Programs**—The three medium wave stations operate separately as a chain, each on occasion serving as key station. Programs are general and varied. International programs are often relayed. The short wave station broadcasts in French, Italian, English, German, Hungarian, Greek, Turkish, and Albanian. The programs are general, but are designed rather to illustrate Yugoslav customs to foreign listeners than for Yugoslav reception. There is, however, an effort to serve Yugoslav emigrants abroad.

**Sets in use**—122,455

**Stations**—4.



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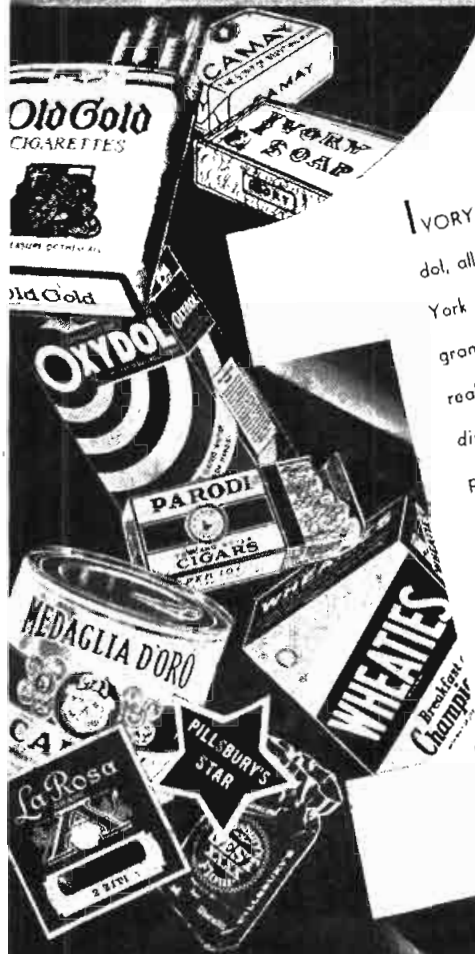
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