

# U. S. Station Information--continued

## GEOGRAPHICAL LIST

### ALABAMA

(Pop.: 2,348,174; radio sets: 78,018)

#### BIRMINGHAM

(Pop.: 259,678)

##### WAPI (NBC)

*Owner and operator*

WAPI Broadcasting Corp., Protective Life Insurance Bldg., Birmingham.

Studio: 14th floor, Protective Life Insurance Bldg.

Transmitter: Sandusky, Ala.

*Power*

25,000 w.

*Time*

Shares time with KVOO.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

Western Electric (E.R.P.I.), 78 and 33 1/3 r.p.m. double turn-tables.

##### WBRC (CBS)

*Owner and operator*

Birmingham Broadcasting Co., 2300 Fifth Ave., North Birmingham. Studio: 2300 Fifth Ave., North Birmingham.

Transmitter: On Coalburg Mountain.

*Station representatives*

New York: Scott Howe Bowen, Inc.

*Power*

1,000 w. to local sunset; 500 w. thereafter.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

78 and 33 1/3 r.p.m. double turn-tables.

##### WKBC

*Owner*

Southern Broadcasting Co., Inc., Tutwiler Hotel, Birmingham.

*Operated by*

R. B. Broyles Furniture Co.

Studio: Tutwiler Hotel.

Transmitter: Druid Hills, Birmingham.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

RCA-Victor double 33-1/3 and 78 r.p.m. turn-tables.

### GADSDEN

#### WJBY

*Owner and operator*

Gadsden Broadcasting Co., Inc.

*Executive personnel*

Station manager, E. Balsam.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$36.00	\$60.00
1/2 hour	21.00	35.00
1/4 hour	12.00	30.00

### HUNTSVILLE

#### WBHS

*Owner and operator*

WBHS, Inc., Huntsville.

Studio: Russel Erskine Hotel.

Transmitter: Russel Erskine Hotel.

*Power*

100 w.

*Time*

Shares time with WFBC.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

Victor 78 r.p.m. and 33 1/3 double turn-tables.

### MOBILE

(Pop.: 68,202)

#### WODX (CBS)

*Owner*

Mobile Broadcasting Corp.

*Operated by*

WAPI Broadcasting Corp.

Business office: Battle House Hotel, Mobile.

Studio: Battle House Hotel.

Transmitter: Springhill, Ala.

*Power*

500 w.

*Time*

Shares time with WSFA.

*Basic rates*

	Day	Evening
1 hour	\$50.00	\$80.00
1/2 hour	30.00	50.00
1/4 hour	20.00	30.00

*Transcription equipment*

Western Electric 78 and 33 1/3 r.p.m. double turn-tables.

### MONTGOMERY

(Pop.: 66,079)

#### WSFA (CBS)

*Owner and operator*

Montgomery Broadcasting Co., Inc., Jefferson Davis Hotel, Montgomery.

Studio: Jefferson Davis Hotel.

Transmitter: 3 miles from city.

*Power*

500 w.

*Time*

Shares time with WODX.

*Basic rates*

	Day	Evening
1/2 hour	\$26.50	\$45.00
1/4 hour	15.00	26.50

(Transcriptions)

Regular time charge.

*Transcription equipment*

Western Electric 33 1/3 and 78 r.p.m. double turn-tables.

### TROY

#### WHET

*Owner and operator*

Troy Broadcasting Co.

*Power*

100 w.

*Time*

Daytime only.

*Basic rates*

No reply received to rate request.

### ARIZONA

(Pop.: 435,573; radio sets: 26,660)

### JEROME

(Pop.: 4,932)

#### KCRJ

*Owner*

Charles C. Robinson.

*Operated by*

Wallace I. Webb, Jerome.

Business office: Box No. 1, Suite 2, Clinkscale Bldg.

Studio: Main Street.

Transmitter: Jerome.

*Station representatives*

New York: Scott Howe Bowen, Inc.

Chicago: Scott Howe Bowen, Inc.

San Francisco: Scott Howe Bowen, Inc.

*Power*

100 w.

*Time*

Limited time.

*Basic rates*

1 hour	\$13.50
1/2 hour	7.50
1/4 hour	5.00

*Transcription equipment*

33 1/3 r.p.m. single, and 78 r.p.m. double turn-table.

### PHOENIX

(Pop.: 13,862)

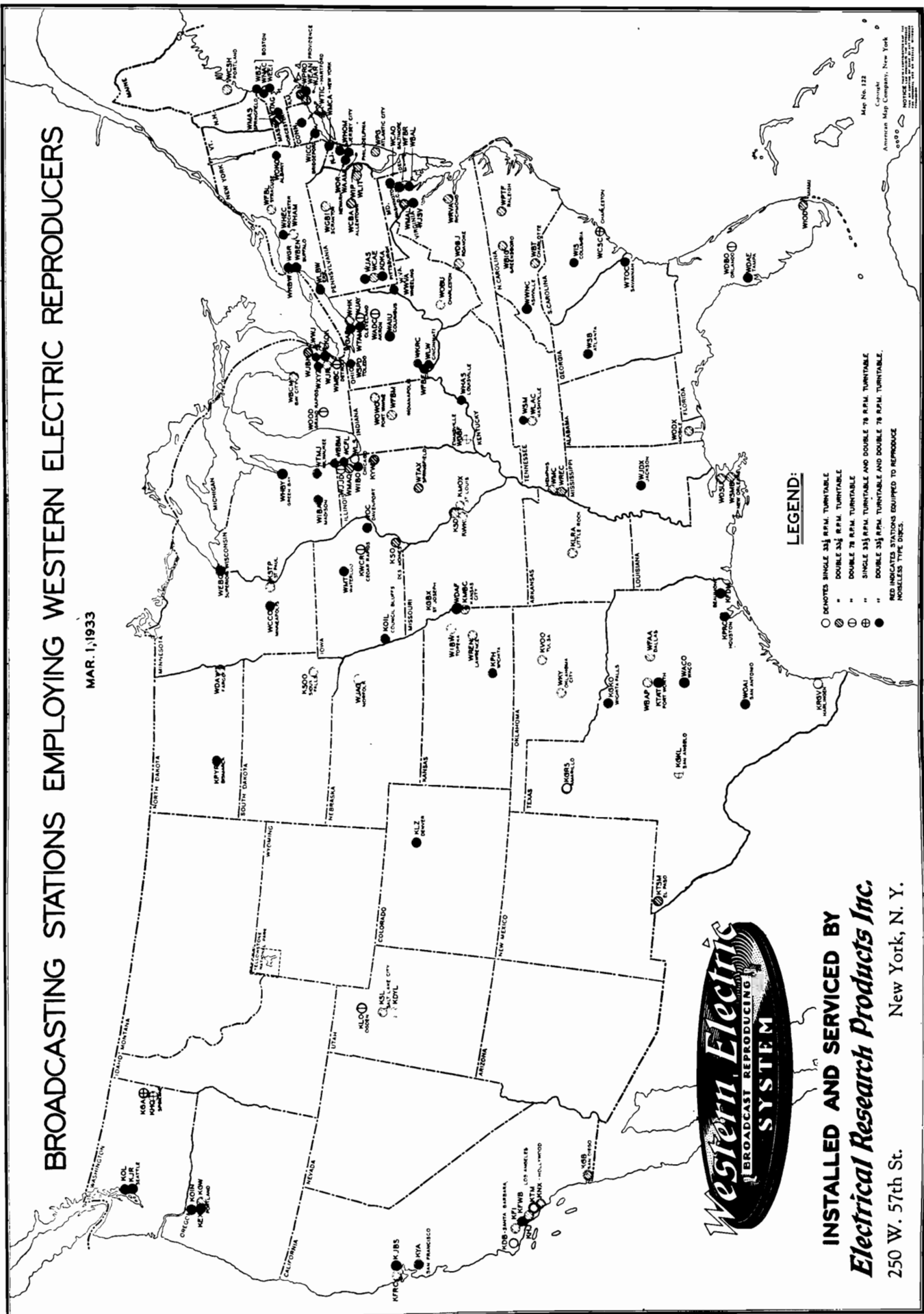
#### KOY

*Owner and operator*

Nielsen Radio and Sporting Goods

# BROADCASTING STATIONS EMPLOYING WESTERN ELECTRIC REPRODUCERS

MAR. 1, 1933



**INSTALLED AND SERVICED BY**  
**Electrical Research Products Inc.**  
 250 W. 57th St.  
 New York, N. Y.

**LEGEND:**

- DENOTES SINGLE 33 1/2 R.P.M. TURNTABLE
- ◐ DOUBLE 33 1/2 R.P.M. TURNTABLE
- ◑ DOUBLE 78 R.P.M. TURNTABLE
- ◒ SINGLE 33 1/2 R.P.M. TURNTABLE AND DOUBLE 78 R.P.M. TURNTABLE
- ◓ DOUBLE 33 1/2 R.P.M. TURNTABLE AND DOUBLE 78 R.P.M. TURNTABLE
- INDICATES STATIONS EQUIPPED TO REPRODUCE NON-REELS TYPE DISCS.

Map No. 122  
 Copyright  
 American Map Company, New York  
 6990  
 MADE IN U.S.A.

Co., 621-623 North Central Ave., Phoenix.  
 Studio: 621-623 North Central Ave.  
 Transmitter: 621-623 North Central Ave.

**Power**  
 500 w.

**Time**  
 Full time.

**Basic rates**  
 No reply received to rate request.

**Transcription equipment**  
 78 and 33 1/3 r.p.m. double turn-tables.

**KTAR (NBC)**

**Owner**  
 KTAR Broadcasting Co.

**Operated by**  
 The Arizona Republic and The Electrical Equipment Co.  
 Business office: Heard Bldg., Phoenix.

Studio: Heard Bldg.  
 Transmitter: Heard Bldg.

**Power**  
 1,000 w. to local sunset; 500 w. thereafter.

**Time**  
 Full time.

**Basic rates**

	Day	Evening
1 hour	\$60.00	\$125.00
1/2 hour	35.00	70.00
1/4 hour	20.00	40.00

**Transcription equipment**  
 Western Electric 33 1/3 and 78 r.p.m. double turn-tables.

**PRESCOTT**  
 (Pop.: 5,517)

**KPJM**

**Owner and operator**  
 Scott & Sturm, Prescott.  
 Business office: Journal-Miner Bldg.  
 Studio: Journal-Miner Bldg.  
 Transmitter: Journal-Miner Bldg.

**Station representative**  
 International Broadcasting Co., Ltd.

**Power**  
 100 w.

**Time**  
 Full time.

**Basic rates**

1 hour	\$25.00
1/2 hour	15.00
1/4 hour	9.00

**Transcription equipment**  
 33 1/3 and 78 r.p.m. double turn-tables.

**TUCSON**  
 (Pop.: 32,506)

**KGAR**

**Owner and operator**  
 Tucson Motor Service Co., 6th Ave. & 12th St., Tucson.  
 Business office: 142 S. Sixth Ave., Tucson Motor Service Co. Bldg.  
 Studio: 142 S. Sixth Ave.  
 Transmitter: 142 S. Sixth Ave.

**Power**  
 250 w. to local sunset; 100 w. thereafter.

**Time**  
 Full time.

**Basic rates**

	Day	Evening
1 hour	\$13.50	\$20.00
1/2 hour	8.50	12.50
1/4 hour	5.00	7.50

(Transcriptions)  
 Regular time charge.

**Transcription equipment**  
 Single turn-table 33 1/3 r.p.m. and (Victor) double turn-tables, 78 r.p.m.

**KVOA**

**Owner and operator**  
 Lieut. Robert M. Riculfi, Tucson.  
 Business office: Consolidated National Bank Bldg.  
 Studio: Consolidated National Bank Bldg.  
 Transmitter: Consolidated National Bank Bldg.

**Station representatives**  
 Scott Howe Bowen, Inc.  
 McElhiney and Associates.

**Power**  
 500 w.

**Time**  
 Full time.

**Basic rates**

	Day	Evening
1 hour	\$30.00	\$60.00
1/2 hour	17.50	35.00
1/4 hour	10.00	20.00

(Transcriptions)

Regular time charges.  
**Transcription equipment**  
 33 1/3 and 78 r.p.m. turn-tables.

**YUMA**  
 (Pop.: 4,892)

**KUMA**

**Owner and operator**  
 Albert H. Schermann.  
 Business office: P. O. Box 267, Yuma.  
 Studio: Fourth Ave. & Eighth St.  
 Transmitter: Fourth Ave. & Eighth St.

**Power**  
 100 w.

**Time**  
 Half time.

**Basic rates**

	Day	Evening
1 hour	\$14.00	\$20.00
1/2 hour	8.00	12.00
1/4 hour	5.00	7.50

**Transcription equipment**  
 Double 78 r.p.m. and single 33 1/3 r.p.m. turn-tables.

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**ARKANSAS**  
 (Pop.: 1,854,482; radio sets: 55,595)

**FAYETTEVILLE**  
 (Pop.: 7,394)

**KUOA**

**Owner**  
 The University of Arkansas, Fayetteville.  
**Operated by**  
 Southwestern Hotel Co., Fayetteville.  
 Transmitter: Campus, University of Arkansas.

**Station representative**  
 East St. Louis, Ill.: A. L. Bowling.

**Power**  
 1,000 w.

**Time**  
 Shares time with KLRA.

**Basic rates**  
 No reply received to rate request.

**Transcription equipment**  
 33 1/3 r.p.m. turn-tables.

**HOT SPRINGS**  
 (Pop.: 20,238)

**KTHS (NBC)**

**Owner and operator**  
 Chamber of Commerce, Hot Springs.  
 Business office: 135 Benton St.  
 Studio: 135 Benton St.  
 Transmitter: Malvern Road near Hot Springs.

**Executive personnel**  
 Station and business manager, Campbell Arnoux; production manager, C. P. Graham; program and musical director, John Summers.

**Power**  
 10,000 w.

**Time**  
 Shares time with KRLD.

**Basic rates**

	Day	Evening
1 hour	.....	.....
1/2 hour	\$80.00	\$156.00
1/4 hour	50.000	100.00

(Transcriptions)

Regular time charges.  
**Transcription equipment**  
 Western Electric 78 and 33 1/3 r.p.m. double turn-tables.

**LITTLE ROCK**  
 (Pop.: 81,679)

**KARK**

**Owner and operator**  
 Arkansas Radio & Equipment Co., Little Rock.  
 Studio: National Standard Life Bldg.

Transmitter: 9th and Battery Sts.  
**Branch office**  
 New York: George H. Field, Inc

**Power**  
 250 w.

**Time**  
 Full time.

**Basic rates**

	Day or Evening
1 hour	\$50.00
1/2 hour	30.00
1/4 hour	15.00

**Transcription equipment**  
 33 1/3 and 78 r.p.m. double turn-tables.

**KGHI**

**Owner and operator**  
 O. A. Cook, Little Rock.  
 Business office: Marion Hotel.  
 Studio: Marion Hotel.

**Power**  
 100 w.

**Time**  
 Full time.

**Basic rates**  
 No reply received to rate request.

**Transcription equipment**  
 33 1/3 and 78 r.p.m. double turn-tables.

**KLRA (CBS)**

**Owner and operator**  
 Arkansas Broadcasting Co., Little Rock.  
 Business office: Albert Pike Hotel.  
 Studio: Albert Pike Hotel.

**Station representative**  
 Scott Howe Bowen, Inc.

**Power**  
 1,000 w.

**Time**  
 Shares time with KUOA.

**Basic rates**  
 No reply received to rate request.

*Transcription equipment*  
Western Electric 33 $\frac{1}{3}$  and 78 r.p.m. turn-tables.

**PARAGOULD**  
(Pop.: 5,966)

**KBTM**

*Owner and operator*  
Beard's Temple of Music, Paragould.  
Studio: 219 S. Pruett St.  
Transmitter: Paragould.

*Power*  
100 w.

*Time*  
Day time only.

*Basic rates*  
1 hour \$16.50  
 $\frac{1}{2}$  hour 9.00  
 $\frac{1}{4}$  hour 5.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
RCA Victor 78 and 33 $\frac{1}{3}$  r.p.m. single and double turn-tables.

**TEXARKANA**  
(Pop.: 16,602)

**KCMC**

*Owner and operator*  
North Mississippi Broadcasting Corp., Texarkana.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*  
Does not publish. Given on request.

**CALIFORNIA**

(Pop.: 5,677,251; radio sets: 1,158,146)

**BAKERSFIELD**  
(Pop.: 26,015)

**KERN**

*Owner*  
McClatchy Newspapers, Inc.

*Operator*  
Bee Bakersfield Broadcasting Co.  
Business office: Elks Bldg., 17th and I Streets.  
Studio: Elks Bldg.  
Transmitter: Elks Bldg.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33 $\frac{1}{3}$  and 78 r.p.m. double turn-tables.

**BERKELEY**  
(Pop.: 82,109)

**KRE**

*Owner and operator*  
First Congregational Church, Berkeley.  
Business office: 1901 Telegraph Ave., Oakland, Cal.  
Studio: 2345 Channing Way.  
Transmitter: 2345 Channing Way.

*Power*  
100 w.

*Time*  
Limited time.

*Basic rates*  
On application.

**BURBANK**

**KELW**

*Owner and operator*  
Magnolia Park, Ltd., Burbank.  
Studio: 3702 Magnolia Blvd.

*Power*  
500 w.

*Time*  
Shares time with KTM.

*Basic rates*  
1 hour \$60.00  
 $\frac{1}{2}$  hour 35.00  
 $\frac{1}{4}$  hour 20.00

**EL CENTRO**  
(Pop.: 8,434)

**KXO**

*Owner and operator*  
E. R. Ireby and F. M. Bowles, El Centro.  
Business office: 793 Main St.  
Studio: 793 Main St.  
Transmitter: El Centro.

*Power*  
100 w.

*Time*  
Limited time.

*Basic rates*  
 $\frac{1}{4}$  hour Day \$4.50 Evening \$7.50  
(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 33 $\frac{1}{3}$  r.p.m. single and 78 r.p.m. double turn-tables.

**FRESNO**  
(Pop.: 52,513)

**KMJ**

*Owner*  
James McCatchy Co., Fresno.

*Operated by*  
The Fresno Bee, Fresno.  
Business office: Fresno Bee Bldg., Van Ness Ave. and Calaveras St.  
Studio: Fresno Bee Bldg.  
Transmitter: Fresno Bee Bldg.

*Power*  
500 w.

*Time*  
Full time.

*Basic rates*  
1 hour Day \$30.00 Evening \$50.00  
 $\frac{1}{2}$  hour 18.00 30.00  
 $\frac{1}{4}$  hour 10.80 18.00  
(Transcriptions)

Regular time charges.

*Transcription equipment*  
Double 33 $\frac{1}{3}$  and 78 r.p.m. turn-tables.

**GLENDALE**

**KIEV**

*Owner and operator*  
Cannon System, Ltd.

*Power*  
100 w.

*Time*  
Daytime only.

*Basic rates*  
No reply received to rate request.

**HOLLYWOOD**

**KMTR**

*Owner and operator*  
KMTR Radio Corp., Los Angeles.  
Business office: 915 N. Formosa Ave., Hollywood.  
Studio: 915 N. Formosa Ave.  
Transmitter: 1028 N. Cahuenga Ave.

*Executive personnel*  
President, Reed E. Callister; general manager, L. W. Peters; production manager, Harold Horton; musical director, Salvatore Santella.

*Power*  
500 w.

*Time*  
Full time.

*Basic rates*  
1 hour Day \$50.00 Evening \$75.00  
 $\frac{1}{2}$  hour 30.00 40.00  
 $\frac{1}{4}$  hour 17.50 22.00

**LONG BEACH**  
(Pop.: 142,032)

**KFOX**

*Owner and operator*  
Nichols & Warinner, Inc., Long Beach.  
Business office: 220 East Anaheim St.  
Studio: 220 East Anaheim St.  
Transmitter: 220 East Anaheim St.

*Station representative*  
Chicago: C. A. MacNaughton.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*  
1 hour Day \$50.00 Evening \$100.00  
 $\frac{1}{2}$  hour 30.00 50.00  
 $\frac{1}{4}$  hour 18.00 25.00  
(Transcriptions)

Regular time charges.

*Transcription equipment*  
78 and 33 $\frac{1}{3}$  r.p.m. turn-tables.

**KGER**

*Owner and operator*  
Consolidated Broadcasting Corp., Ltd., Long Beach.  
Studio: Dobyns Footwear Bldg., Long Beach, and 676 Bendix Bldg., 12th and Maple Streets, Los Angeles.  
Transmitter: Dobyns Footwear Bldg.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*  
1 hour Day \$35.00 Evening \$60.00  
 $\frac{1}{2}$  hour 20.00 35.00  
 $\frac{1}{4}$  hour 10.00 20.00

*Transcription equipment*  
Single and double turn-tables, 33 $\frac{1}{3}$  and 78 r.p.m.

**LOS ANGELES**  
(Pop.: 1,238,048)

**KECA (NBC)**

*Owner and operator*  
Earle C. Anthony, Inc.  
Business office: 1000 S. Hope St., Los Angeles.

Studio: 1000 S. Hope St.  
Transmitter: 1709 W. 8th St.

**Executive personnel**

General manager, Arthur F. Kales; commercial director, Carl Haverlin; program director, Glenn R. Dolberg; musical director, Charles L. Shepherd.

**Power**

1,000 w.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$75.00	\$150.00
½ hour	37.50	75.00
¼ hour	18.75	37.50

**Transcription equipment**

Western Electric 33⅓ and 78 r.p.m. turn-tables.

**KFAC****Owner and operator**

Los Angeles Broadcasting Co., Penthouse, 645 S. Mariposa Ave. Studio: Penthouse, 645 S. Mariposa Ave.

Transmitter: 8581 W. 18th St.

**Executive personnel**

Station manager and business manager, Tom Breneman; production manager, Burton Bennett; commercial director, George Moscovics; program and musical director, Will Prior.

**Power**

1,000 w.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$45.00	\$75.00
½ hour	25.00	40.00
¼ hour	15.00	22.00

**Transcription equipment**

Equipped for electrical transcriptions.

**KFI (NBC)****Owner and operator**

Earle C. Anthony, Inc. Business office: 1000 S. Hope St., Los Angeles.

Studio: 1000 S. Hope St.

Transmitter: Buena Park, Cal.

**Executive personnel**

General manager, Arthur F. Kales; commercial director, Carl Haverlin; program director, Glenn R. Dolberg; musical director, Charles L. Shepherd.

**Power**

50,000 w.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$275.00	\$550.00
½ hour	137.50	275.00
¼ hour	68.75	137.50

(Transcriptions)

Accepted during the day. Rates on request.

**Transcription equipment**

Western Electric 33⅓ and 78 r.p.m. turn-tables.

**KFSG****Owner and operator**

Echo Park Evangelistic Association, Los Angeles.

**Power**

500 w.

**Time**

Shares with KRKD.

**Basic rates**

Does not sell time.

**KFVD****Owner and operator**

Los Angeles Broadcasting Co. Studio: Penthouse, 645 Mariposa, Los Angeles.

Transmitter: Pacific Military Academy, Los Angeles.

**Executive personnel**

(See KFAC.)

**Power**

250 w.

**Time**

Limited time.

**Basic rates**

1 hour	\$35.00
½ hour	18.00
¼ hour	11.00

**Transcription equipment**

Double turn-table and 33⅓ r.p.m. turn-table.

**KFWB****Owner**

Warner Bros. Pictures, Inc.

**Operated by**

Warner Bros. Broadcasting Corp. Business office: 6425 Hollywood Blvd., Los Angeles.

Studio: 6425 Hollywood Blvd.

Transmitter: Los Angeles.

**Executive personnel**

Station manager, Gerald L. King; production manager and musical director, Jack Joy; commercial director, Chester C. Mittendorf.

**Station representatives**

New York: Scott Howe Bowen, Inc.

Chicago: Scott Howe Bowen, Inc.

**Power**

1,000 w.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$75.00	\$130.00
½ hour	45.00	75.00
¼ hour	25.00	50.00

**Transcription equipment**

Western Electric 78 and 33⅓ r.p.m. double turn-tables.

**KGFJ****Owner and operator**

Ben S. McGlashan, Los Angeles.

Studio: 1417 S. Figueroa St.

Transmitter: Washington and Oak Streets.

**Power**

100 w.

**Time**

Full time.

**Basic rates**

Special arrangements include talent.

**Transcription equipment**

33⅓ and 78 r.p.m. double turn-tables.

**KHJ (CBS)****Owner and operator**

Don Lee Broadcasting System, Inc. Business office: 7th and Bixel Streets, Los Angeles.

Studio: 7th and Bixel Streets.

Transmitter: 7th and Bixel Streets.

**Executive personnel**

President, Don Lee; general manager, Leo B. Tyson; program and musical director, Raymond Paige; general sales manager, C. Ellsworth Wylie; advertising manager, Arthur J. Kemp.

**Station representatives**

New York: Scott Howe Bowen, Inc.

New York: World Broadcasting System, Inc.

**Power**

1,000 w.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$100.00	\$250.00
½ hour	60.00	150.00
¼ hour	36.00	90.00

(Transcriptions)

Not accepted for broadcast between 7 and 10 p.m. Double rates after 6 p.m., one and one-half times rates before 6 p.m.

**Transcription equipment**

Western Electric 33⅓ and 78 r.p.m. double turn-tables.

**KMPC****Owner and operator**

MacMillan Petroleum Corp. Supervision of V. G. Freitag.

Business office: 815 Spring Arcade Bldg., Los Angeles.

Studio: 9631 Wilshire Blvd., Beverly Hills, Cal.

Transmitter: 9631 Wilshire Blvd., Beverly Hills.

**Power**

500 w.

**Time**

Limited time.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

33⅓ and 78 r.p.m. turn-tables.

**KNX****Owner and operator**

Western Broadcast Co., Inc., Hollywood.

Business office: 5555 Marathon Blvd.

Studio: 5555 Marathon Blvd.

Transmitter: Sherman Oaks, Cal.

**Executive personnel**

President, Guy C. Earl, Jr.; vice-president and general manager, Naylor Rogers; commercial manager, Carl B. Nissen; program manager, Drury Lane; musical director, Wilbur Hatch.

**Power**

25,000 w.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$250.00	\$400.00
½ hour	125.00	250.00
¼ hour	75.00	125.00

(Transcriptions)

Regular time charges. Restricted to day.

**Transcription equipment**

Western Electric 78 and 33⅓ r.p.m. double turn-tables.

**KRKD****Owner and operator**

Dalton's, Inc., Los Angeles. Supervision of V. G. Freitag.

Business office: Spring Arcade Bldg., Los Angeles.

Studio: Spring Arcade Bldg.

Transmitter: Spring Arcade Bldg.

**Power**

500 w.

**Time**

Shares time with KFSG.

**Basic rates**

No reply received to rate request.  
**Transcription equipment**  
 33 1/3 and 78 r.p.m. turn-tables.

**KTM**

**Owner and operator**

Pickwick Broadcasting Corp., Los Angeles.  
 Studio: 212-214 South Vermont.  
 Transmitter: Santa Monica, Cal.

**Station representatives**

New York: Scott Howe Bowen, Inc.  
 Boston: Scott Howe Bowen, Inc.  
 Detroit: Scott Howe Bowen, Inc.

**Power**

1,000 w. to local sunset; 500 w. thereafter.

**Time**

Shares time with KELW.

**Basic rates**

	Day	Evening
1 hour	\$35.00	\$60.00
1/2 hour	17.50	35.00
1/4 hour	10.00	20.00

Add 3% to above rates for A. S. C. A. P.

**Transcription equipment**

Western Electric single 33 1/3 and double 78 r.p.m. turn-tables.

**OAKLAND**

(Pop.: 289,063)

**KLS**

**Owner and operator**

Warner Brothers, Oakland.

**Power**

250 w.

**Time**

Day time only.

**KLX**

**Owner and operator**

Tribune Publishing Co., Oakland.  
 Business office: Tribune Tower, 13th and Franklin Streets.  
 Studio: Tribune Tower.  
 Transmitter: Tribune Tower.

**Power**

500 w.

**Time**

Full time.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

Double turn-tables both 78 and 33 1/3 r.p.m.

**KROW**

**Owner and operator**

Educational Broadcasting Corp., Oakland.  
 Business office: 1520 Eighth Ave.  
 Studio: 1520 Eighth Ave., Oakland, and Hotel Manx, San Francisco.  
 Transmitter: Richmond, Cal.

**Executive personnel**

Station manager, W. A. Miller; business manager and commercial director, Dan M. Weldon; production manager and program director, June Gilman.

**Station representatives**

New York: Scott Howe Bowen, Inc.

Chicago: Bureau of Broadcasting.

**Power**

1,000 w. to local sunset; 500 w. thereafter.

**Time**

Shares time with KFWI.

**Basic rates**

	Day	Evening
.1 hour	\$40.00-\$50.00	\$85.00
1/2 hour	22.50- 27.50	45.00
1/4 hour	12.50- 15.00	25.00

(Transcriptions)

Regular time charges. Not accepted after 8.00 p.m.

**Transcription equipment**

78 r.p.m. and 33 1/3 r.p.m. double turn-tables.

**SACRAMENTO**

(Pop.: 93,750)

**KFBK**

**Owned by**

James McClatchy Co., Sacramento.

**Operated by**

Sacramento Bee.  
 Business office: 700 I Street.  
 Studio: 700 I Street.  
 Transmitter: Sacramento.

**Power**

100 w.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$25.00	\$40.00
1/2 hour	15.00	25.00
1/4 hour	9.00	15.00

(Transcriptions)

**Regular time charges.**

**Transcription equipment**

Double 78 r.p.m. and 33 1/3 r.p.m. turn-tables.

**SAN BERNARDINO**

(Pop.: 37,481)

**KFXM**

**Owner and operator**

Lee Bros. Broadcasting Co., San Bernardino.  
 Business office: California Hotel, Fifth and E. Streets.  
 Studio: California Hotel.  
 Transmitter: San Bernardino.

**Power**

100 w.

**Time**

Shares time with KPPC.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

Double turn-table, 78 and 33 1/3 r.p.m.

**SAN DIEGO**

(Pop.: 147,995)

**KFSD (NBC)**

**Owner and operator**

Airfan Radio Corp., Ltd., San Diego.  
 Business office: U. S. Grant Hotel, 326 Broadway.  
 Studio: U. S. Grant Hotel.  
 Transmitter: San Diego.

**Power**

1,000 w. to local sunset; 500 w. thereafter.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$37.50	\$80.00
1/2 hour	22.50	50.00
1/4 hour	15.00	30.00

**Transcription equipment**

78 and 33 1/3 r.p.m. double turn-tables.

**KGB (CBS)**

**Owner and operator**

Don Lee Broadcasting System, Inc.

Business office: 1012 First Ave., San Diego.

Studio: 1012 First Ave.

Transmitter: 1012 First Ave.

**Power**

1,000 w.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$50.00	\$80.00
1/2 hour	30.00	50.00
1/4 hour	20.00	30.00

(Transcriptions)

Rates on application.

**Transcription equipment**

Western Electric double 33 1/3 and 78 r.p.m. turn-tables.

**SAN FRANCISCO**

**KFRC (CBS)**

**Owner and operator**

Don Lee Broadcasting System, Inc.  
 Business office: 1000 Van Ness Ave., San Francisco.  
 Studio: 1000 Van Ness Ave.  
 Transmitter: 1000 Van Ness Ave.

**Executive personnel**

Station manager, Harrison Holliway; business manager, C. R. Hampton; production manager, Merle Matthews; commercial director, Bruce D. Ellis; musical director, Walter Kelsey; advertising manager, Hassell Smith.

**Station representative**

Los Angeles: KHJ, 7th & Bixel Sts.

**Power**

1,000 w.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$100.00	\$200.00
1/2 hour	60.00	120.00
1/4 hour	36.00	72.00

(Transcriptions)

Regular rate and discounts plus 50% surcharge before 6.00 p.m., and regular rate and discounts plus 100% surcharge after 6.00 p.m. Surcharge based on gross station time rates.

**Transcription equipment**

Western Electric 78 and 33 1/3 r.p.m. double turn-tables.

**KFWI**

**Owner and operator**

Radio Entertainments, Ltd., San Francisco.  
 Business office: Bellevue Hotel.  
 Studio: Bellevue Hotel.  
 Transmitter: Twin Peaks, San Francisco.

**Power**

500 w.

**Time**

Shares with KROW.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

Single turn-tables 33 1/3 r.p.m. and double turn-tables 78 r.p.m.

**KGGC**

**Owner and operator**

Golden Gate Broadcasting Co., 2482 Mission St., San Francisco.  
 Business office: 2482 Mission St.  
 Studio: 2482 Mission St.  
 Transmitter: 1445 Ellis St.

**Executive personnel**

Station manager and business manager, S. Hables; production man-

ager and program director, George Ross; commercial director, E. Waldren; musical director, Jack Fisher.

**Power**  
100 w.

**Time**  
Limited time.

**Basic rates**

	Day	Evening
1 hour	\$25.00	\$37.50
½ hour	15.00	22.50
¼ hour	10.00	15.00

**Transcription equipment**  
33⅓ and 78 r.p.m. tables.

**KGO (NBC)**

**Owner**  
General Electric Co.

**Operated by**  
National Broadcasting Co., Inc.  
Business office: 111 Sutter St., San Francisco.  
Studio: 111 Sutter St.  
Transmitter: Oakland, Cal.

**Executive personnel**  
Vice president and manager, Don E. Gilman; business manager, H. J. Maxwell; production manager, Cecil Underwood; program director, Lewis S. Frost; commercial director, Harrison F. Anderson.

**Power**  
7,500 w.

**Time**  
Full time.

**Basic rates**

	Day	Evening
1 hour	\$150.00	\$300.00
½ hour	93.75	187.50
¼ hour	58.59	117.19

Does not accept transcriptions.

**KJBS**

**Owner and operator**  
Julius Brunton & Sons Co., 1380 Bush St., San Francisco.  
Business office: 1380 Bush St.  
Studio: 1380 Bush St.  
Transmitter: San Francisco.

**Executive personnel**  
Station manager and business manager, Ralph R. Brunton; production manager, Ronald J. Smith; commercial director, H. O. Fiebig; program director and musical director, Frank N. Cope.

**Power**  
100 w.

**Time**  
Midnight to sunset.

**Basic rates**

1 hour	\$40.00
½ hour	20.00
¼ hour	14.00

(Transcriptions)  
Regular time charges.

**Transcription equipment**  
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

**KPO (NBC)**

**Owner**  
Hale Brothers Stores, Inc., and The Chronicle Publishing Co., San Francisco.

**Operated by**  
National Broadcasting Co., Inc.  
Business office: 111 Sutter St.  
Studio: 111 Sutter St.

Transmitter: Fifth and Market Streets.

**Executive personnel**  
Same as Station KGO

**Power**  
50,000 w.

**Time**  
Full time.

**Basic rates**  
No reply received to rate request.

**Transcription equipment**  
78 and 33⅓ r.p.m. turn-tables.

**KTAB**

**Owner and operator**  
Associated Broadcasters, Inc.  
Business office: Fifth and Mission Streets, Pickwick Hotel, San Francisco.  
Studio: Pickwick Hotel.  
Transmitter: Tenth Ave. & East 14th St., Oakland.

**Executive personnel**  
Station manager, business manager and commercial director, Thomas E. Morgan; production manager, program and musical director, Glenhall E. Taylor.

**Branch office**  
Alameda County Title Insurance Bldg., 14th and Franklin Streets, Oakland, Cal.

**Power**  
1,000 w.

**Time**  
Full time.

**Basic rates**

	Day	Evening
1 hour	\$54.00	\$90.00
½ hour	30.00	49.50
¼ hour	18.00	29.70

**Transcription equipment**  
Western Electric single 33⅓ and double 78 r.p.m. turn-tables.

**KYA (NBC)**

**Owner**  
Pacific Broadcasting Corp.

**Operated by**  
National Broadcasting Co., Inc.  
Business office: 988 Market St., San Francisco.  
Studio: 988 Market St.  
Transmitter: Whitcomb Hotel.

**Executive personnel**  
Station manager, Edward McCallum; production manager, Sydney Dixon.

**Station representative**  
Los Angeles: Paul R. Winans.

**Power**  
1,000 w.

**Time**  
Full time.

**Basic rates**

	Day	Evening
1 hour	\$41.00	\$125.00
½ hour	25.00	75.00
¼ hour	15.00	45.00

(Transcriptions)  
Regular time charges.

**Transcription equipment**  
Western Electric single and double turn-tables, 78 and 33⅓ r.p.m.

**SAN JOSE**  
(Pop.: 57,651)

**KQW**

**Owner and operator**  
Pacific Agricultural Foundation, Ltd., San Jose.

Business office: 87 East San Antonio St., San Jose.  
Studios: 87 East San Antonio St.; 311 California St., San Francisco; California and State Capitol Bldg., Sacramento.  
Transmitter: San Jose

**Station representatives**  
New York: Scott Howe Bowen, Inc.  
Chicago: Scott Howe Bowen, Inc.

**Power**  
500 w.

**Time**  
Full time.

**Basic rates**  
No reply received to rate request.

**Transcription equipment**  
33⅓ r.p.m. single and double 78 r.p.m. turn-tables.

**SANTA ANA**  
(Pop.: 30,322)

**KREG**

**Owner and operator**  
J. S. Edwards.  
Studio: 3rd and Sycamore, Santa Ana.  
Transmitter: 3rd and Sycamore.

**Branch office**  
New York: George H. Field, Inc.

**Station representatives**  
New York: Scott Howe Bowen, Inc.  
Chicago: Scott Howe Bowen, Inc.  
St. Louis: McElhiney & Associates.  
San Francisco: Scott Howe Bowen, Inc.  
Los Angeles: Walter Biddick.

**Power**  
100 w.

**Time**  
Full time.

**Basic rates**

	Day or Evening
1 hour	\$15.00
½ hour	10.00
¼ hour	5.00

+3%

**Transcription equipment**  
33⅓ and 78 r.p.m. double turn-tables.

**SANTA BARBARA**  
(Pop.: 33,613)

**KDB**

**Owner and operator**  
Santa Barbara Broadcasters, Ltd.  
Business office: Faulding Hotel, 15 E. Haley St., Santa Barbara.  
Studio: Faulding Hotel.  
Transmitter: Faulding Hotel.

**Station representatives**  
New York: Scott Howe Bowen, Inc.  
Chicago: Scott Howe Bowen, Inc.

**Power**  
100 w.

**Time**  
Full time.

**Basic rates**

	Day	Evening
1 hour	\$20.00	\$35.00
½ hour	12.50	20.00
¼ hour	7.50	12.50

(Transcriptions)  
Regular time charges.

**Transcription equipment**  
Western Electric 33⅓ and double 78 r.p.m. turn-tables.

**STOCKTON**

(Pop.: 47,963)

**KGDM**

*Owner*

Peffer Music Co., 42 South California St., Stockton.

*Operated by*

E. F. Peffer, Stockton.  
Studio: 42 S. California St.  
Transmitter: 42 S. California St.

*Power*

250 w.

*Time*

Day time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

78 r.p.m. and 33 1/3 r.p.m. tables.

**KWG (CBS)**

*Owner*

McClatchy Newspapers, Sacramento, Cal.

*Operated by*

Portable Wireless Telephone Co.  
Studio: Medico-Dental Bldg., Stockton.  
Transmitter: Weber & E Streets, Stockton.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$20.00	\$40.00
1/2 hour	11.25	22.50

(Transcriptions)

Regular time charges.

*Transcription equipment*

Double turn-tables, 78 and 33 1/3 r.p.m.

Transmitter: 5730 W. Colfax Ave.

*Power*  
500 w.

*Time*

Shares time with KFXF.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

Western Electric 33 1/3 and 78 r.p.m. double turn-tables.

**KFXF**

*Owner and operator*

Colorado Radio Corp., Denver.  
Studio: 202 Continental Oil Bldg.  
Transmitter: Majestic Bldg.

*Power*

500 w.

*Time*

Shares time with KFEL.

*Basic rates*

No reply received to rate request.

**KLZ (CBS)**

*Owner and operator*

Reynolds Radio Co., Inc., Denver.  
Business office: Shirley Savoy Hotel.  
Studio: Shirley Savoy Hotel.  
Transmitter: Ruby Hill, Denver.

*Station representative*

Scott Howe Bowen, Inc.

*Power*

1,000 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$125.00	\$230.00
1/2 hour	70.00	125.00
1/4 hour	40.00	70.00

*Transcription equipment*

Western Electric 33 1/3 and 78 r.p.m. double turn-tables.

**KOA (NBC)**

*Owner*

General Electric Co., Denver.

*Operated by*

National Broadcasting Co., Inc.  
Business office: 1370 Krameria Ave.  
Studio: 1370 Krameria Ave.  
Transmitter: Denver.

*Power*

50,000 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$137.50	\$275.00
1/2 hour	85.94	171.88
1/4 hour	53.72	107.43

*Transcription equipment*

78 and 33 1/3 r.p.m. turn-tables.

**KPOF**

*Owner and operator*

Pillar of Fire, 1845 Champa Street, Denver.  
Studio: Belleview College.  
Transmitter: Belleview College.

*Power*

500 w.

*Time*

Shares time with KFKA.

*Basic rates*

Does not sell time.

**FORT MORGAN**

(Pop.: 4,423)

**KGEW**

*Owner and operator*

City of Ft. Morgan.  
Studio: City Hall.  
Transmitter: City Hall.

*Power*

100 w.

*Time*

Shares time with KGEK.

*Basic rates*

Does not sell time.

**GRAND JUNCTION**

(Pop.: 10,247)

**KFXJ**

*Owner and operator*

Western Slope Broadcasting Co.  
Grand Junction.  
Business office: Hillcrest Manor.  
Studio: Hillcrest Manor.  
Transmitter: Hillcrest Manor.

*Station representative*

Scott Howe Bowen, Inc.

*Power*

100 w.

*Time*

Shares time with KFUP.

*Basic rates*

1 hour	\$30.00
1/2 hour	16.00

(Transcriptions)

*Special arrangements.*

*Transcription equipment*

Double 78 and 33 1/3 r.p.m. turn-tables.

**GREELEY**

(Pop.: 12,203)

**KFKA**

*Owner and operator*

Mid-Western Radio Corp., 1002 Ninth St., Greeley.  
Business office: 1002 Ninth St.  
Studio: 1002 Ninth St.  
Transmitter: College Campus, Greeley.

*Power*

1,000 w. to local sunset; 500 w. thereafter.

*Time*

Shares time with KPOF.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

33 1/3 and 78 r.p.m. single and double turn-tables.

**PUEBLO**

(Pop.: 50,096)

**KGHF**

*Owner and operator*

Curtis P. Ritchie and Joe E. Finch, Pueblo.  
Studio: Broadway Arcade Bldg.  
Transmitter: Broadway Arcade Bldg.

*Station representative*

Scott Howe Bowen, Inc.

*Power*

500 w. to local sunset; 250 w thereafter.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

33 1/3 and 78 r.p.m. double turn-tables.

**COLORADO**

(Pop.: 1,035,791; radio sets: 140,001)

**COLORADO SPRINGS**

(Pop.: 33,237)

**KVOR (CBS)**

*Owner and operator*

Reynolds Radio Co., Inc.  
Studio: Mining Exchange Bldg., Colorado Springs.  
Transmitter: Mining Exchange Bldg.

*Station representative*

New York: Scott Howe Bowen, Inc.

*Power*

1,000 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$45.00	\$80.00
1/2 hour	25.00	45.00
1/4 hour	15.00	25.00

*Transcription equipment*

Western Electric double 78 and single 33 1/3 r.p.m. turn-tables.

**DENVER**

(Pop.: 287,861)

**KFEL**

*Owner and operator*

Eugene P. O'Fallan, Inc., Denver.  
Studios: Albany Hotel.



**TRINIDAD**

(Pop.: 11,732)

**KGIW**

*Owner and operator*  
Leonard E. Wilson, Trinidad.  
Business office: 328 N. Commercial St.  
Studio: 328 N. Commercial St.  
Transmitter: 328 N. Commercial St.

*Power*  
100 w.

*Time*  
Shares time with KIDW.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Single 33 $\frac{1}{3}$  and RCA-Victor double 78 r.p.m. turn-tables.

**YUMA**

**KGEK**

*Owner and operator*  
Elmer G. Beehler, Beehler Electrical Equipment Co., Yuma.  
Business office: 109 W. Second St.  
Studio: 109 W. Second St.  
Transmitter: Yuma.

*Power*  
100 w.

*Time*  
Special hours.

*Basic rates*  
No reply received to rate request.

**CONNECTICUT**

(Pop.: 1,606,903; radio sets: 296,221)

**BRIDGEPORT**

(Pop.: 146,716)

**WICC (CBS)**

*Owner and operator*  
Bridgeport Broadcasting Station, Inc. Subsidiary of Shepard Broadcasting Service, Inc.  
Business office: Hotel Stratfield, Bridgeport.  
Studios: Hotel Stratfield, Bridgeport, and Hotel Garde, New Haven, Conn.  
Transmitter: Sport Hill, Easton, Conn.

*Executive personnel*  
President, Harold Feuer; chairman of board, John Shepard, III; station supervisor, Joseph Lopez; commercial director, Fred L. Rowe.

*Station representative*  
New York: Scott Howe Bowen, Inc.

*Power*  
500 w. to local sunset; 250 w. thereafter.

*Time*  
Shares time with WCAC.

*Basic rates*

	Day	Evening
1 hour	\$75.00	\$150.00
1/2 hour	37.50	75.00
1/4 hour	25.00	50.00

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
Western Electric 33 $\frac{1}{3}$  and 78 r.p.m. double turn-tables.

**HARTFORD**

(Pop.: 164,072)

**WDRC (CBS)**

*Owner and operator*  
WDRC, Inc., Hartford.  
Business office: Corning Bldg., 11 Asylum St.  
Studio: Corning Bldg.  
Transmitter: Bloomfield, Conn.

*Power*  
500 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$63.00	\$125.00
1/2 hour	39.00	78.00
1/4 hour	25.00	49.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Double 78 and 33 $\frac{1}{3}$  r.p.m. turn-tables.

**WTIC (NBC)**

*Owner*  
Travelers Insurance Co.

*Operated by*  
Travelers Broadcasting Service Corp.  
Business office: 26 Grove St., Hartford.  
Studio: 26 Grove St.  
Transmitter: Avon, Conn.

*Power*  
50,000 w.

*Time*  
Shares time with WBAL.

*Basic rates*

	Day	Evening
1 hour	\$175.00	\$350.00
1/2 hour	100.00	200.00
1/4 hour	60.00	120.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric double 33 $\frac{1}{3}$  and 78 r.p.m. turn-tables.

**STORRS**

**WCAC**

*Owner and operator*  
Connecticut Agricultural College, Storrs.  
Studio: Mechanic Arts Bldg., Connecticut Agricultural College.  
Transmitter: Mechanic Arts Bldg.

*Power*  
250 w.

*Time*  
Shares time with WICC.

*Basic rates*  
Does not sell time.

**DELAWARE**

(Pop.: 238,380; radio sets: 37,483)

**WILMINGTON**

(Pop.: 106,597)

**WDEL**

*Owner and operator*  
WDEL, Inc., Wilmington.  
Studio: 10th and King Sts.  
Transmitter: Delaware Trust Bldg.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
500 w. until local sunset; 250 w. thereafter.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

**WILM**

*Owner and operator*  
Delaware Broadcasting Company, Wilmington.  
Studios: 920 King St.  
Transmitter: Carrcroft, Edgemoor, Del.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
100 w.

*Time*  
Special hours.

*Basic rates*  
No reply received to rate request.

**DISTRICT OF COLUMBIA**

(Pop.: 486,869; radio sets: 93,630)

**WASHINGTON**

**WJSV (CBS)**

*Owner*  
Columbia Broadcasting System, Inc.

*Operated by*  
Old Dominion Broadcasting Co., Washington, D. C.  
Business office: 1218 Shoreham Bldg., Washington, D. C.  
Studio: Mt. Vernon Memorial Highway, Alexandria, Va.  
Transmitter: Mt. Vernon Hills.

*Branch offices*  
New York: Roger E. Vernon.  
Chicago: Robert B. Stephenson.

*Power*  
10,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$100.00	\$200.00
1/2 hour	63.00	125.00
1/4 hour	39.00	75.00

*Transcription equipment*  
Western Electric double turn-table in both 33 $\frac{1}{3}$  and 78 r.p.m.

**WMAL (NBC)**

*Owner*  
M. A. Leese Radio Corp., Inc., Washington, D. C.

*Managed and operated by*  
National Broadcasting Co., Inc.  
Business office: 712 Eleventh St.  
Studio: 712 Eleventh St.  
Transmitter: 712 Eleventh St.

*Power*  
500 w. to local sunset; 250 w. thereafter.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$75.00	\$150.00
1/2 hour	45.00	90.00

# **PROGRAM INSURANCE**

**ADVERTISING AGENCIES—ADVERTISERS—ARTISTS**

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of Any Description  
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THE PRICE IS LOW — THE QUALITY IS LIFELIKE

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18 EAST FORTY-EIGHTH STREET  
NEW YORK, N. Y.**

TELEPHONE PLAZA 3-8520

¼ hour 30.00 60.00  
 (Transcriptions)  
 Regular time charges.  
*Transcription equipment*  
 Western Electric 78 and 33⅓ r.p.m.  
 double turn-tables.

**WOL**

*Owner and operator*  
 American Broadcasting Co., Annapolis Hotel, Washington, D. C.  
 Business office: Annapolis Hotel.  
 Studio: Annapolis Hotel.  
 Transmitter: Washington, D. C.

*Power*  
 100 w.

*Time*  
 Full time.

*Basic rates*

	Day	Evening
1 hour	\$67.50	\$135.00
½ hour	37.50	75.00
¼ hour	23.75	47.50

(Transcriptions)

Regular time charges.

*Transcription equipment*  
 Western Electric 33⅓ and 78 r.p.m.  
 turn-tables.

**WRC (NBC)**

*Owner and operator*  
 National Broadcasting Co., Inc.  
 Business office: National Press Bldg., Washington, D. C.  
 Studio: National Press Bldg.  
 Transmitter: 14th and Park Rd., N.W.

*Branch Office*  
 National Broadcasting Co., New York.

*Power*  
 500 w. (Construction permit 1,000 w.)

*Time*  
 Full time.

*Basic rates*

	Day	Evening
1 hour	\$95.00	\$190.00
½ hour	59.38	118.75
¼ hour	37.11	74.22

*Transcription equipment*  
 33-1/3 and 78 r.p.m. turn-tables.

**FLORIDA**

(Pop.: 1,468,211; radio sets: 80,694)

**CLEARWATER**

(Pop.: 7,607)

**WFLA (NBC)**

*Owner*  
 Chamber of Commerce, Clearwater.

*Operated by*  
 Florida West-Coast Broadcasting Co., Chamber of Commerce Bldg., Clearwater.  
 General offices: Manson Arcade, Clearwater.  
 Studios: South Osceola Ave., Clearwater; Hillsboro Hotel, Tampa; Recreation Pier, St. Petersburg.  
 Transmitter: Bayview Division, near Tampa.

*Executive personnel*  
 Director of broadcasting, station and production manager, W. Walter Tison; commercial manager, H. H. Baskin; program director, Bert

Arnold; musical director, Frank Grasso.

*Station representative*  
 Scott Howe Bowen, Inc.

*Power*  
 2,500 w. to local sunset; 1,000 w. thereafter.

*Time*  
 Full time.

*Basic rates*

	Day	Evening
1 hour	\$75.00	\$100.00
½ hour	40.00	60.00
¼ hour	25.00	35.00

(Transcriptions)

Regular time charges.  
*Transcription equipment*  
 Double turn-table for either 33-1/3 or 78 r.p.m.

**GAINESVILLE**

(Pop.: 10,465)

**WRUF**

*Owner and operator*  
 State and University of Florida, Gainesville, Fla.  
 Studio: University Campus.  
 Transmitter: University Campus.

*Power*  
 5,000 w.

*Time*  
 Limited time to sundown Denver, Col.

*Basic rates*

	Day	Evening
1 hour	\$50.00	\$75.00
½ hour	30.00	50.00
¼ hour	20.00	30.00

**JACKSONVILLE**

(Pop.: 129,549)

**WJAX (NBC)**

*Owner and operator*  
 City of Jacksonville, Fla.  
 Business office: First and Main Streets, in Waterworks Park, Jacksonville.  
 Studio: First and Main Streets.  
 Transmitter: First and Main Streets.

*Power*  
 1,000 w.

*Time*  
 Full time.

*Basic rates*

	Day	Evening
1 hour	\$75.00	\$225.00
½ hour	45.00	135.00
¼ hour	25.00	75.00

*Transcription equipment*  
 RCA-Victor special 78 and 33-1/3 r.p.m. double turn-tables.

**MIAMI**

(Pop.: 110,637)

**WIOD (NBC)**

*Owner and operator*  
 Isle of Dreams Broadcasting Corp., Miami.  
 Business office and main studio: Herald Bldg., Miami; Radio Bldg., Collins Island, Miami Beach.  
 Transmitter: Collins Island.

*Power*  
 1,000 w.

*Time*  
 Full time.

*Basic rates*

	Day	Evening
1 hour	\$80.00	\$100.00

½ hour 48.00 60.00  
 ¼ hour 28.00 35.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
 Western Electric 33⅓ and 78 r.p.m.  
 double turn-tables.

**WQAM (CBS)**

*Owner and operator*  
 Miami Broadcasting Co., Inc.  
 Studios and offices: 327 N.E. First Ave., Miami.  
 Transmitter: News Tower, Miami.

*Power*  
 1,000 w.

*Time*  
 Full time.

*Basic rates*

	Day	Evening
1 hour	\$66.67	\$100.00
½ hour	40.00	60.00
¼ hour	25.00	36.00

*Transcription equipment*  
 Western Electric 78 and 33⅓ r.p.m.  
 double turn-tables.

**ORLANDO**

(Pop.: 27,330)

**WDBO (CBS)**

*Owner and operator*  
 Orlando Broadcasting Co., Inc.  
 Business office: Fort Gatlin Bldg., 555 N. Orange Ave., Orlando.  
 Studio: Fort Gatlin Bldg.  
 Transmitter: Fort Gatlin Bldg.

*Station representative*  
 Scott Howe Bowen, Inc.

*Power*  
 250 w.

*Time*  
 Half time.

*Basic rates*  
 No reply received to rate request.

*Transcription equipment*  
 Western Electric 78 and 33⅓ r.p.m.  
 double turn-tables.

**PENSACOLA**

(Pop.: 31,579)

**WCOA**

*Owner and operator*  
 Pensacola Broadcasting Co.  
 Studio: Pensacola.  
 Transmitter: Pensacola.

*Power*  
 500 w.

*Time*  
 Full time.

*Basic rates*  
 No reply received to rate request.

*Transcription equipment*  
 Western Electric 33⅓ r.p.m. double turn-table.

**ST. PETERSBURG**

(Pop.: 40,425)

**WSUN (NBC)**

*Owner*  
 Chamber of Commerce, St. Petersburg.

*Operated by*  
 Florida West-Coast Broadcasting Co., Chamber of Commerce Bldg., Clearwater, Fla.  
 Business office: City Hall.  
 Studio: Recreation Pier.  
 Transmitter: Bayview Division, near Tampa.

*Executive personnel*

Director of broadcasting, station and production manager, W. Walter Tison; commercial manager, M. M. Deadrick; program director, Carl Fritz; musical director, George Henniger.

*Power*

2,500 w. until local sunset; 1,000 w. thereafter.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$75.00	\$100.00
½ hour	40.00	60.00
¼ hour	25.00	35.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

33⅓ and 78 r.p.m. double turntables.

**TAMPA**

(Pop.: 101,161)

**WDAE (CBS)**

*Owner*

Tampa Publishing Co.

*Operated by*

Tampa Daily Times.  
Business office: 12th floor, Tampa Terrace Hotel.  
Studio: 12th floor, Tampa Terrace Hotel.  
Transmitter: Forest Hills Country Club Area, Northwest of Tampa.

*Power*

1,000 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

Western Electric 33⅓ and 78 r.p.m. duplicate turntables.

**WMBR**

*Owner and operator*

F. J. Reynolds, 907 Florida Ave., Tampa.  
Studio: Hotel Floridian.  
Transmitter: Tampa.

*Station representative*

Scott Howe Bowen, Inc.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$40.00	\$75.00
½ hour	25.00	40.00
¼ hour	15.00	25.00

*Transcription equipment*

33⅓ and 78 r.p.m. double turntables.

**GEORGIA**

(Pop.: 2,908,506; radio sets: 89,628)

**AMERICUS**

(Pop.: 8,760)

**WENC**

*Owner and operator*

Americus Broadcast Co.

Business office: Rylander Bldg.

Studio: Rylander Bldg.

Transmitter: Rylander Bldg.

*Station representatives*

New York: Scott Howe Bowen, Inc.  
Chicago: A. T. Sears & Son, Inc.

*Power*

100 w.

*Time*

Limited time (day only).

*Basic rates*

1 hour	\$26.00
½ hour	14.50
¼ hour	8.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

78 and 33⅓ r.p.m. double turntables.

**ATHENS**

(Pop.: 18,192)

**WTFI**

*Owner and operator*

Liberty Broadcasting Co., Athens.  
Studio: Costa Bldg.  
Transmitter: Costa Bldg.

*Power*

500 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	.....	.....
½ hour	\$37.50	\$50.00
¼ hour	22.50	30.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

Western Electric 78 and 33⅓ r.p.m. double turntables.

**ATLANTA**

(Pop.: 270,366)

**WGST (CBS)**

*Owner*

Georgia School of Technology, Atlanta.

*Operated by*

Southern Broadcasting Stations, Inc.  
Business office: Ansley Hotel.  
Studio: Ansley Hotel.  
Transmitter: Atlanta.

*Power*

500 w. to local sunset; 250 w. thereafter.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$97.50	\$150.00
½ hour	52.50	82.50
¼ hour	30.00	45.00

*Transcription equipment*

33⅓ and 78 r.p.m. double turntables.

**WJTL**

*Owner and operator*

Oglethorpe University, Atlanta.  
Business office and studio: Oglethorpe University.  
Transmitter: Yaarab Shrine Temple, 660 Peachtree St.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

33⅓ and 78 r.p.m. double turntables.

**WSB (NBC)**

*Owner and operator*

Atlanta Journal Co., Atlanta.  
Business office and studio: Atlanta Biltmore Hotel.  
Transmitter: East Lake.

*Power*

50,000 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$135.00	\$225.00
½ hour	85.00	135.00
¼ hour	51.00	85.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

Western Electric 33⅓ and 78 r.p.m. double turntables.

**AUGUSTA**

(Pop.: 60,432)

**WRDW**

*Owner and operator*

Musicove, Inc., 309 Eighth St., Augusta.  
Business office: 309 Eighth St.  
Studio: 309 Eighth St.  
Transmitter: Augusta.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

Western Electric 78 and 33⅓ r.p.m. double turntables.

**COLUMBUS**

(Pop.: 43,137)

**WRBL**

*Owner and operator*

WRBL Radio Station, Inc., Columbus.  
Business office: Talbotton and Comer Avenues.  
Studio: Royal Theater Bldg.  
Transmitter: Columbus.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

33⅓ and 78 r.p.m. double turntables.

**MACON**

(Pop.: 53,829)

**WMAZ**

*Owner and operator*

Southeastern Broadcasting Co., Inc., Macon.  
Business office: Bankers Health & Life Bldg.  
Studio: Bankers Health & Life Bldg.  
Transmitter: Tatnall Square.

*Power*

500 w.

*Time*  
Limited time, sharing with KOB,  
KEX.

*Basic rates*

	Day	Evening
1 hour	\$40.00	\$60.00
½ hour	25.00	35.00
¼ hour	15.00	20.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33⅓ and 78 r.p.m. double turn-  
tables.

**ROME**  
(Pop.: 21,843)

**WFDV**

*Owner and operator*  
Rome Broadcasting Corp., Rome.  
Business office: 10 Third Ave.  
Studio: 10 Third Ave.  
Transmitter: Rome.

*Power*  
100 w.

*Time*  
Days.

*Basic rates*

	Day	Evening
1 hour	\$35.00	\$50.00
½ hour	20.00	30.00
¼ hour	15.00	18.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33⅓ and 78 r.p.m. double turn-  
tables.

**SAVANNAH**  
(Pop.: 85,024)

**WTOC (CBS)**

*Owner and operator*  
Savannah Broadcasting Co., Inc.  
Business office: De Soto Hotel  
Studio: De Soto Hotel.  
Transmitter: University City, Ga.

*Power*  
500 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$76.50	\$89.50
½ hour	44.00	53.00
¼ hour	26.50	31.50

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m.  
double turn-tables.

**IDAHO**

(Pop.: 445,032; radio sets: 45,435)

**BOISE**  
(Pop.: 21,544)

**KIDO**

*Owner and operator*  
C. G. Phillips and Frank L. Hill,  
Boise.  
Business office: Hotel Boise.  
Studio: Hotel Boise.  
Transmitter: Whitney Bench,  
Idaho.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.  
*Transcription equipment*  
33⅓ r.p.m. double turn-tables.

**IDAHO FALLS**  
(Pop.: 9,429)

**KID**

*Owner and operator*  
KID Broadcasting Co., Idaho Falls.  
Business office and studio: 2nd  
floor, J. C. Penney Bldg.  
Transmitter: 2nd floor, J. C. Pen-  
ney Bldg.

*Station representative*  
Pacific Coast: Scott Howe Bowen,  
Inc.

*Power*  
500 w. to local sunset; 250 w. there-  
after.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33⅓ and 78 r.p.m. double turn-  
tables.

**NAMPA**  
(Pop.: 8,206)

**KFXD**

*Owner and operator*  
Frank E. Hurt, Nampa.  
Business office: 1024 12th Ave. So.  
Studio: 1024 12th Ave. So.  
Transmitter: 1024 12th Ave. So.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$7.50	\$10.00
½ hour	5.00	7.50
¼ hour	3.25	4.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33⅓ and 78 r.p.m. double turn-  
tables.

**POCATELLO**  
(Pop.: 16,471)

**KSEI**

*Owner and operator*  
Radio Service Corp., Pocatello.  
*Station representative*  
Pacific Coast: Scott Howe Bowen,  
Inc.

*Power*  
500 w. to local sunset; 250 w. there-  
after.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$30.00	\$40.00
½ hour	18.75	25.00
¼ hour	11.25	15.00

*Transcription equipment*  
33⅓ and 78 r.p.m. double turn-  
tables.

**SANDPOINT**  
(Pop.: 3,290)

**KGKX**

*Owner and operator*

Sandpoint Broadcasting Co., Sand-  
point.  
Construction permit to move studio  
and transmitter to Lewiston, Idaho.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

**TWIN FALLS**  
(Pop.: 8,787)

**KTFI**

*Owner and operator*  
Radio Broadcasting Corp., Twin  
Falls.  
Business office and studio: Park  
Hotel.  
Transmitter: 262 Third Ave., West.

*Station representative*  
Pacific Coast: Scott Howe Bowen,  
Inc.

*Power*  
500 w.

*Time*  
Shares night time with KID.

*Basic rates*

	Day	Evening
1 hour	\$28.00	\$40.00
½ hour	17.50	25.00
¼ hour	10.50	15.00

(Transcriptions)

Rates on application.

*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m.  
double turn-tables.

**ILLINOIS**

(Pop.: 7,630,654; radio sets;  
1,487,134)

**CARTHAGE**

**WCAZ**

*Owner and operator*  
Superior Broadcasting Service,  
Inc., Carthage.  
Business office: 97½ Adams St.  
Studio: 97½ Adams St.  
Transmitter: Carthage.

*Power*  
50 w.

*Time*  
Special hours.

*Basic rates*

	Day	Evening
1 hour	\$60.00	
½ hour	35.00	
¼ hour	20.00	

*Transcription equipment*  
33⅓ and 78 r.p.m. double turn-  
tables.

**CHICAGO**  
(Pop.: 3,376,438)

**KFKX (NBC)**  
(See KYW)

*Leased by*  
Chicago Herald and Examiner.

*Operated by*  
Westinghouse Electric and Manu-  
facturing Co., Chicago.

**KYW (NBC)**

*Owner*  
Westinghouse Electric and Manu-  
facturing Co.

*Leased by*  
Chicago Herald and Examiner.  
Business office: 310 S. Michigan Ave., Chicago.  
Studio: 310 S. Michigan Ave.  
Transmitter: Bloomingdale Township.

*Executive personnel*  
General manager, Homer Hogan; production manager, Parker Wheatley; musical director, Rex Maupin.

*Power*  
10,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$225.00	\$450.00
½ hour	135.00	270.00
¼ hour	72.00	153.00

(Transcriptions)

Latest card does not state rates.

*Transcription equipment*

Western Electric 33⅓ r.p.m. single turn-tables, and RCA Photophone 33⅓ r.p.m. single turn-tables and 78 r.p.m. double turn-tables.

**WAAF**

*Owner and operator*  
Drovers Journal Publishing Co., Chicago.  
Business office: 836 Exchange Ave.  
Main studio: Exchange Bldg.  
Transmitter: Chicago.

*Station representatives*  
New York: Paul W. and Guy F. Minnick.

*Power*  
500 w.

*Time*  
Daytime.

*Basic rates*

	Day	Evening
1 hour	\$100.00	\$150.00
½ hour	60.00	85.00
¼ hour	35.00	50.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

78 and 33⅓ r.p.m. double turn-tables.

**WBBM (CBS)**

*Owner and operator*  
WBBM Broadcasting Corp., Chicago.  
Business office: 410 N. Michigan Ave.  
Studio: Wrigley Bldg., 410 N. Michigan Ave.  
Transmitter: Glenview, Ill.

*Executive personnel*  
Vice-president in charge, Leslie Atlas; general production manager, Bobby Brown; program director, Walter Preston; musical director, Howard Neumiller; sales manager, Kelly Smith.

*Station representative*  
New York: Roger E. Vernon.

*Power*  
25,000 w.

*Time*  
Shares night time with KFAB.

*Basic rates*

	Day	Evening
1 hour	\$200.00	\$460.00
½ hour	120.00	275.00
¼ hour	70.00	165.00

(Transcriptions)

20% increase for transcriptions.

*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

**WCFL (NBC)**

*Owner and operator*  
Chicago Federation of Labor.  
Business office: American Furniture Mart, 666 Lake Shore Drive.  
Studio: American Furniture Mart.  
Transmitter: Navy Pier, Chicago.  
(Construction permit to move transmitter to York Township, Ill.)

*Executive personnel*  
President, John Fitzpatrick; general manager, Edward N. Nockles; business manager, Franklin Lindquist; production director, Phillip Friedlander; musical director, Eddie Hanson.

*Power*  
5,000 w.

*Time*  
Special experimental authorization for unlimited time.

*Basic rates*

	Day	Evening
1 hour	\$175.00-\$200.00	\$350.00
½ hour	105.00-125.00	210.00
¼ hour	62.00-75.00	125.00

(Transcriptions)

Special rates prevail.

*Transcription equipment*  
Western Electric double 78 and 33⅓ r.p.m. turn-tables.

**WCRW**

*Owner and operator*  
Clinton R. White, Chicago.  
Business office: Embassy Hotel, 2756 Pine Grove Ave.  
Studio: Embassy Hotel.  
Transmitter: Embassy Hotel.

*Executive personnel*  
Station manager, J. A. White; program director, A. E. Dreier.

*Power*  
100 w.

*Time*  
Special hours.

*Basic rates*

½ hour	\$35.00
¼ hour	20.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33⅓ and 78 r.p.m. double turn-tables.

**WEDC**

*Owner and operator*  
Emil Denmark, Inc., Chicago.

*Power*  
100 w.

*Time*  
Special hours.

**WENR (NBC)**

*Owner*  
Great Lakes Broadcasting Co.  
*Operated and leased by*  
National Broadcasting Co., Merchandise Mart, 222 N. Bank Dr., Chicago.  
Transmitter: Downers Grove, Ill.

*Executive personnel*  
Vice-president in charge, Niles Trammel; assistant general manager, P. G. Parker; station relations manager, Fred Weber; production director, C. L. Menser; musical director, Roy Shield; program manager, A. W. Kaney;

sales manager, Kenneth Carpenter.

*Branch office*  
New York: National Broadcasting Co.

*Power*  
50,000 w.

*Time*  
Shares time with WLS.

*Basic rates*

	Day	Evening
1 hour	\$250.00	\$500.00
½ hour	156.25	312.50
¼ hour	97.65	195.30

(Transcriptions)

An additional charge of \$10.00.

*Transcription equipment*  
33⅓ and 78 r.p.m. turn-tables.

**WGES**

*Owner*  
Oak Leaves Broadcasting Station, Inc., Chicago.  
Studio: Guyon's Paradise Ballroom, Crawford and West End Aves.  
Transmitter: Guyon's Paradise Ballroom.

*Operated by*  
Gene T. Dyer.

*Executive personnel*  
Station manager, Gene Dyer; production manager, Charles Lanphear; musical director, John Van.

*Power*  
1,000 w. to local sunset Sundays; 500 w. weekdays.

*Basic rates*

	Day	Evening
1 hour	\$55.00	\$100.00
½ hour	30.00	55.00
¼ hour	17.50	30.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
78 and 33⅓ r.p.m. double turn-tables.

**WGN (CBS)**

*Owner and operator*  
WGN, Inc., Chicago.  
Business office: Tribune Tower.  
Studio: Drake Hotel.  
Transmitter: Elgin, Ill.

*Executive personnel*  
General manager, W. E. McFarland; station manager, Quin Ryan; commercial manager, George Isaac; production manager, Edward Barry; musical director, Delos Owen.

*Branch offices*  
Chicago: Tribune Square, Superior 0100.

New York: 220 E. 42nd St., Vanderbilt 3-9292.

Atlanta: 1825 Rhodes Haverty Bldg.

Boston: 718 Chamber of Commerce Bldg.

Pacific Coast: Keene Fitzpatrick, San Francisco, 820 Kohl Bldg.

*Power*  
25,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$235.00	\$450.00
½ hour	130.00	250.00
¼ hour	90.00	175.00

*Transcription equipment*  
Equipped for electrical transcriptions.

**WIBO***Owner and operator*

Nelson Bros. Bond & Mortgage Co., 134 No. LaSalle St., Chicago (affiliated with the Chicago Evening American).  
Studio: 35 E. Wacker Drive.  
Transmitter: Des Plaines, Ill.

*Executive personnel*

General manager, Albert E. Nelson; production manager, Lloyd G. Harris; musical director, John Cervy; sales manager, James MacPherson.

*Power*

1,500 w. to local sunset; 1,000 w. thereafter.

*Time*

Shares time with WPCC.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

Western Electric 33 $\frac{1}{3}$  and 78 r.p.m. double turn-tables.

**WJJD***Owner and operator*

WJJD, Inc., Palmer House, Chicago.  
Studios: Mooseheart, Ill., and Palmer House, Chicago.  
Transmitter: Mooseheart, Ill.

*Executive personnel*

Manager, C. A. Howell; commercial director, R. R. Kaufman; program director, David Capp; musical director, David Bennett.

*Power*

20,000 w.

*Time*

Limited time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

33 $\frac{1}{3}$  and 78 r.p.m. double turn-tables.

**WLS (NBC)***Owner*

Agricultural Broadcasting Co., Chicago.

*Operated by*

The Prairie Farmer, 1230 Washington Blvd.  
Business office: Prairie Farmer Bldg., 1230 Washington Blvd.  
Studio: Prairie Farmer Bldg.  
Transmitter: Downers Grove, Ill.

*Executive personnel*

President, Beveridge Butler; general manager, Glenn Snyder; program manager, George Biggar; advertising manager, D. R. McDonald.

*Power*

25,000 w.

*Time*

Shares time with WENR, WBCN.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

Western Electric 33 $\frac{1}{3}$  and 78 r.p.m. single turn-tables.

**WMAQ (NBC)***Owner*

WMAQ, Inc. (Chicago Daily News).

*Operated and managed by*

National Broadcasting Co., Inc.

Business office: Merchandise Mart, 222 N. Bank Dr., Chicago.  
Studio: Merchandise Mart.  
Transmitter: Addison, Ill.

*Executive personnel*

Vice-president in charge, Niles Trammel; assistant general manager, P. G. Parker; station relations manager, Fred Weber; production director, C. L. Menser; musical director, Roy Shield; program manager, A. W. Kaney; sales manager, Kenneth Carpenter.

*Branch office*

New York: National Broadcasting Co., Inc.

*Power*

5,000 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$225.00	\$450.00
$\frac{1}{2}$ hour	125.00	250.00
$\frac{1}{4}$ hour	75.00	140.00

*Transcription equipment*

33 $\frac{1}{3}$  and 78 r.p.m. turn-tables.

**WMBI***Owner and operator*

Moody Bible Institute, 153 Institute Place, Chicago.  
Business office: 153 Institute Pl.  
Studio: 153 Institute Pl.  
Transmitter: Addison, Ill.

*Power*

5,000 w.

*Time*

Shares time with WCBD and WBT.

*Basic rates*

Does not sell time.

**WPCC***Owner and operator*

North Shore Church, Sheridan Rd. and Wilson Ave., Chicago.

*Power*

500 w.

*Time*

Shares time with WIBO.

*Basic rates*

Does not sell time.

**WSBC***Owner and operator*

World Battery Co., Inc., Chicago.  
Business office: 1258 S. Michigan Ave.  
Main studio: New Southern Hotel.  
Transmitter: New Southern Hotel.

*Power*

100 w.

*Time*

Special hours.

*Basic rates*

	Day	Evening
1 hour	\$60.00	\$80.00
$\frac{1}{2}$ hour	35.00	45.00
$\frac{1}{4}$ hour	20.00	30.00

**CICERO**

(Pop.: 66,602)

**WEHS***Owner and operator*

WEHS, Inc., Cicero.  
Studio: 6138 W. 22nd St.  
Transmitter: Cicero.

*Power*

100 w.

*Time*

Special hours.

*Basic rates*

No reply received to rate request.

**WHFC***Owner and operator*

WHFC, Inc., Cicero.  
Studio: 6138 W. 22nd St.  
Transmitter: Cicero.

*Power*

100 w.

*Time*

Special hours.

*Basic rates*

No reply received to rate request.

**DECATUR**

(Pop.: 57,510)

**WJBL***Owner and operator*

Commodore Broadcasting, Inc., Decatur.  
Business office: 134 S. Water St.  
Studio: 134 S. Water St.  
Transmitter: Gushard Company Store.

*Power*

100 w.

*Time*

Shares time with WJBC.

*Basic rates*

	Day	Evening
1 hour	\$65.00	\$80.00
$\frac{1}{2}$ hour	45.00	55.00
$\frac{1}{4}$ hour	30.00	35.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

78 and 33 $\frac{1}{3}$  r.p.m. double turn-tables.

**GALESBURG**

(Pop.: 28, 830)

**WKBS***Owner and operator*

Permil N. Nelson, Galesburg.  
Studio: Galesburg.  
Transmitter: Galesburg.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

78 and 33 $\frac{1}{3}$  r.p.m. turn-tables.

**HARRISBURG**

(Pop.: 11,625)

**WEBQ***Owner and operator*

Harrisburg Broadcasting Co.  
Business office: First Trust and Savings Bank Bldg., 100 E. Poplar St.  
Studio: First Trust and Savings Bank Bldg.  
Transmitter: First Trust and Savings Bank Bldg.

*Power*

100 w.

*Time*

Special hours.

*Basic rates*

	Day	Evening
1 hour	\$20.00	\$30.00
$\frac{1}{2}$ hour	15.00	20.00
$\frac{1}{4}$ hour	10.00	15.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 78 and 33 1/3 r.p.m.  
double turn-tables.

**JOLIET**

(Pop.: 42,993)

**WCLS**

*Owner and operator*  
WCLS, Inc., Joliet.  
Business office: Joliet National  
Bank Bldg.  
Studio: Joliet National Bank Bldg.  
Transmitter: Joliet National Bank  
Bldg.

*Power*  
100 w.

*Time*  
Special hours.

*Basic rates*

	Day	Evening
1 hour	\$48.00	\$80.00
1/2 hour	28.00	48.00
1/4 hour	15.00	28.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33 1/3 and 78 r.p.m. double turn-  
tables.

**WKBB**

*Owner and operator*  
Sanders Brothers Radio, Inc.,  
Joliet.  
Business office: Joliet National  
Bank Bldg.  
Studio: Joliet National Bank Bldg.  
Transmitter: Joliet National Bank  
Bldg.

*Power*  
100 w.

*Time*  
Special hours.

*Basic rates*  
No reply received to rate request.  
*Transcription equipment*  
33 1/3 and 78 r.p.m. double turn-  
tables.

**LA SALLE**

(Pop.: 13,149)

**WJBC**

*Owner and operator*  
Kaskaskia Broadcasting Co., La  
Salle.  
Business office: Hotel Kaskaskia.  
Studio: Hotel Kaskaskia.  
Transmitter: Hotel Kaskaskia.

*Power*  
100 w.

*Time*  
Shares time with WJBL.

*Basic rates*

	Day	Evening
1 hour	\$20.00	\$25.00
1/2 hour	12.50	15.00
1/4 hour	7.50	10.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33 1/3 and 78 r.p.m. turn-tables.

**PEORIA**

(Pop.: 104,969)

**WMBD (CBS)**

*Owner and operator*  
Peoria Broadcasting Co., Peoria.  
Business office: 114 N. Madison St.  
Studio: 114 N. Madison St.  
Transmitter: 107 East Glenn Ave.,  
Peoria Heights, Ill.

*Power*  
1,000 w. to local sunset; 500 w.  
thereafter.

*Time*  
Shares time with WTAD.

*Basic rates*

	Day	Evening
1 hour	Special rates	\$120.00
1/2 hour	Special rates	70.00
1/4 hour	Special rates	40.00

*Transcription equipment*  
33 1/3 and 78 r.p.m. turn-tables.

**QUINCY**

(Pop.: 39,241)

**WTAD**

*Owner and operator*  
Illinois Broadcasting Corp., Quincy.  
Studio: 600 State St.  
Transmitter: 600 State St.

*Station representatives*  
Scott Howe Bowen, Inc.  
McElhiney & Associates, Inc.  
A. T. Sears & Son, Inc.

*Power*  
500 w.

*Time*  
Shares time with WMBD.

*Basic rates*

	Day	Evening
1 hour	\$63.00	\$84.00
1/2 hour	31.50	42.00
1/4 hour	15.75	21.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33 1/3 and 78 r.p.m. double turn-  
tables.

**ROCKFORD**

(Pop.: 85,864)

**KFLV**

*Owner and operator*  
Rockford Broadcasters, Inc.  
Business office: Rockford News  
Tower, 107 S. Water St.  
Studio: Rockford News Tower.  
Transmitter: Kilburn Ave. Road,  
4 1/2 miles N.W. of Rockford.

*Station representatives*  
New York: Scott Howe Bowen,  
Inc.  
Chicago: A. T. Sears and Son, Inc.  
Pacific Coast: W. L. Gleeson.

*Power*  
500 w.

*Time*  
Shares time with WHBL.

*Basic rates*

	Day	Evening
1 hour	\$90.00	\$150.00
1/2 hour	49.00	82.50
1/4 hour	26.00	45.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Double 33 1/3 and 78 r.p.m. turn-  
tables.

**ROCK ISLAND**

(Pop.: 37,953)

**WHBF**

*Owner and operator*  
Beardsley Specialty Co., Rock Is-  
land.  
Business office and studio: Harms  
Hotel.  
Transmitter: Rock Island.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Single turn-tables 33 1/3, and double  
turn-tables 78 r.p.m.

**SPRINGFIELD**

(Pop.: 71,864)

**WCBS**

*Owner and operator*  
Charles H. Messter and Harold L.  
Dewing, Springfield.  
Business office: 208 1/2 S. Fifth St.  
Studio: 208 1/2 S. Fifth St.  
Transmitter: St. Nicholas Hotel.

*Power*  
100 w.

*Time*  
Shares time with WTAX.

*Basic rates*

	Day	Evening
1 hour	\$22.00	\$35.00
1/2 hour	11.00	22.00
1/4 hour	6.00	11.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
78 and 33 1/3 r.p.m. double turn-  
tables.

**WTAX**

*Owner and operator*  
WTAX, Inc., Springfield.  
Business office: 416 E. Capital Ave.  
Studio: Hotel Abraham Lincoln.  
Transmitter: Hotel Abraham Lin-  
coln.

*Power*  
100 w.

*Time*  
Shares time with WCBS.

*Basic rates*

	Day or Evening
1 hour	\$42.00
1/2 hour	22.00
1/4 hour	12.00

*Transcription equipment*  
R.C.A. 78 r.p.m. double turn-table  
and Western Electric 33 1/3 r.p.m.  
double turn-tables.

**TUSCOLA**

**WDZ**

*Owner and operator*  
James L. Bush, Tuscola.  
Studio: Star Store Bldg.  
Transmitter: Star Store Bldg.

*Power*  
100 w.

*Time*  
Daytime.

*Basic rates*  
No reply received to rate request.

**URBANA**

(Pop.: 13,060)

**WILL**

*Owner and operator*  
University of Illinois, Urbana.  
Business office: 362 Administration  
Bldg.  
Main studio: 400 S. Wright St.  
Transmitter: Urbana.



*Power*  
500 w. to local sunset; 250 w. there-  
after.  
*Time*  
Shares time with KFNF and  
KUSD.  
*Basic rates*  
Does not sell time.

**ZION**  
(Pop.: 5,991)  
**WCBD**

*Owner and operator*  
Wilbur Glenn Voliva, Zion.  
Studio: Temple Site.  
Transmitter: Zion.

*Power*  
5,000 w.  
*Time*  
Shares time with WMBI, WBT.  
*Basic rates*  
Does not sell time.

**INDIANA**  
(Pop.: 3,238,503; radio sets: 435,440)

**ANDERSON**  
(Pop.: 39,804)  
**WHBU**

*Owner and operator*  
Anderson Broadcasting Corp.  
Business office: 641 Citizens Bank  
Bldg.  
Studio: 641 Citizens Bank Bldg.  
Transmitter: 1110 Meridian St.

*Executive personnel*  
Station, business and production  
manager, program and musical di-  
rector, A. L. McKee; commercial  
director, Don Hancock.

*Power*  
100 w.  
*Time*  
Full time.  
*Basic rates*

	Day	Evening
1 hour	\$19.00	\$25.00
½ hour	11.40	15.00
¼ hour	6.65	8.75

(Transcriptions)  
Regular time charges.  
*Transcription equipment*  
78 and 33⅓ r.p.m. double turn-  
tables.

**CONNERSVILLE**  
(Pop.: 12,795)  
**WKBV**

*Owner and operator*  
Knox Battery & Electric Co., 31st  
and Grand Ave., Connerville.  
Studio: 31st and Grand Ave.  
Transmitter: Just north of Con-  
nersville.

*Power*  
100 w.  
*Time*  
Special hours.  
*Basic rates*  
On application.

**ELKHART**  
(Pop.: 32,949)  
**WTRC (formerly WJAK)**

*Owner and operator*  
The Truth Publishing Co., Elkhart.  
Business office: Hotel Elkhart.  
Studio: Hotel Elkhart.

*Power*  
50 w.  
*Time*  
Shares time with WLBC.  
*Basic rates*

	Day	Evening
1 hour	\$35.00	\$52.00
½ hour	20.00	31.00
¼ hour	15.00	21.00

*Transcription equipment*  
33⅓ and 78 r.p.m. double turn-  
tables.

**EVANSVILLE**  
(Pop.: 102,249)  
**WGFB**

*Owner and operator*  
Evansville on the Air, Inc.  
Business office: 618½ Main St.  
Studio: 618½ Main St.  
Transmitter: 10½ miles north of  
Evansville.

*Power*  
500 w.  
*Time*  
Shares night time with WOS,  
KFRU.

*Basic rates*  
No reply received to rate request.  
*Transcription equipment*  
Western Electric double 78 and sin-  
gle 33⅓ r.p.m. turn-tables.

**FORT WAYNE**  
(Pop.: 114,946)  
**WGL (CBS)**

*Owner*  
Fred C. Zieg, Fort Wayne.  
*Operated by*  
Radio Station WOWO, Fort  
Wayne.  
Business office: 213-215 W. Main  
St.  
Studio: 213-215 W. Main St.  
Transmitter: 213-215 W. Main St.  
*Station representatives*  
New York: Scott Howe Bowen,  
Inc.  
Chicago: A. T. Sears & Son.

*Power*  
100 w.  
*Time*  
Full time.  
*Basic rates*

	Day	Evening
1 hour	\$60.00	\$70.00
½ hour	30.00	35.00
¼ hour	20.00	25.00

(Transcriptions)  
Regular time charges.  
*Transcription equipment*  
Western Electric 78 r.p.m. single  
and double turn-tables, and 33⅓  
double turn-tables.

**WOWO (CBS)**  
*Owner and operator*  
Main Auto Supply Co., Fort  
Wayne.  
Business office: 213-15 W. Main St.  
Studio: 213-15 W. Main St.  
Transmitter: Lincoln Highway and  
Yellowstone Trail, 6 miles west of  
Fort Wayne.

*Station representatives*  
New York: Scott Howe Bowen,  
Inc.  
Chicago: A. T. Sears & Son and  
Scott Howe Bowen, Inc.

*Power*  
10,000 w.  
*Time*  
Shares time with WWVA.  
*Basic rates*

	Day	Evening
1 hour	\$128.70	\$214.20
½ hour	64.35	107.10
¼ hour	37.50	59.50

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m.  
double turn-tables.

**GARY**  
(Pop.: 100,426)  
**WJKS**

*Owner and operator*  
Johnson-Kennedy Radio Corp.,  
Gary. Address all communications  
to radio station WJKS, 410 North  
Michigan Ave., Chicago.  
Studio: Gary State Bank Bldg.,  
5th Ave. and Broadway.  
Transmitter: Gay Mills Ballroom.

*Power*  
1,250 w. to local sunset; 1,000 w.  
thereafter.

*Time*  
Shares time with WGES.  
*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
78 and 33⅓ r.p.m. double turn-  
tables.

**HAMMOND**  
(Pop.: 64,560)  
**WWAE**

*Owner and operator*  
Hammond-Calumet Broadcasting  
Corp., Hammond.  
Studios: 402 Hammond Bldg.,  
Hammond, Ind.; 1525 E. 53rd St.,  
Chicago.

*Power*  
100 w.  
*Time*  
Shares time with WFAM.

*Basic rates*

	Day	Evening
1 hour	\$100.00	\$150.00
½ hour	60.00	85.00
¼ hour	35.00	50.00

*Transcription equipment*  
78 and 33⅓ r.p.m. turn-tables.

**INDIANAPOLIS**  
(Pop.: 364,161)  
**WFBM**

*Owner and operator*  
Indianapolis Power & Light Co.  
Business office: 229 N. Pennsylva-  
nia St.  
Studio: 229 N. Pennsylvania St.  
Transmitter: Indianapolis.

*Power*  
1,000 w.  
*Time*  
Shares time with WSBT.

*Basic rates*

	Day	Evening
½ hour	\$90.00	\$125.00
¼ hour	54.00	75.00

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
78 r.p.m. and Western Electric 33⅓  
r.p.m. double turn-tables.

**WKBF**

*Owner and operator*  
Indianapolis Broadcasting, Inc.  
Business office: 540½ N. Meridian St.  
Studio: 540½ N. Meridian St.  
Remote control studios: Indianapolis News.  
Transmitter: On Crawfordsville Road, one mile northwest of Clermont, Ind.

*Power*  
500 w.

*Time*  
Special hours.

*Basic rates*

	Day	Evening
1 hour	\$100.00	\$200.00
½ hour	62.00	125.00
¼ hour	37.50	75.00

*Transcription equipment*  
Western Electric single 33⅓ and double 78 r.p.m. turn-tables.

**MUNCIE**

(Pop.: 46,548)

**WLBC**

*Owner and operator*  
Donald A. Burton, Muncie.  
Business office: 217½ S. Walnut.  
Studio: 217½ S. Walnut.  
Transmitter: Delaware Hotel.

*Station representatives*  
McElhiney and Associates.  
Scott Howe Bowen, Inc.

*Power*  
50 w.

*Time*  
Shares time with WTRC.

*Basic rates*

	Day or Evening
1 hour	\$35.00
½ hour	20.00
¼ hour	15.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
78 r.p.m. and 33⅓ r.p.m. double turn-tables.

**SOUTH BEND**

(Pop.: 104,193)

**WFAM**

*Owner and operator*  
South Bend Tribune.  
Business office: Tribune Bldg., 225 W. Colfax Ave.  
Studio: Tribune Bldg.  
Transmitter: 4½ miles west of South Bend.

*Power*  
100 w.

*Time*  
Shares time with WWAE.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33⅓ r.p.m. and 78 r.p.m. double turn-tables.

**WSBT (CBS)**

*Owner and operator*  
South Bend Tribune.  
Studio: Tribune Bldg.  
Transmitter: 4½ miles west of South Bend.

*Power*  
500 w.

*Time*  
Shares time with WFBM.

*Basic rates*

	Day	Evening
1 hour	\$100.00	\$150.00
½ hour	60.00	100.00
¼ hour	35.00	60.00

(Transcriptions)

*Transcription equipment*  
78 and 33⅓ r.p.m. double turn-tables.

**TERRE HAUTE**

(Pop.: 62,810)

**WBOW**

*Owner and operator*  
Banks of Wabash, Inc., Terre Haute.  
Business office: Wabash Bldg., Sixth and Wabash Ave.  
Studio: Wabash Bldg.  
Transmitter: South 25th and Dimmick Streets.

*Station representatives*  
Chicago: Scott Howe Bowen, Inc.  
New York: Scott Howe Bowen, Inc.  
Detroit: Scott Howe Bowen, Inc.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$65.00	\$80.00
½ hour	45.00	55.00
¼ hour	30.00	35.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33⅓ r.p.m. single and 78 r.p.m. double turn-tables.

**WEST LAFAYETTE**

(Pop.: 5,095)

**WBAA**

*Owner and operator*  
Purdue University, West Lafayette.

*Power*  
1,000 w. to local sunset; 500 w. thereafter.

*Time*  
Special hours.  
Does not sell time.

**IOWA**

(Pop.: 2,470,939; radio sets: 426,747)

**AMES**

(Pop.: 10,261)

**WOI**

*Owner and operator*  
Iowa State College of Agriculture and Mechanic Arts, Ames.  
Studio: Ames.  
Transmitter: Ames.

*Power*  
5,000 w.

*Time*  
Day only.

*Basic rates*  
Does not sell time.

**BOONE**

**KFGQ**

*Owner and operator*  
Boone Biblical College, Boone.

*Power*  
100 w.

*Time*  
Special hours.  
*Basic rates*  
Does not sell time.

**CEDAR RAPIDS**

(Pop.: 56,097)

**KWCR (NBC)**

*Owner*  
Cedar Rapids Broadcast Co.

*Operated by*  
Des Moines Register and Tribune.  
Business office: Seventh Floor, Hotel Montrose.  
Studio: Hotel Montrose.  
Transmitter: On top Hotel Montrose.

*Power*  
100 w.

*Time*  
Shares time with KFJY, KFGQ.

*Basic rates*

	Day	Evening
1 hour	\$60.00	\$80.00
½ hour	40.00	60.00
¼ hour	30.00	40.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

**COUNCIL BLUFFS**

**KOIL**

Studios in Council Bluffs and Omaha —see listing under Omaha, Neb.

**DAVENPORT**

(Pop.: 60,751)

**WOC-WHO (NBC)**

*Owner and operator*  
Central Broadcasting Co., 1002 Brady St., Davenport.  
Studios: WOC—Brady Hill, Davenport; WHO—914 Locust Street, Des Moines.  
Transmitters: WOC—Brady Hill, Davenport; WHO—Liberty Bldg., Des Moines.

*Branch office*  
Chicago: Free & Steinger, Inc.

*Power*  
5,000 w. both stations.

*Time*  
Full time.

*Basic rates*

	Day	Evening
½ hour	\$175.00	\$350.00
¼ hour	110.00	210.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

**DECORAH**

**KWLC**

*Owner and operator*  
Luther College, Decorah.

*Power*  
100 w.

*Time*  
Daytime—shares with KGCA.

*Basic rates*  
Does not sell time.

**DES MOINES**

(Pop.: 142,599)

**KSO (NBC)***Owner*  
Iowa Broadcasting Co., Des Moines.*Operated by*  
Des Moines Register and Tribune.  
Studio: Des Moines Register and Tribune Bldg.*Station representatives*  
New York: I. A. Klein, Inc.  
Chicago: Guy S. Osborn.  
Detroit: Jos. R. Scolaro.  
St. Louis: C. A. Cour.*Power*  
250 w. to local sunset; 100 w. thereafter.*Time*  
Full time.*Basic rates*

	Day	Evening
1/2 hour	\$55.00	\$75.00
1/4 hour	37.50	50.00

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
Western Electric 33 1/3 and 78 r.p.m. turn-tables.**WHO (NBC)**

This station is owned and operated by the Central Broadcasting Co. and is synchronized with WOC, Davenport, Iowa. All programs are broadcast simultaneously over WOC and WHO. For rates and data see listing WOC, Davenport.

**IOWA CITY**

(Pop.: 1,534)

**WSUI***Owner and operator*  
State University of Iowa, Iowa City.  
Studio: Iowa City.  
Transmitter: Iowa City.*Power*  
500 w.*Time*  
Limited time.*Basic rates*  
Does not sell time.**MARSHALLTOWN**

(Pop.: 17,373)

**KFJB***Owner and operator*  
Marshall Electric Co., Inc., Marshalltown.  
Business office: Sixteenth and Main Sts.  
Studio: Sixteenth and Main Sts.  
Transmitter: Sixteenth and Main Sts.*Power*  
250 w. to local sunset; 100 w. thereafter.*Time*  
Half-time.*Basic rates*

	Day or Evening
1 hour	\$65.00
1/2 hour	40.00
1/4 hour	22.50

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
Western Electric 33 1/3 and 78 r.p.m. double turn-tables.**OTTUMWA****WIAS***Owner and operator*  
Iowa Broadcasting Co., Ottumwa.  
Studio: Hotel Ottumwa.  
Transmitter: Hotel Ottumwa.*Power*  
100 w.*Time*  
Full time.*Basic rates*  
No reply received to rate request.*Transcription equipment*  
Western Electric 78 and 33 1/3 r.p.m. double turn-tables.**RED OAK**

(Pop.: 5,778)

**KICK***Owner and operator*  
Red Oak Radio Corp.  
Transmitter: C. E. Tuttle Hatchery, Red Oak.*Power*  
100 w.*Time*  
Full time.*Basic rates*  
No reply received to rate request.*Transcription equipment*  
78 and 33 1/3 r.p.m. turn-tables.**SHENANDOAH**

(Pop.: 6,502)

**KFNF***Owner and operator*  
Henry Field Co., Shenandoah.*Power*  
1,000 w. to local sunset; 500 w. thereafter.*Time*  
Shares time with WILL and KUSD.*Basic rates*

	Day and Evening
1 hour	\$240.00
1/2 hour	135.00
1/4 hour	75.00

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
78 and 33 1/3 r.p.m. double turn-tables.**KMA***Owner and operator*  
May Seed & Nursery Co., Shenandoah.*Power*  
1,000 w. to local sunset; 500 w. thereafter.*Time*  
Shares time with KGBZ.*Basic rates*  
On application.**SIOUX CITY**

(Pop.: 79,183)

**KSCJ (CBS)***Owner and operator*  
Perkins Bros. Co., Sioux City.  
Business office: 415 Douglas St.  
Studio: 415 Douglas St.  
Transmitter: First and Bluff Sts.*Power*  
2,500 w. to local sunset; 1,000 w. thereafter.*Time*  
Shares time with WTAQ.*Basic rates*

	Day	Evening
1 hour	\$143.75	\$179.65
1/2 hour	86.20	107.80
1/4 hour	51.70	64.65

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33 1/3 and 78 r.p.m. double turn-tables.**WATERLOO**

(Pop.: 46,191)

**WMT (CBS)***Owner and operator*  
Waterloo Broadcasting Co.  
Business office: Third & Lafayette.  
Studio: Third & Lafayette.  
Transmitter: Waterloo.*Power*  
500 w. experimentally.*Time*  
Full time.*Basic rates*

	Day	Evening
1 hour	\$110.00	\$180.00
1/2 hour	60.00	100.00
1/4 hour	38.00	57.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 33 1/3 and 78 r.p.m. double turn-tables.**KANSAS**

(Pop.: 1,880,999; radio sets: 261,936)

**ABILENE**

(Pop.: 5,658)

**KFBI***Owner and operator*  
Farmers & Bankers Life Insurance Co.  
Studio: Abilene.  
Transmitter: Milford, Kans.*Station representative*  
Kansas City, Mo.: The Willot Co.*Power*  
5,000 w.*Time*  
Time limited.*Basic rates*

	Day	Evening
1 hour	\$90.00	\$125.00
1/2 hour	50.00	70.00
1/4 hour	35.00	50.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33 1/3 and 78 r.p.m. double turn-tables.**COFFEYVILLE****KGGF***Owner and operator*  
Powell & Platz, Coffeyville, Kans.  
Business office: Eighth and Elm Sts., Coffeyville, Kans.  
Studio: Corner Interstate and Oklahoma Sts., South Coffeyville, Okla.  
Transmitter: South Coffeyville.

**Power**  
1,000 w. to local sunset; 500 w. thereafter.

**Time**  
Shares time with WNAD.

**Basic rates**

	Day	Evening
1 hour	\$45.00	\$75.00
½ hour	25.00	40.00
¼ hour	15.00	25.00

**Transcription equipment**  
33⅓ and 78 r.p.m. double turn-tables.

**DODGE CITY**  
(Pop. 10,059)

**KGNO**

**Owner and operator**  
Dodge City Broadcasting Co., Inc.  
Business office: First National Bank Bldg.  
Studio: First National Bank Bldg.  
Transmitter: West Park Street Road.

**Station representatives**  
New York: Scott Howe Bowen, Inc.  
St. Louis: McElhiney & Associates.

**Power**  
100 w.

**Time**  
Full time.

**Basic rates**  
No reply received to rate request.

**Transcription equipment**  
33⅓ and 78 r.p.m. double turn-tables.

**KANSAS CITY**  
(Pop.: 121,857)

**WLBF**

**Owner and operator**  
WLBF Broadcasting Co., Inc., Kansas City, Kans.  
Studios: Huron Bldg., Kansas City, Kans. and Aladdin Hotel, Kansas City, Mo.  
Transmitter: Huron Bldg.

**Power**  
100 w.

**Time**  
Full time.

**Basic rates**

	Day	Evening
½ hour	\$15.00	\$20.00
¼ hour	9.00	12.00
10 min.	7.50	10.00

**Transcription equipment**  
33⅓ and 78 r.p.m. double turn-tables.

**LAWRENCE**  
(Pop.: 13,726)

**KFKU**

**Owner and operator**  
University of Kansas, Lawrence.  
Business office: 109 Fraser Hall.  
Studio: Electrical Laboratory, University of Kansas.  
Transmitter: Lawrence.

**Power**  
500 w.

**Time**  
Shares time with WREN.

**Basic rates**  
Does not sell time.

**WREN (NBC)**

**Owner and operator**  
Jenny Wren Co., Lawrence.  
Business office: 546 Massachusetts St.  
Studio: 546 Massachusetts St., Lawrence and Bellerive Hotel, Kansas City, Mo.  
Transmitter: Lawrence.

**Station representative**  
St. Paul: General Radio Broadcasting Co.

**Power**  
1,000 w.

**Time**  
Shares time with KFKU

**Basic rates**

	Day	Evening
1 hour	\$120.00	\$240.00
½ hour	67.50	135.00
¼ hour	45.00	90.00

(Transcriptions)  
Regular time charges.

**Transcription equipment**  
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

**MANHATTAN**  
(Pop.: 10,136)

**KSAC**

**Owner and operator**  
Kansas State College of Agriculture and Applied Science, Manhattan.

**Power**  
1,000 w. to local sunset; thereafter 500 w.

**Time**  
Shares time with WIBW

**Basic rates**  
Does not sell time.

**TOPEKA**  
(Pop.: 64,120)  
**WIBW (CBS)**

**Owner**  
Topeka Broadcasting Association, Inc.

**Operated by**  
Capper Publications, Topeka.  
Business office: 514 National Reserve Bldg.  
Studio: Roof of National Reserve Bldg.  
Transmitter: 3 miles east of Topeka.

**Power**  
1,000 w.

**Time**  
Shares time with KSAC.

**Basic rates**

	Day	Evening
1 hour	\$110.00	\$190.00
½ hour	70.00	100.00
¼ hour	40.00	60.00

(Transcriptions)  
Regular time charges.

**Transcription equipment**  
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

**WICHITA**  
(Pop.: 111,110)

**KFH (CBS)**

**Owner and operator**  
Radio Station KFH Co., Wichita (Wichita Eagle—Hotel Lassen).  
Business office: 124½ S. Market St.

Studio: 124½ S. Market St.  
Transmitter: Located near Travel Air Flying Field.

**Branch office**  
Chicago: William G. Rambeau.

**Executive personnel**  
General manager, C. U. Price; local sales manager, Russel Lowe; program director, Ethylee Buck, accounts, Leila Hull.

**Power**  
1,000 w.

**Time**  
Shares time with WOQ.

**Basic rates**

	Day	Evening
½ hour	\$75.00	\$150.00
¼ hour	45.00	80.00

(Transcriptions)  
Regular time charges.

**Transcription equipment**  
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

**KENTUCKY**

(Pop.: 2,614,589; radio sets: 153,888)

**COVINGTON**

(Pop.: 65,252)

**WCKY (NBC)**

**Owner and operator**  
L. B. Wilson, Inc., 6th and Madison, Covington.  
Studio: 6th and Madison.  
Transmitter: Crescent Springs, Ky.

**Power**  
5,000 w.

**Time**  
Full time.

**Basic rates**

	Day	Evening
1 hour	\$100.00	\$300.00
½ hour	55.00	165.00
¼ hour	30.00	90.00

**Transcription equipment**  
Western Electric 33⅓ and 78 r.p.m. turn-tables.

**HOPKINSVILLE**  
(Pop.: 10,746)

**WFIW**

**Owner and operator**  
WFIW, Inc., Hopkinsville.

**Power**  
1,000 w.

**Time**  
Full time.

**Basic rates**

	Day	Evening
1 hour	\$65.00	\$125.00
½ hour	40.00	80.00
¼ hour	25.00	50.00

**Transcription equipment**  
78 r.p.m. and 33⅓ r.p.m. tables.

**LOUISVILLE**  
(Pop.: 307,745)

**WHAS (CBS)**

**Owner and operator**  
The Courier-Journal Co. and the Louisville Times Co., Louisville.  
Business office: 300 W. Liberty St.  
Studio: 300 W. Liberty St.  
Transmitter: Near Jeffersontown, Kentucky.

*Power*  
50,000 w.  
*Time*  
Full time.  
*Basic rates*

	Day	Evening
1 hour	\$200.00	\$400.00
½ hour	120.00	240.00
¼ hour	72.00	144.00

*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

### WLAP

*Owner and operator*  
American Broadcasting Corp. of Kentucky, Louisville.  
Business office: 333 Guthrie St.  
Studio: 333 Guthrie St.  
Transmitter: 4½ miles from city.

*Power*  
250 w. to local sunset; 100 w. thereafter.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$60.00	\$100.00
½ hour	36.00	60.00
¼ hour	21.00	35.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m. turn-tables.

## LOUISIANA

(Pop.: 2,101,593; radio sets: 74,758)

### MONROE

(Pop.: 26,028)

#### KMLB

*Owner and operator*  
Liner's Broadcasting Station, Inc., Monroe.  
Business office: 512 South Grand St.  
Studio: Frances Hotel, Corners Jackson and Harrison Streets.  
Transmitter: 512 South Grand St.

*Station representatives*  
Chicago: C. A. Naughton.  
Pacific Coast: International Broadcasting Co., Ltd.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$50.00	\$75.00
½ hour	27.50	40.00
¼ hour	15.00	25.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

### NEW ORLEANS

(Pop.: 458,762)

#### WABZ

*Owner and operator*  
Samuel D. Reeka, New Orleans.

Business office: Marberc Hotel.  
Studio: Marberc Hotel.  
Transmitter: 1376 Camp St.

*Power*  
100 w.

*Time*  
Shares time with WJBW

*Basic rates*

	Day	Evening
1 hour	\$45.00	\$75.00
½ hour	25.00	45.00
¼ hour	15.00	25.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33⅓ r.p.m. and double 78 r.p.m. turn-tables.

#### WDSU (CBS)

*Owner and operator*  
Joseph H. Uhalt, New Orleans.  
Business office: Hotel DeSoto.  
Studio: Hotel DeSoto.  
Transmitter: Gretna, La.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$168.75	\$225.00
½ hour	88.65	135.00
¼ hour	53.00	81.00

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m. turn-tables.

#### WJBO

*Owner and operator*  
Valdemar Jensen, New Orleans.  
Studio: Orpheum Theater.  
Transmitter: 119 S. St. Patrick.

*Power*  
100 w.

*Time*  
Daytime only.

*Basic rates*  
No reply received to rate request.

#### WJBW

*Owner and operator*  
Charles C. Carlson, New Orleans.  
Business office: 2743 Dumaine St.  
Studio: 2743 Dumaine St.  
Transmitter: New Orleans.

*Power*  
100 w.

*Time*  
Shares time with WABZ.

*Basic rates*

	Day	Evening
1 hour	\$35.00	\$45.00
½ hour	21.00	27.00
¼ hour	12.60	16.20

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33⅓ r.p.m. single and 78 r.p.m. double turn-tables.

#### WSMB (NBC)

*Owner and operator*  
WSMB, Inc., New Orleans.  
Business office: 901 Canal St.  
Studio: 901 Canal St.  
Transmitter: Gentilly, La.

*Power*  
500 w.

*Time*  
Full time.

*Basic rates*

	Day Rates on application	Evening Rates on application
1 hour		
½ hour	\$65.00	\$130.00
¼ hour	35.00	70.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

#### WWL

*Owner*  
Loyola University, New Orleans operated by WWL Development Co.  
Business office: Roosevelt Hotel.  
Studio: Roosevelt Hotel.  
Transmitter: Kenner, La.

*Power*  
5,000 w.

*Time*  
Shares time with KWKH.

*Basic rates*

	Day	Evening
¼ hour	\$40.00	\$80.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

### SHREVEPORT

(Pop.: 76,665)

#### KRMD

*Owner and operator*  
KRMD, Inc., Shreveport.  
Studio: Jefferson Hotel.  
Transmitter: 1445 Claiborne Ave.

*Power*  
100 w.

*Time*  
Special hours.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
78 and 33⅓ r.p.m. turn-tables.

#### KTBS (NBC)

*Owner and operator*  
Tri-State Broadcasting System, Inc., Shreveport.  
Business office: P.O. Box 1642.  
Studio: Washington-Youree Hotel.  
Transmitter: Shreveport.

*Executive personnel*  
Station and business manager, and commercial director, John C. McCormack; production manager and program director, John P. Goodwin; musical director, Milly Kilmer.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$75.00	\$125.00
¼ hour	45.00	75.00
	30.00	50.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33⅓ and 78 r.p.m. double turn-table.

**KWEA**  
*Owner and operator*  
 Hello World Broadcasting Corp.,  
 Shreveport.  
 Studio: 510 N. Market St.  
 Transmitter: 510 N. Market St.

*Power*  
 100 w.

*Time*  
 Full time.

*Basic rates*  
 No reply received to rate request.

*Transcription equipment*  
 78 and 33 1/3 r.p.m. double turn-  
 tables.

**KWKH**  
*Owner and operator*  
 Hello World Broadcasting Corp.,  
 Shreveport.  
 Business office: Spring & Fannin  
 Sts.  
 Studio: Spring & Fannin Sts.; and  
 Kennonwood, La.  
 Transmitter: Kennonwood, La.

*Power*  
 10,000 w.

*Time*  
 Shares time with WWL.

*Basic rates*

	Day	Evening
1 hour	\$225.00	\$450.00
1/2 hour	129.37	258.00
1/4 hour	73.12	146.25

(Transcriptions)  
 Regular time charges.

*Transcription equipment*  
 78 and 33 1/3 r.p.m. double turn-  
 tables.

**MAINE**  
 (Pop.: 797,423; radio sets: 107,982)

**AUGUSTA**  
 (Pop.: 17,198)

**WRDO**  
*Owner and operator*  
 WRDO, Inc., Augusta.  
 Business office: Augusta House.  
 Studio: Augusta House.  
 Transmitter: 341 Water St.

*Power*  
 100 w.

*Time*  
 Full time.

*Basic rates*

	Day	Evening
1 hour	\$30.00	\$48.00
1/2 hour	22.20	30.00
1/4 hour	15.00	18.00

*Transcription equipment*  
 RCA Victor 78 and 33 1/3 r.p.m.  
 doubles.

**BANGOR**  
 (Pop.: 28,749)

**WABI**  
*Owner and operator*  
 First Universalist Society of Ban-  
 gor.  
 Business office: Dorothy Memorial  
 Bldg.  
 Studio: Dorothy Memorial Bldg.  
 Transmitter: Bangor.

*Power*  
 100 w.

*Time*  
 Special hours.

*Basic rates*

	Day	Evening
1/2 hour	\$15.00	\$20.00
1/4 hour	10.00	12.00

*Transcription equipment*  
 33 1/3 and 78 r.p.m. double turn-  
 tables.

**WLBZ (CBS)**  
*Owner and operator*  
 Maine Broadcasting Co., Inc., Ban-  
 gor.  
 Business office: 100 Main St.  
 Studio: 98-100 Main St.  
 Transmitter: Bangor.

*Power*  
 500 w.

*Time*  
 Full time.

*Basic rates*

	Day	Evening
1 hour	\$60.00	\$100.00
1/2 hour	35.00	60.00
1/4 hour	20.00	35.00

(Transcriptions)  
 Regular time charges.

*Transcription equipment*  
 RCA 78 and 33 1/3 r.p.m. double  
 turn-tables.

**PORTLAND**  
 (Pop.: 70,810)

**WCSH (NBC)**  
*Owner and operator*  
 Congress Square Hotel Co., Port-  
 land.  
 Business office: 579 Congress St.  
 Studio: 579 Congress St.  
 Transmitter: Scarborough, Me.

*Power*  
 1000 w.

*Time*  
 Full time.

*Basic rates*

	Day	Evening
1 hour	\$69.00	\$138.00
1/2 hour	40.25	80.50
1/4 hour	23.00	46.00

(Transcriptions)  
 Regular time charges.

*Transcription equipment*  
 Western Electric 78 r.p.m. and  
 33 1/3 r.p.m. double turn-tables.

**MARYLAND**  
 (Pop.: 1,631,526; radio sets: 228,604)

**BALTIMORE**  
 (Pop.: 804,874)

**WBAL (NBC)**  
*Owner and operator*  
 Consolidated Gas, Electric Light &  
 Power Co. of Baltimore.  
 Business office: Lexington Bldg.  
 Studio: Lexington Bldg.  
 Transmitter: Glenn Morris, Md.

*Power*  
 10,000 w.

*Time*  
 Shares time with WTIC.

*Basic rates*

	Day	Evening
1 hour	\$150.00	\$300.00
1/2 hour	93.75	187.50
1/4 hour	58.50	117.00

(Transcriptions)  
 Regular time charges.

*Transcription equipment*  
 Western Electric 33 1/3 and 78 r.p.m.  
 turn-tables.

**WCAO (CBS)**  
*Owner and operator*  
 Monumental Radio Co., 811 W.  
 Lanvale St., Baltimore.  
 Business office: 811 W. Lanvale St.  
 Studio: 811 W. Lanvale St.  
 Transmitter: 811 W. Lanvale St.

*Power*  
 250 w.

*Time*  
 Full time.

*Basic rates*

	Day	Evening
1 hour	\$180.00	\$300.00
1/2 hour	110.00	180.00
1/4 hour	65.00	110.00

(Transcriptions)  
 Regular time charges.

*Transcription equipment*  
 Western Electric 33 1/3 and 78 r.p.m.  
 turn-tables.

**WCBM**  
*Owner and operator*  
 Baltimore Broadcasting Corp.,  
 Keith Theater Bldg.  
 Business office: Keith Theater  
 Bldg., Lexington and Park Ave-  
 nues.  
 Studio: Keith Theater Bldg.  
 Transmitter: Keith Theater Bldg.

*Power*  
 250 w. to local sunset; 100 w. there-  
 after.

*Time*  
 Full time.

*Basic rates*  
 No reply received to rate request.

*Transcription equipment*  
 Equipped for electrical transcrip-  
 tions.

**WFBR (NBC)**  
*Owner and operator*  
 Baltimore Radio Show, Inc.  
 Studios: 7 St. Paul St.  
 Transmitter: Orangeville, Md.

*Station representative*  
 Scott Howe Bowen, Inc.

*Power*  
 500 w.

*Time*  
 Full time.

*Basic rates*

	Day	Evening
1 hour	\$125.00	\$200.00
1/2 hour	75.00	120.00
1/4 hour	47.50	72.00

(Transcriptions)  
 Regular time charges.

*Transcription equipment*  
 Western Electric 78 and 33 1/3 r.p.m.  
 double turn-tables.

**CUMBERLAND**  
(Pop.: 37,747)

**WTBO**

*Operated by*  
Interstate Broadcasting System, Inc.  
Business office: Commercial Bank Bldg., Cumberland.  
Studio: Commercial Bank Bldg.  
Transmitter: Fort Hill, Md.

*Power*  
250 w. to local sunset; 100 w. thereafter.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$37.50	\$50.00
½ hour	22.50	30.00
¼ hour	12.00	16.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
RCA-Victor 78 and 33⅓ r.p.m. double turn-tables.

**HAGERSTOWN**  
(Pop.: 30,861)

**WJEJ**

*Owner and operator*  
A. V. Tidmore, Hagerstown.  
Business office: Hotel Alexander.  
Studio: Hotel Alexander.  
Transmitter: Hagerstown.

*Power*  
100 w.

*Time*  
Daytime only.

*Basic rates*

	Day
1 hour	\$60.00
½ hour	37.50
¼ hour	25.00

*Transcription equipment*  
Western Electric 33⅓ single and 78 r.p.m. double turn-tables.

**MASSACHUSETTS**

(Pop.: 4,249,614; radio sets: 814,645)

**BOSTON**  
(Pop.: 781,188)

**WAAB (CBS)**

*Owner and operator*  
Bay State Broadcasting Corp. Affiliated with Shepard Broadcasting Service, Inc.  
Business office: 1-2 Winter Place, Boston.  
Studios: 21 Brookline Ave.  
Transmitter: Squantum, Quincy, Mass.

*Executive personnel*  
Chairman of board, John Shepard, III; business manager, R. L. Harlow; production manager, Linus Travers; commercial director, C. W. Phelan; program director, C. G. Jones; musical director, Charles R. Hector.

*Station representative*  
New York: Scott Howe Bowen, Inc.

*Power*  
500 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$100.00	\$200.00
½ hour	50.00	100.00
¼ hour	32.50	65.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

**WBZ (NBC)**

*Owner*  
Westinghouse Electric & Manufacturing Co.

*Operated and managed by*  
National Broadcasting Co., Inc.  
Business office: Hotel Bradford, Boston.  
Studio: Hotel Bradford.  
Transmitters: Mills Township.

*Branch office*  
National Broadcasting Co., Inc.

*Power*  
25,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$375.00	\$750.00
½ hour	200.00	400.00
¼ hour	140.00	280.00

*Transcription equipment*  
78 and 33⅓ r.p.m. double turn-tables.

**WEEI (NBC)**

*Owner and operator*  
Edison Electric Illuminating Co. of Boston, 39 Boylston St., Boston.  
Business office: 182 Tremont St.  
Studio: 182 Tremont St.  
Transmitter: Weymouth, Mass.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$150.00	\$300.00
½ hour	87.50	185.00
¼ hour	62.50	125.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

**WLOE**

*Owner and operator*  
Boston Broadcasting Co.  
Studio: Hotel Bellevue, 21 Beacon St.  
Transmitter: Chelsea, Mass.

*Power*  
250 w. to local sunset; 100 w. thereafter.

*Time*  
Half time.

*Basic rates*

	Day	Evening
1 hour	\$60.00	\$120.00
½ hour	32.50	65.00
¼ hour	17.50	35.00

*Transcription equipment*  
78 and 33⅓ r.p.m. turn-tables.

**WNAC (CBS)**

*Owner and operator*  
Shepard Broadcasting Service, Inc., Boston.  
Business office: 1-2 Winter Place.  
Studios: Hotel Buckminster, 21 Brookline Ave.  
Transmitter: Squantum, Quincy, Mass.

*Executive personnel*  
President, John Shepard, III; assistant to president, R. L. Harlow; production manager, C. G. Jones; commercial production, Linus Travers; commercial director, C. W. Phelan; musical director, Charles R. Hector.

*Station representative*  
New York: Scott Howe Bowen, Inc.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$150.00	\$300.00
½ hour	75.00	150.00
¼ hour	50.00	100.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

**FALL RIVER**  
(Pop.: 115,274)

**WSAR**

*Owner and operator*  
Doughty & Welch Electric Co., Inc., 46 N. Main St., Fall River.  
Studio: 34 N. Main St.  
Transmitter: 34 N. Main St.

*Power*  
250 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$35.00	\$65.00
½ hour	17.50	35.00
¼ hour	12.00	18.50

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

**GLOUCESTER**  
**WHDH**

*Owner and operator*  
Matheson Radio Co., Inc., Boston.  
Transmitter: Gloucester, Mass.

*Power*  
1,000 w.

*Time*  
Daytime only; shares with KOA. Licensed to operate until local sunset at Denver, Colo.

*Basic rates*  
Does not sell time.

**LEXINGTON**  
(Pop.: 9,467)

**WLEY**

*Owner and operator*  
Lexington Air Station.

*Power*  
250 w. to local sunset; 100 w. thereafter.

*Time*  
Half time.  
*Basic rates*

	Day or Evening
1 hour	\$60.00
½ hour	30.00
¼ hour	15.00

**NEEDHAM**  
(Pop.: 10,845)

**WBSO**

*Owner and operator*  
Broadcasting Service Organization, Inc., Needham.  
Studio: Great Plain Avenue, Babson Park.  
Transmitter: Great Plain Avenue, Babson Park.

*Power*  
500 w.

*Time*  
Daytime only.

*Basic rates*

1 hour	\$85.00
½ hour	45.00
¼ hour	25.00

(Transcriptions)  
10% additional for handling.

*Transcription equipment*  
78 and 33½ r.p.m. double turn-tables.

**NEW BEDFORD**  
(Pop.: 112,597)

**WNBH**

*Owner and operator*  
New Bedford Broadcasting Co.  
Business office: New Bedford Hotel.  
Studio: New Bedford Hotel.  
Transmitter: Fairhaven, Mass.

*Station representative*  
New York: Scott Howe Bowen, Inc.

*Power*  
250 w. to local sunset; 100 w. thereafter.

*Time*  
Full time.

*Basic rates*

	Day or Evening
1 hour	\$65.00
½ hour	35.00
¼ hour	20.00

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
78 and 33½ r.p.m. double turn-tables.

**SPRINGFIELD**  
(Pop.: 149,900)

**WBZA (NBC)**

*Owner*  
Westinghouse Electric & Manufacturing Co., Boston.

*Operated and managed by*  
National Broadcasting Co., Inc.  
Business office: Hotel Kimball.  
Studio: Hotel Kimball.  
Transmitter: East Springfield.

*Branch office*  
National Broadcasting Co., Inc.

*Power*  
1000 w.

*Time*  
WBZA is synchronized and operates simultaneously with WBZ. For complete data see WBZ, Boston, Mass.

**WMAS**

*Owner*  
Albert S. Moffat, Springfield.  
Business office: Hotel Stonehaven.  
Studio: Hotel Stonehaven.  
Transmitter: Springfield.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$75.00	\$125.00
½ hour	37.50	75.00
¼ hour	25.00	50.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 33½ and 78 r.p.m. double turn-tables.

**WORCESTER**  
(Pop.: 195,311)  
**WORC (CBS)**

*Owner and operator*  
Alfred Frank Kleindienst, Worcester.  
Business office: 60 Franklin St.  
Studio: 60 Franklin St.  
Transmitter: Auburn, Mass.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Single 33½ and double 78 r.p.m. turn-tables.

**WTAG (NBC)**

*Owner*  
Worcester Telegram Publishing Co., Inc., Worcester.

*Operated by*  
The Telegram Gazette  
Business office: 18 Franklin St.  
Studio: 18 Franklin St.  
Transmitter: 52 Front St.

*Power*  
500 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$87.50	\$175.00
½ hour	50.00	100.00
¼ hour	30.00	60.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 33½ and 78 r.p.m. double turn-tables.

**MICHIGAN**

(Pop.: 4,842,325; radio sets: 827,341)

**BATTLE CREEK**  
(Pop.: 43,575)

**WELL**

*Owner and operator*  
Enquirer-News Co., Battle Creek.

*Power*  
50 w. (construction permit for 100 w.)

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

**BAY CITY**  
(Pop.: 47,355)

**WBCM (CBS)**

*Owner*  
Bay City Broadcasting Association.

*Operated by*  
James E. Davidson, Bay City.  
Business office: Wenonah Hotel, Center Ave. and Water St.  
Studio Wenonah Hotel.  
Transmitter: Hampton Township.

*Power*  
500 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$70.00	\$140.00
½ hour	44.00	88.00
¼ hour	27.00	55.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 33½ and 78 r.p.m. double turn-tables.

**CALUMET**

**WHDF**

*Owner and operator*  
Upper Michigan Broadcasting Co., Calumet.  
Studio: Scott St.  
Transmitter: Laurium, Mich.

*Power*  
250 w. to local sunset; 100 w. thereafter.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

**DETROIT**  
(Pop.: 1,568,662)

**CKOK (CBS)**

Canadian licensee. Studio and business office: Union Guardian Bldg., Detroit. See listing under Radio Stations of the World, Canadian section, for ownership data.

**WJBK**

*Owner and operator*  
James F. Hopkins, Inc., Detroit.  
Business office: 6559 Hamilton Ave.  
Studio: 6559 Hamilton Ave.  
Transmitter: Rose Bldg., 12897 Woodward Ave., Highland Park, Mich.

*Power*  
50 w.

*Time*  
Special hours.

*Basic rates*  
(New rate card being prepared)

*Transcription equipment*  
Western Electric 33½ and 78 r.p.m. turn-tables with fader system.



**WJR (NBC)***Owner and operator*

WJR, The Goodwill Station, Inc.,  
Detroit.

Business office: 2103 Fisher Bldg.  
Studio: Fisher Bldg.

Transmitter: Sylvan Lake Village.

*Branch office*

Chicago: Free & Sleining, Inc.

*Power*

10,000 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$300.00	
½ hour	150.00	\$350.00
¼ hour	90.00	200.00

(Transcriptions)

*Regular time charges.**Transcription equipment*

Complete facilities for 33⅓ and 78 r.p.m.

**WMBC***Owner and operator*

Michigan Broadcasting Company,  
Detroit.

Business office: 7310 Woodward  
Ave.

Studio: 7310 Woodward Ave.

Transmitter: 7310 Woodward Ave.

*Power*

250 w. to local sunset: 100 w. there-  
after.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$60.00	\$100.00
½ hour	35.00	60.00
¼ hour	20.00	35.00

(Transcriptions)

*Regular time charges.**Transcription equipment*

Western Electric 33⅓ and 78 r.p.m.  
double turn-tables.

**WWJ (NBC)***Owner*

Evening News Association, Inc.,  
Detroit.

*Operated by*

The Detroit News.

Business office: Second & Lafay-  
ette Blvds.

Studio: Second & Lafayette Blvds.

Transmitter: Second & Lafayette  
Blvds.

*Power*

1,000 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$175.00	\$350.00
½ hour	112.50	225.00
¼ hour	62.50	125.00

(Transcriptions)

*Special Rates.**Transcription equipment*

Western Electric 78 and 33⅓ r.p.m.  
double turn-tables.

**WXYZ***Owner and operator*

Kunsky - Trendle Broadcasting  
Corp., Detroit.

Business office: 300-314 Madison  
Theater Bldg.

Studio: Maccabee Bldg.

Transmitter: Maccabee Bldg.

*Power*

1,000 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

Western Electric single & double  
78 and 33⅓ r.p.m. turn-tables.

**EAST LANSING**

(Pop.: 4,389)

**WKAR***Owner and operator*

Michigan State College, East Lans-  
ing.

Studio: East Lansing.

Transmitter: On the college cam-  
pus.

*Power*

1,000 w.

*Time*

Daytime.

*Basic rates*

Does not sell time.

**FLINT**

(Pop.: 156,492)

**WFDF***Owner and operator*

Frank D. Fallain, Flint Broadcast-  
ing Co.

Business office: Union Industrial  
Bldg.

Transmitter: Flint.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

78 r.p.m. and 33⅓ r.p.m. double  
turn-tables.

**GRAND RAPIDS**

(Pop.: 168,592)

**WOOD-WASH***Owned and operated by*

Kunsky - Trendle Broadcasting  
Corp., 300-314 Madison Theater  
Bldg., Detroit.

Business office: 501 Young Bldg.,  
Grand Rapids.

Studio: 501 Young Bldg.

Transmitter: Furnwood, Mich.

*Station representative*

Scott Howe Bowen, Inc.

*Power*

500 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

Western Electric 78 and 33⅓ r.p.m.  
double turn-tables.

**IRONWOOD**

(Pop.: 14,299)

**WJMS***Owner and operator*

WJMS, Inc., Ironwood.

Business office: St. James Hotel.

Studio: St. James Hotel.

Transmitter: St. James Hotel.

*Power*

100 w.

*Time*

Limited time.

*Basic rates*

1 hour	\$45.00
½ hour	25.00
¼ hour	17.50

*Transcription equipment*

33⅓ r.p.m. single and 78 r.p.m.  
double turn-tables.

**JACKSON**

(Pop.: 55,187)

**WIBM***Owner and operator*

WIBM, Inc., Jackson.

Studio: Otsego Hotel.

*Power*

100 w.

*Time*

Special hours.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

78 r.p.m. and 33⅓ r.p.m. double  
turn-tables.

**KALAMAZOO**

(Pop.: 54,786)

**WKZO***Owner and operator*

WKZO, Inc., Kalamazoo.

Business office: Peck Bldg.

Studio: New Burdick Hotel.

Transmitter: Nichol's Road, Kala-  
mazoo township.

*Power*

1,000 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

33⅓ and double 78 r.p.m. turn-  
tables.

**MARQUETTE**

(Pop.: 14,789)

**WBEO***Owner and operator*

Lake Superior Broadcasting Co.,  
Inc., Marquette.

Studio: Mining Journal Bldg.

Transmitter: Mining Journal Bldg.

*Station representative*

Scheeler, Inc.

*Power*

100 w.

*Time*

Special hours.

*Basic rates*

	Day	Evening
1 hour	\$37.50	\$45.00
½ hour	22.50	27.50
¼ hour	13.25	16.00

*Transcription equipment*  
RCA single 33 $\frac{1}{3}$  and Western Electric double 78 r.p.m. turntables.

**MINNESOTA**

(Pop.: 2,563,943; radio sets: 397,060)

**DULUTH**

(Pop.: 101,463)

**WEBC (NBC)**

*Owner and operator*  
Head of the Lakes Broadcasting Co., Inc., Duluth, Minn., and Superior, Wis.  
Business office: Spalding Hotel, Duluth.  
Transmitter: Superior, Wis.

*Power*  
2,500 w. to local sunset; 1,000 w. thereafter.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric 33 $\frac{1}{3}$  and 78 r.p.m. double turntables.

**FERGUS FALLS**

(Pop.: 9,389)

**KGDE**

*Owner*  
KGDE Broadcasting Co., Fergus Falls.

*Operated by*  
Charles L. Jaren, Fergus Falls.

*Power*  
250 w. to local sunset; 100 w. thereafter.

*Time*  
Full time.

*Basic rates*  
1 hour \$45.00  
1/2 hour 22.50  
1/4 hour 11.25  
(Transcriptions)  
Regular time charges.

*Transcription equipment*  
78 and 33 $\frac{1}{3}$  r.p.m. double turntables.

**MINNEAPOLIS—ST. PAUL**  
(Pop.: 464,356) (Pop.: 271,606)

**KSTP (NBC)**

*Owner and operator*  
National Battery Broadcasting Co., St. Paul.  
Business office: St. Paul Hotel, St. Paul.  
Studios: St. Paul Hotel, St. Paul, and Radisson Hotel, Minneapolis.  
Transmitter: Radio Center, Minn.

*Executive personnel*  
Station manager, Stanley E. Hubbard; business manager, Kenneth M. Hance; production manager, Phillip R. Bronson; commercial director, Ford Billings; program director, Corinne Jordan; musical director, Henry C. Woenpner.

*Branch office*  
New York: 1010 Graybar Bldg., 420 Lexington Ave., Telephone Mohawk 4-4999.

*Power*  
10,000 w.

*Time*  
Full time.

*Basic rates*  
Day Evening  
1 hour \$200.00 \$400.00  
1/2 hour 100.00 200.00  
1/4 hour 50.00 125.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 78 r.p.m. and 33 $\frac{1}{3}$  r.p.m. double turntables.

**WCCO (CBS)**

*Owner and operator*  
Northwestern Broadcasting, Inc.  
Business office: Nicollet Hotel, Minneapolis.  
Studio: Nicollet Hotel, Minneapolis; Hotel Lowry, St. Paul.  
Transmitter: Anoka, Minn.

*Branch offices:*  
New York: Roger E. Vernon.  
Chicago: Robert B. Stephenson.

*Power*  
50,000 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric 33 $\frac{1}{3}$  and 78 r.p.m. double turntables.

**WDGY**

*Owner and operator*  
The Twin City Business Men's Broadcasting Association, Inc.  
Business office: 909 W. Broadway, Minneapolis.  
Studios: Minneapolis and St. Paul.  
Transmitter: U. S. Silver Fox Farms.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*  
Day Evening  
1 hour \$75.00 \$150.00  
1/2 hour 40.00 80.00  
1/4 hour 22.50 45.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33 $\frac{1}{3}$  and 78 r.p.m. turntables.

**WLB-WGMS**

*Owner and operator*  
University of Minnesota, Minneapolis.  
Transmitter: St. Paul.

*Power*  
1,000 w.

*Time*  
Shares time with WCAL, KFMX, and WRHM.

*Basic rates*  
Does not sell time.

**WRHM**

*Owner and operator*  
Minnesota Broadcasting Corp., Wesley Temple Bldg., Minneapolis. Studio: Wesley Temple Bldg., Minneapolis; Farmers Union-Minnesota Bldg., St. Paul.  
Transmitter: Fridley, Minn.

*Power*  
1,000 w.

*Time*  
Shares time with WCAL, KFMX and WLB-WGMS.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33 $\frac{1}{3}$  and 78 r.p.m. double turntables.

**MOORHEAD**

**KGFK**

*Owner and operator*  
Red River Broadcasting Co., Inc., Moorhead.  
Transmitter: 1 $\frac{1}{2}$  miles east of Moorhead.

*Executive personnel*  
Station manager, G. E. Kistler.

*Power*  
50 w.

*Time*  
Full time.

*Basic rates*  
Day Evening  
1 hour \$15.00 \$25.00  
1/2 hour 10.00 15.00  
1/4 hour 8.00 10.00

**NORTHFIELD**

(Pop.: 4,153)

**KFMX**

*Owner and operator*  
Carleton College, Northfield.

*Power*  
1,000 w.

*Time*  
Shares time with WCAL, WRHM and WLB-WGMS.

*Basic rates*  
Does not sell time.

**WCAL**

*Owner and operator*  
St. Olaf College, Northfield.

*Power*  
1,000 w.

*Time*  
Shares time with KFMX, WRHM and WLB-WGMS.

*Basic rates*  
Does not sell time.

**ST. PAUL**

See Minneapolis-St. Paul.

**MISSISSIPPI**

(Pop.: 2,009,821; radio sets: 35,157)

**GREENVILLE**

(Pop.: 14,807)

**WKFI**

*Owner and operator*  
J. Pat. Scully, Greenville.

*Power*  
100 w.

**Time**

Full time.

**Basic rates**

1 hour \$15.00  
 ½ hour 10.00  
 ¼ hour 5.00

**GULFPORT**

(Pop.: 12,547)

**WGCM****Owner and operator**

Great Southern Land Co., Gulfport.

Studio: Great Southern Golf Club, Mississippi City.

Remote Control Studios: Great Southern Hotel, Dixie Press, First Baptist Church and Paramount Theater, Gulfport; Buena Vista Hotel, Biloxi.

Transmitter: Mississippi City.

**Power**

100 w.

**Time**

Full time.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

33⅓ and 78 r.p.m. double turntables.

**HATTIESBURG**

(Pop.: 18,601)

**WPFB****Owner and operator**

Hattiesburg Broadcasting Co.

Studio: Hattiesburg Hotel.

Transmitter: Hattiesburg Hotel.

**Power**

100 w.

**Time**

Full time

**Basic rates**

No reply received to rate request.

**Transcription equipment**

33⅓ and 78 r.p.m. double turntables.

**JACKSON**

(Pop.: 48,282)

**WJDX (NBC)****Owner and operator**

Lamar Life Insurance Co., Jackson.

Business office: Lamar Life Insurance Bldg.

Studio: Lamar Life Insurance Bldg.

Transmitter: Near Tougaloo, 6 miles north of Jackson, Miss.

**Power**

1,000 w.

**Time**

Full time.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

Western Electric double turntables for 78 and 33⅓ lateral and vertical cut recordings.

**LAUREL**

(Pop.: 18,017)

**WTSL****Owner and operator**

G. A. Houseman.

Laurel Broadcasting Co., Inc.

Studio: Carter Bldg., Magnolia St.  
Transmitter: Carter Bldg.**Power**

100 w.

**Time**

Special hours.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

78 and 33⅓ r.p.m. double turntables.

**MERIDIAN**

(Pop.: 31,954)

**WCOC****Owner and operator**

Mississippi Broadcasting Co., Inc., Meridian.

Studio: Great Southern Hotel.

Transmitter: Barton Mountain, 3 miles from city.

**Executive personnel**

Station and business manager, D. W. Gavin.

**Power**

1,000 w. to local sunset; 500 w. thereafter.

**Time**

Full time.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

33⅓ and 78 r.p.m. double turntables.

**VICKSBURG**

(Pop.: 22,943)

**WQBC****Owner and operator**

Delta Broadcasting Co., Inc., Vicksburg.

Studio: Hotel Vicksburg.

Transmitter: 2 miles east of Vicksburg.

**Power**

500 w.

**Time**

Full time.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

78 and 33⅓ r.p.m. double turntables.

**MISSOURI**

(Pop.: 3,629,367; radio sets: 486,152)

**CAPE GIRARDEAU**

(Pop.: 16,227)

**KFVS****Owner and operator**

Hirsch Battery and Radio Co.,

Cape Girardeau.

Business office: New Marquette Hotel.

Studio: New Marquette Hotel.

Transmitter: 3 miles Northwest of Cape Girardeau.

**Power**

100 w.

**Time**

Special hours.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

33⅓ and 78 r.p.m. double turntables.

**COLUMBIA**

(Pop.: 14,967)

**KFRU****Owner and operator**

KFRU, Inc., Columbia.

Business office: Stephens College.

Administration Bldg.

Studio: Stephens College Administration Bldg.

Transmitter: Stephens College Administration Bldg.

**Power**

500 w.

**Time**

Shares time with WOS and WGBF.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

78 and 33⅓ r.p.m. double turntables.

**GRANT CITY****KGIZ****Owner and operator**

Grand City Park Corp.

Studio and transmitter: Grant City

Trading Post (Grant City) and at Rainbow Park, ½ mile west of Grant City.

**Power**

100 w.

**Time**

Full time.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

RCA 33⅓ and 78 r.p.m. double turntables.

**JEFFERSON CITY**

(Pop.: 21,596)

**WOS****Owner and operator**

Missouri State Marketing Bureau, Jefferson City.

**Power**

500 w.

**Time**

Shares time with WGBF and KFRU.

**Basic rates**

Does not sell time.

**JOPLIN**

(Pop.: 33,454)

**WMBH****Owner and operator**

W. M. Robertson, Joplin.

Studio: 1334 Roosevelt.

Transmitter: 1334 Roosevelt.

**Power**

250 w. to local sunset; 100 w. thereafter.

**Time**

Special hours.

**Basic rates**

	Day	Evening
1 hour	\$30.00	\$35.00
½ hour	17.00	22.00
¼ hour	10.00	15.00

**Transcription equipment**

Double 33⅓ and 78 r.p.m. turntable.

**KANSAS CITY**  
(Pop.: 399,746)

**KMBC**

*Owner and operator*  
Midland Broadcasting Co., Inc.,  
Kansas City.  
Business office: 11th floor, Pickwick Hotel, 10th and McGee Streets.  
Studios: 11th floor, Pickwick Hotel, Kansas City; Journal-Post Bldg.; and Independence, Mo.  
Transmitter: Independence, Mo.

*Branch offices*  
Chicago: William G. Rambeau.  
New York: R. A. Davies, Jr.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1/2 hour	\$72.50	\$145.00
1/4 hour	45.00	90.00

*Transcription equipment*  
Western Electric 33 1/3 and 78 r.p.m. double turn-tables for both lateral and vertical cut recordings.

**KWKC**

*Owner and operator*  
Wilson Duncan Broadcasting Co.,  
Kansas City.  
Business office: 414 Sharp Bldg., 18 E. 11th St.  
Studios: Valentine Hotel, Kansas City Club, LaSalle Hotel, Werby Bldg.

*Power*  
100 w.

*Time*  
One-half time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33 1/3 and 78 r.p.m. double turn-tables.

**WDAF (NBC)**

*Owner and operator*  
Kansas City Star Co.  
Business office: 1729 Grand Ave.  
Studio: 1729 Grand Ave.  
Transmitter: 1729 Grand Ave.

*Station representatives*  
Chicago: L. I. Weishar.  
New York: Allan W. Creel.

*Power*  
1,000 w.

*Time*  
Full time

*Basic rates*

	Day	Evening
1 hour	\$135.00	\$270.00
1/2 hour	75.00	150.00
1/4 hour	50.00	100.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 78 and 33 1/3 r.p.m. double turn-tables.

**WHB**

*Owner and operator*  
WHB Broadcasting Co., Kansas City.  
Business office: Scarritt Bldg.  
Studio: Scarritt Bldg.  
Transmitter: North Kansas City, Mo.

*Power*  
500 w.

*Time*  
Daytime only.

*Basic rates*

1/2 hour	\$52.50
1/4 hour	30.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric single 33 1/3 and double 78 r.p.m. turn-tables.

**WOQ**

*Owner and operator*  
Unity School of Christianity, Kansas City.  
Studios: Unity Bldg., 917 Tracy Ave. and 1015 Grand Ave.  
Transmitter: 917 Tracy Ave.

*Power*  
1,000 w.

*Time*  
Shares time with KFH.

*Basic rates*

	Day	Evening
1 hour	\$60.00	\$125.00
1/2 hour	35.00	75.00
1/4 hour	25.00	45.00

*Transcription equipment*  
Western Electric 78 r.p.m. double turn-tables.

**ST. JOSEPH**  
(Pop.: 80,935)

**KFEQ**

*Owner and operator*  
Scroggin & Co. Bank, St. Joseph.  
Studio: Hotel Robidoux.

*Power*  
2,500 w.

*Time*  
Daytime only.

*Basic rates*

1 hour	\$120.00
1/2 hour	78.00
1/4 hour	42.00

*Transcription equipment*  
Double turn-table for 78 and 33 1/3 r.p.m. recordings.

**ST. LOUIS**  
(Pop.: 821,960)

**KFUO**

*Owner and operator*  
Evangelical Lutheran Church, Missouri Synod, St. Louis.  
Transmitter: Clayton, Mo.

*Power*  
1,000 w. to local sunset; 500 w. thereafter.

*Time*  
Shares time with KSD.  
Does not sell time.

**KMOX (CBS)**

*Owner and operator*  
Voice of St. Louis, Inc.  
Business office: St. Louis Mart Bldg., 401 S. 12th Blvd.  
Studio: St. Louis Mart Bldg.  
Transmitter: Baumgartner Rd.

*Branch offices*  
Chicago: Robert B. Stephenson.  
New York: Roger E. Vernon.

*Power*  
50,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$210.00	\$400.00
1/2 hour	130.00	250.00
1/4 hour	80.00	156.00

(Transcriptions)

Special rates.

*Transcription equipment*  
Western Electric 33 1/3 and 78 r.p.m. double turn-tables.

**KSD (NBC)**

*Owner and operator*  
St. Louis Post-Dispatch.  
Business office: 12th and Olive Sts.  
Studio: Post-Dispatch Bldg.  
Transmitter: Post-Dispatch Bldg.

*Power*  
500 w.

*Time*  
Shares time with KFUO.

*Basic rates*

	Day	Evening
1 hour	\$175.00	\$350.00
1/2 hour	100.00	185.00
1/4 hour	65.00	100.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric double turn-tables, 33 1/3 and 78 r.p.m.

**KWK (NBC)**

*Owner and operator*  
Thomas Patrick, Inc., St. Louis.  
Business office: Hotel Chase.  
Studio: Hotel Chase.  
Transmitter: Kirkwood, Mo.

*Station representatives*  
New York: Scott Howe Bowen, Inc.  
Chicago: A. T. Sears & Son, Inc.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric double 33 1/3 and 78 r.p.m. turn-tables.

**WEW**

*Owner and operator*  
St. Louis University.  
Business office: N. Grand Blvd.  
Studio: N. Grand Blvd.  
Transmitter: St. Louis.

*Power*  
1,000 w.

*Time*  
Daytime only.

*Basic rates*  
Does not sell time.

**WIL**

*Owner and operator*  
Missouri Broadcasting Corp., St. Louis.  
Business office: Roof Garden, Melbourne Hotel.  
Studio: Roof Garden, Melbourne Hotel.

*Power*  
250 w. to local sunset; 100 w. thereafter.

*Time*  
Shares time with KFWF.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric 33½ and 78 r.p.m. double turn-tables.

**SPRINGFIELD**  
(Pop.: 57,527)

**KGBX**

*Owner and operator*  
KGBX, Inc., Springfield.  
Business office: Chamber of Commerce Bldg.  
Studio: Chamber of Commerce Bldg.  
Transmitter: Beacon Hill Addition, southeast of Springfield.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day or Evening
1 hour	\$80.00
½ hour	45.00
¼ hour	30.00

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
Western Electric 33½ and R.C.A. 78 r.p.m. turn-tables.

**MONTANA**

(Pop.: 537,606; radio sets: 60,598)

**BILLINGS**  
(Pop.: 16,380)

**KGHL (NBC)**

*Owner and operator*  
Northwestern Auto Supply Co., Inc., Billings.  
Business office: Fifth Ave. and Broadway.  
Studio: Fifth Ave. and Broadway.  
Transmitter: 6½ miles west of Billings.

*Power*  
2,500 w. to local sunset; 1,000 w. thereafter.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
78 and 33½ r.p.m. turn-tables.

**BUTTE**  
(Pop.: 39,532)

**KGIR (NBC)**

*Owner and operator*  
KGIR, Inc., Butte.  
Business office: 121 W. Broadway.  
Studio: 121 W. Broadway.  
Transmitter: 121 W. Broadway.

*Power*  
500 w.

*Time*  
Half-time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric 78 and 33½ r.p.m. double turn-table.

**GREAT FALLS**  
(Pop.: 28,822)

**KFBB**

*Owner and operator*  
Buttrely Broadcast, Inc., 107 Fifth St. North, Great Falls.  
Studio: Medical Arts Bldg.  
Transmitter: 5 miles south of Great Falls.

*Power*  
2,500 w. to local sunset; 1,000 w. thereafter.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
78 and 33½ r.p.m. double turn-tables.

**KALISPELL**  
(Pop.: 6,094)

**KGEZ**

*Owner and operator*  
Donald C. Treloar, Kalispell.  
Business office: Fourth Ave., East.  
Studio: Fourth Ave., East.  
Transmitter: Fourth Ave., East.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$25.00	\$30.00
½ hour	15.00	18.00
¼ hour	10.00	12.00

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
33½ and 78 r.p.m. double turn-tables.

**MISSOULA**  
(Pop.: 14,657)

**KGVO**

*Owner and operator*  
Mosby's, Inc., Missoula.  
Studio: 240 N. Higgins Ave.  
Transmitter: Missoula.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$24.00	\$36.00
½ hour	14.40	21.60
¼ hour	9.60	14.40

*Transcription equipment*  
78 and 33½ r.p.m. double turn-tables.

**WOLF POINT**  
**KG CX**

*Owner and operator*  
First State Bank of Vida, Wolf Point.  
Studio: Wolf Point.  
Transmitter: Wolf Point.

*Power*  
250 w. to local sunset; 100 w. thereafter.

*Time*  
Special hours.

*Basic rates*  
No reply received to rate request.  
*Transcription equipment*  
33½ and 78 r.p.m. double turn-tables.

**NEBRASKA**

(Pop.: 1,377,963; radio sets: 261,936)

**CLAY CENTER**

**KMMJ**

*Owner and operator*  
M. M. Johnson Co., Clay Center.

*Power*  
1,000 w.

*Time*  
Limited time, shares with WSB.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Single 33½ and double 78 r.p.m. turn-tables.

**KEARNEY**

**KGFW**

*Owner and operator*  
Central Nebraska Broadcasting Corp., Kearney.

*Executive personnel*  
Manager, H. D. Morrow.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

**LINCOLN**  
(Pop.: 75,933)

**KFAB (CBS)**

*Owner and operator*  
KFAB Broadcasting Co., Lincoln.  
Business office: 13th and M Sts., Lincoln; and Omaha National Bank Bldg., Omaha.  
Studios: 13th and M Sts., Lincoln; and Omaha National Bank Bldg., Omaha.  
Transmitter: 1½ miles from Lincoln.

*Power*  
5,000 w. (Construction permit for 25,000 w.)

*Time*  
Shares night time with WBBM-WJBT

*Basic rates*

	Day	Evening
1 hour	\$125.00	\$250.00
½ hour	75.00	150.00
¼ hour	45.00	90.00

*Transcription equipment*  
78 and 33½ r.p.m. double turn-tables.

**KFOR**

*Owner and operator*  
Howard A. Shuman, Lincoln.  
Studio: 12th and O Sts.  
Transmitter: 3 miles from studios at edge of town.

*Executive personnel*

Station manager, Franklin R. Wintker; business manager, Harry A. Shuman; program director, Jack Strahl.

*Station representative*

San Francisco: Bob Roberts and Associates.

*Power*

250 w. to local sunset; 100 w. thereafter.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$37.50	\$50.00
½ hour	21.10	27.50
¼ hour	11.65	15.00

*Transcription equipment*

33½ and 78 r.p.m. turn-tables.

**WCAJ**

*Owner and operator*

Nebraska Wesleyan University, Lincoln. Business Office: 51st and St. Paul Ave. Studio: 51st and St. Paul Ave. Transmitter: 51st and St. Paul Ave.

*Power*

500 w.

*Time*

Shares time with WOW.

*Basic rates*

Does not sell time.

**NORFOLK**

(Pop.: 10,717)

**WJAG**

*Owner and operator*

Norfolk Daily News, 116 North Fourth Street, Norfolk. Business office: 116 North Fourth Street. Studios: Hotel Norfolk, Granada Theater, Norfolk High School, Grace Lutheran Church, First Presbyterian Church and Henry Field Trading Post. Transmitter: Located on W. Koenigstein Avenue, 1½ miles west of main studios in Norfolk.

*Executive personnel*

Station and production manager, Arthur C. Thomas; program and musical director, Russell Jensen.

*Power*

1,000 w.

*Time*

Limited time, shares with WBAL, WTIC.

*Basic rates*

1 hour	\$60.00
½ hour	36.00
¼ hour	24.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

Western Electric 78 double 33½ r.p.m. single turn-table.

**NORTH PLATTE**

(Pop.: 12,061)

**KGNF**

*Owner and operator*

Great Plains Broadcasting Co., North Platte.

Business office: 1621 West 12th St. Studio: 1621 West 12th St. Transmitter: North Platte.

*Power*

500 w.

*Time*

Daytime only.

*Basic rates*

1 hour	\$50.00
½ hour	30.00
¼ hour	17.50

(Transcriptions)

Regular time charges.

*Transcription equipment*

78 and 33½ r.p.m. double turn-tables.

**OMAHA**

(Pop.: 214,006)

**KOIL (NBC)**

*Owner and operator*

Mona-Motor Oil Co., Council Bluffs, Iowa. Studios: "The Brandeis Bungalow Studios," Omaha; and the "Hilltop Studios," Council Bluffs. Transmitter: Council Bluffs.

*Power*

1,000 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

Western Electric 33½ and 78 r.p.m. double turn-tables.

**WAAW**

*Owner and operator*

Omaha Grain Exchange, Omaha. Business office: 19th and Harney Sts. Studio: 600 Omaha Grain Exchange Bldg. Transmitter: 6 miles northwest of Omaha.

*Power*

500 w.

*Time*

Daytime.

*Basic rates*

1 hour	\$75.00
½ hour	45.00
¼ hour	25.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

33½ r.p.m. single and 78 r.p.m. double turn-tables.

**WOW (NBC)**

*Owner and operator*

Woodmen of the World Life Insurance Association, Omaha. Business office: 14th and Farnam St. Studio: Woodmen of the World Bldg. Transmitter: Woodmen of the World Bldg.

*Station representative*

Scott Howe Bowen, Inc.

*Power*

1,000 w.

*Time*

Shares time with WCAJ.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

Western Electric 78 r.p.m. double turn-table and 33½ r.p.m. single turn-table.

**SCOTTS BLUFF**

(Pop.: 8,465)

**KGKY**

*Owner and operator*

Hilliard Co., Inc., Scottsbluff. Business office: 1517 Broadway. Studio: 1517 Broadway.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$25.00	\$30.00
½ hour	15.00	18.00
¼ hour	9.00	10.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

78 and 33½ r.p.m. double turn-tables.

**YORK**

(Pop.: 5,712)

**KGBZ**

*Owner and operator*

Dr. George R. Miller, Live Stock Remedy Co., York.

*Power*

1,000 w. to local sunset; 500 w. thereafter.

*Time*

Shares time with KMA.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

78 and 33½ r.p.m. turn-tables.

**NEVADA**

(Pop.: 91,058; radio sets: 10,856)

**RENO**

(Pop.: 18,529)

**KOH (CBS)**

*Owner*

McClatchy Newspapers. Business office: 440 N. Virginia St., Reno. Studio: 440 N. Virginia St. Transmitter: 440 N. Virginia St.

*Operated by*

The Bee, Inc.

*Power*

500 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$40.00	\$75.00
½ hour	25.00	45.00
¼ hour	15.00	25.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

33½ and 78 r.p.m. single and double turn-tables.

**NEW HAMPSHIRE**

(Pop.: 465,923; radio sets: 73,402)

**LACONIA**

(Pop.: 12,471)

**WKAV***Owner and operator*  
Laconia Radio Club, Laconia.*State representative*  
Scott Howe Bowen, Inc.*Power*  
100 w.*Time*  
Special hours.*Basic rates*  
No reply received to rate request.**MANCHESTER**

(Pop.: 76,834)

**WFEA (CBS)***Owner and operator*  
New Hampshire Broadcasting Co.,  
Manchester.Business office: Carpenter Hotel.  
Studio: Carpenter Hotel.  
Transmitter: Merrimack, N. H.*Power*  
500 w.*Time*  
Full time, experimentally.*Basic rates*

	Day	Evening
1 hour	\$70.75	\$114.50
½ hour	41.25	82.50
¼ hour	23.50	47.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33⅓ and Western Electric 78 r.p.m.  
double turn-tables.**PORTSMOUTH**

(Pop.: 14,495)

**WHEB***Owner and operator*  
Granite State Broadcasting Corp.,  
Portsmouth.  
Business office: 39 Congress St.  
Studio: 39 Congress St.  
Transmitter: Beans Hill, Newington, N. H.*Power*  
250 w.*Time*  
Limited time.*Basic rates*  
(Transcriptions)

Regular time charges.

*Transcription equipment*  
78 and 33⅓ r.p.m. double turn-tables.**NEW JERSEY**

(Pop.: 4,041,334; radio sets: 863,569)

**ASBURY PARK**

(Pop.: 14,981)

**WCAP***Owner and operator*  
Radio Industries Broadcast Co.,  
Asbury Park.  
Business office: Chamber of Commerce, 1312 Convention Hall.

Studios: 1316-1318 Convention Hall, Asbury Park, and Red Bank, N. J.

*Executive personnel*

Station manager, V. N. Scholes; business manager, Thomas F. Burley, Jr.; commercial directors, George H. Guice and Nellie Quigley; program director, Claude Herbert.

*Power*  
500 w.*Time*  
Shares time with WCAM and WOAX.*Basic rates*  
No reply received to rate request.*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m. double turn-tables.**WBJJ**

No detailed information received.

**ATLANTIC CITY**

(Pop.: 66,198)

**WPG (CBS)***Owner*Municipality of Atlantic City.  
Business office: Convention Hall.  
Studio: Atlantic City Auditorium and Convention Hall.  
Transmitter: Located at Airport.*Operated by*

WPG Broadcasting Corp.

*Branch office*Chicago: Robert B. Stephenson.  
New York: Roger E. Vernon.*Power*  
5,000 w.*Time*  
Shares time with WLWL.*Basic rates*

	Day	Evening
1 hour	\$85.00	\$170.00
½ hour	53.00	107.00
¼ hour	33.00	66.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m. double turn-tables.**CAMDEN**

(Pop.: 118,700)

**WCAM***Owner and operator*  
City of Camden.*Power*  
500 w.*Time*  
Shares time with WOAX and WCAP.*Basic rates*  
No reply received to rate request.*Transcription equipment*  
33⅓ and 78 r.p.m. turn-tables.**HACKENSACK**

(Pop.: 24,568)

**WBMS***Owner and operator*  
WBMS Broadcasting Corp., Hackensack.  
Business office: 300 Main St.  
Studio: 300 Main St.  
Transmitter: 6 Banta Place.*Power*  
250 w.*Time*

Shares time with WHOM, WKBO and WNJ.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

78 r.p.m. single turn-table, and 33⅓ r.p.m. turn-tables.

**JERSEY CITY**

(Pop.: 316,715)

**WAAT***Owner and operator*

Bremer Broadcasting Corp., Jersey City.

Business office: 50 Journal Sq.

Studio: 50 Journal Sq.

Transmitter: Hotel Plaza.

*Power*

300 w.

*Time*

Daytime only.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

78 and 33⅓ r.p.m. turn-tables.

**WHOM***Owner and operator*

New Jersey Broadcasting Corp., Jersey City.

Business office: 26 Journal Sq.

Studio: 2870 Boulevard.

Transmitter: Jersey City.

*Power*

250 w.

*Time*

Shares time with WBMS, WKBO and WNJ.

*Basic rates*

	Day	Evening
1 hour	\$75.00	\$95.00
½ hour	40.00	50.00
¼ hour	22.50	27.50

(Transcriptions)

Regular time charges.

*Transcription equipment*

Western Electric 33⅓ and 78 r.p.m. double turn-tables.

**NEWARK**

(Pop.: 442,337)

**WAAM***Owner and operator*WAAM, Inc., Newark, N. J.  
Business office: 1060 Broad St.

Studio: 1060 Broad St.

Transmitter: Port Newark, N. J.

*Executive personnel*

Station manager, Ira R. Nelson; commercial director, Wright Beck; program director, James R. Cozier.

*Power*

2,500 w. to local sunset; 1,000 w. thereafter.

*Time*

Shares time with WODA and WGCP.

*Basic rates*

1 hour	\$210.00
½ hour	120.00
¼ hour	65.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

Western Electric 33⅓ and 78 r.p.m. double turn-tables.

**WGCP**

*Owner and operator*  
May Radio Broadcast Corp., Newark.  
*Power*  
250 w.  
*Time*  
Shares time with WODA and WAAM.

**WNJ**

*Owner and operator*  
Radio Investment Co., Inc., 58 Market St., Newark.  
Business office: 58 Market St.  
Studio: Hotel St. Francis, 22-24 E. Park St.  
Transmitter: Newark, N. J.

*Power*  
250 w.  
*Time*  
Shares time with WHOM, WKBO and WBMS.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric 33 1/3 r.p.m. single and 78 r.p.m. double turn-tables.

**WOR**

*Owner and operator*  
Bamberger Broadcasting Service, Inc., 131 Market St., Newark.  
Business office: 1440 Broadway, New York City.  
Studios: Newark, N. J.; and 1440 Broadway, New York City.  
Transmitter: Kearny, N. J.

*Executive personnel*  
Station manager, Alfred J. McCosker; sales manager, A. A. Cormier; program director, Lewis Reed; musical director, George Shackley.

*Branch office*  
Chicago: William G. Rambeau, manager.

*Power*  
5,000 w. (Construction permit, 50,000 w.)

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$500.00	\$750.00
1/2 hour	300.00	450.00
1/4 hour	200.00	300.00

(Transcriptions)

5% additional charge.

*Transcription equipment*  
Western Electric 5 double turn-tables for either 78 or 33 1/3 r.p.m. recordings.

**PALISADE**

(Pop.: 7,065)

**WPAP**

*Owner and operator*  
Palisade Amusement Park Corp., Palisade.  
Studio: 1540 Broadway, New York City.  
Transmitter: New York City.

*Power*  
250 w.

*Time*  
Shares time with WHN and WRNY.

*Basic rates*  
No reply received to rate request.

**PATERSON**

(Pop.: 138,513)

**WODA**

*Owner and operator*  
O'Dea Temple of Music, 115 Ellison St., Paterson.

*Power*  
1,000 w.

*Time*  
Shares time with WGCP and WAAM.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric double turn-table for both 33 1/3 and 78 r.p.m. recordings.

**RED BANK**

(Pop.: 11,622)

**WJBI**

*Owner and operator*  
Monmouth Broadcasting Co., Inc., Red Bank, N. J.  
Studio: Monmouth Bldg.  
Transmitter: 63 Broad St.

*Power*  
100 w.

*Time*  
Shares time with WGBB, WFAS, and WMRJ.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
78 and 33 1/3 r.p.m. double turn-tables.

**TRENTON**

(Pop.: 123,356)

**WOAX**

*Owner and operator*  
WOAX, Inc., Trenton.  
Studio: Stacy-Trent Hotel.  
Transmitter: 600 Ingham Ave.

*Station representative*  
New York: Scott Howe Bowen, Inc.

*Power*  
500 w.

*Time*  
Shares time with WCAM and WCAP.

*Basic rates*

	Day	Evening
1 hour	50.00	\$60.00
1/2 hour	25.00	30.00
1/4 hour	12.50	15.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33 1/3 and double 78 r.p.m. turn-tables.

**ZAREPHATH**

**WAWZ**

*Owner and operator*  
Pillar of Fire, Zarephath, N. J.

*Power*  
250 w.

*Time*  
Shares time with WMSG, WCDA and WBNX.

*Basic rates*  
Does not sell time.

**NEW MEXICO**

(Pop.: 423,317; radio sets: 15,833)

**ALBUQUERQUE**

(Pop.: 26,570)

**KGGM**

*Owner and operator*  
New Mexico Broadcasting Co. Albuquerque.  
Studio: Franciscan Hotel.  
Transmitter: Franciscan Hotel.

*Power*  
500 w. to local sunset; 250 w. thereafter.

*Time*  
Full time.

*Basic rates*  
New rates being prepared.

*Transcription equipment*  
33 1/3 and 78 r.p.m. double turn-tables.

**KOB**

*Owner*  
New Mexico College of Agriculture and Mechanic Arts, State College.  
Business office: P. O. Box 667, Albuquerque.  
Transmitter: Alameda, N. M. (Construction permit to move to Albuquerque.)

*Power*  
10,000 w.

*Time*  
Shares night time with KEX.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33 1/3 and 78 r.p.m. double turn-tables.

**CLOVIS**

(Pop.: 8,027)

**KICA**

*Owner and operator*  
W. E. Whitmore, Clovis.  
Studio: Elks Bldg.  
Transmitter: Elks Bldg.

*Power*  
100 w.

*Time*  
Shares time with KGFL.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
78 and 33 1/3 r.p.m. double turn-tables.

**NEW YORK**

(Pop.: 12,588,066; radio sets: 2,524,373)

**ALBANY**

(Pop.: 127,412)

**WOKO (CBS)**

*Owner and operator*  
WOKO, Inc., Albany, N. Y.  
Business office: 87 State St., Hotel Ten Eyck.  
Studio: 87 State St.  
Transmitter: Menands Gardens, Menands, N. Y.



**Power**  
500 w.

**Time**  
Shares night time. (Special experimental authorization to operate simultaneously with WHP, WCAH, WHEC-WABO.)

**Basic rates**

	Day	Evening
1 hour	\$102.00	\$170.00
½ hour	59.00	98.50
¼ hour	30.00	51.00

(Transcriptions)  
5% additional time charge.

**Transcription equipment**  
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

## AUBURN

(Pop.: 36,652)

### WMBO

**Owner and operator**  
WMBO, Inc., Auburn.  
Studio: Metcalf Bldg.  
Transmitter: Metcalf Bldg.

**Power**  
100 w.

**Time**  
Full time.

**Basic rates**  
No reply received to rate request.

**Transcription equipment**  
33⅓ and 78 r.p.m. turn-tables.

## BINGHAMTON

(Pop.: 76,662)

### WNBF

**Owner and operator**  
Howitt-Wood Radio Co., Inc., Binghamton.  
Business office: Arlington Hotel.  
Transmitter: Binghamton.

**Power**  
100 w.

**Time**  
Full time.

**Basic rates**

	Day	Evening
1 hour	\$45.00	\$65.00
½ hour	26.00	37.00
¼ hour	15.50	22.00

(Transcriptions)  
Regular time charges.

**Transcription equipment**  
78 and 33⅓ r.p.m. double turn-tables.

## BRONX

(See New York City, Bronx Borough.)

## BROOKLYN

(See New York City, Brooklyn Borough.)

## BUFFALO

(Pop.: 573,076)

### WBEN (NBC)

**Owner**  
WBEN, Inc., Buffalo.  
Studio: Hotel Statler.  
Transmitter: Martinsville, N. Y.; emergency transmitter: Hotel Statler.

**Operated by**  
Buffalo Evening News.

**Branch office**  
Chicago: William G. Rambeau.

**Power**  
1,000 w.

**Time**  
Full time.

**Basic rates**

	Day	Evening
½ hour	\$75.00	\$155.00
¼ hour	47.50	97.50

(Transcriptions)  
Regular time charges.

**Transcription equipment**  
Western Electric double 78 and 33⅓ r.p.m. turn-tables.

### WEBR

**Owner and operator**  
Howell Broadcasting Co. Inc., Buffalo.  
Business office: 735 Main St.  
Studio: 735 Main St.  
Transmitter: Larkin Terminal Bldg.

**Power**  
250 w. to local sunset; 100 w. thereafter.

**Time**  
Full time.

**Basic rates**  
No reply received to rate request.

**Transcription equipment**  
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

### WGR (CBS)

**Owner and operator**  
Buffalo Broadcasting Corp.  
Business office: Rand Bldg.  
Studio: Rand Bldg.  
Transmitter: Amherst, N. Y.

#### Branch offices

New York: 60 E. 42nd St.  
Chicago: Free & Sleining, Inc.

**Power**  
1,000 w.

**Time**  
Full time.

**Basic rates**

	Day	Evening
1 hour	\$125.00	\$250.00
½ hour	78.00	156.00
¼ hour	49.00	98.00

(Transcriptions)  
Regular time charges.

**Transcription equipment**  
Western Electric 33⅓ and 78 single and double turn-tables.

### WKBW (CBS)

**Owner and operator**  
Buffalo Broadcasting Corp.  
Business office: Rand Bldg.  
Studio: Rand Bldg.  
Transmitter: Amherst, N. Y.

#### Branch offices

New York: 60 E. 42nd St.  
Chicago: Free & Sleining, Inc.

**Power**  
5,000 w.

**Time**  
Full time.

**Basic rates**

	Day	Evening
1 hour	\$125.00	\$250.00
½ hour	78.00	156.00
¼ hour	49.00	98.00

(Transcriptions)  
Regular time charges.

**Transcription equipment**  
Western Electric 78 and 33⅓ r.p.m. single and double turn-tables.

### WSVS

**Owner and operator**  
Seneca Vocational High School, Buffalo.

**Power**  
50 w.

**Time**  
Full time.

**Basic rates**  
Does not sell time.

## CANTON

(Pop.: 2,822)

### WCAD

**Owner and operator**  
St. Lawrence University, Canton.  
Business office: Park St.  
Studio: St. Lawrence University Campus.  
Transmitter: St. Lawrence University Campus.

**Power**  
500 w.

**Time**  
Daytime only.

**Basic rates**  
Does not sell time.

## ELMIRA

(Pop.: 47,397)

### WESG

**Owner**  
Cornell University, Ithaca, N. Y.  
Business office: Mark Twain Hotel, Elmira.  
Studios: Mark Twain Hotel, Elmira; and Cornell University, Ithaca.  
Transmitter: Cornell University.

**Station representative**  
J. P. McKinney & Son.

**Power**  
1,000 w.

**Time**  
Daytime only.

**Basic rates**  
No reply received to rate requests.

**Transcription equipment**  
33⅓ and 78 r.p.m. turn-tables.

## FREEPORT

(Pop.: 15,467)

### WGGB

**Owner and operator**  
Harry H. Carman, Freeport.

**Power**  
100 w.

**Time**  
Shares time with WJBI, WFAS and WMRJ.

## HUDSON FALLS

### WGLC

**Owner and operator**  
Station WGLC.  
Business office: Colonial Display House of Griffin Lumber Co., Hudson Falls.  
Studio: Colonial Display House.  
Transmitter: Colonial Display House.

**Power**  
100 w. to local sunset; 50 w. thereafter.

**Time**  
Full time.

*Basic rates*  
 1 hour \$60.00  
 ½ hour 36.00  
 ¼ hour 21.60

*Transcription equipment*  
 RCA 33⅓ and 78 r.p.m. turn-tables.

**JAMAICA**

(See New York City, Queens Borough.)

**LONG BEACH**

(Pop.: 5,817)

**WMIL**

The general offices of this station are located in Brooklyn, New York—see listings under Brooklyn Borough.

**NEW YORK CITY**

(Pop.: 6,930,446)

**BRONX BOROUGH**

**WBNX**

*Owner and operator*  
 Standard Cahill Co., Inc., New York City.  
 Studio: New York Coliseum.  
 Transmitter: New York Coliseum.

*Power*  
 250 w.

*Time*  
 Shares time with WMSG, WAWZ, WCDA.

*Basic rates*

	Day	Evening
1 hour	\$60.00	\$100.00
½ hour	33.00	55.00
¼ hour	18.00	30.00

(Transcriptions)

5% additional time charge.

*Transcription equipment*  
 33⅓ and 78 r.p.m. turn-tables.

**BROOKLYN BOROUGH**

**WBBC**

*Owner and operator*  
 Brooklyn Broadcasting Corp.  
 Business office: 16 Court St., Brooklyn.  
 Studio: 16 Court St.  
 Transmitter: Bergen Beach, Brooklyn.

*Power*  
 500 w.

*Time*  
 Shares time with WFOX, WCGU and WLTH.

*Basic rates*  
 No reply received to rate request.

*Transcription equipment*  
 Western Electric 78 and 33⅓ r.p.m. double turn-tables.

**WBBR**

*Owner and operator*  
 Peoples Pulpit Association, 124 Columbia Heights, Brooklyn, N. Y.  
 Transmitter: Rossville.

*Power*  
 1,000 w.

*Time*  
 Shares time with WHAZ, WFAB and WEVD.

*Basic rates*  
 Does not sell time.

**WCGU**

*Owner and operator*  
 United States Broadcasting Corp., Brooklyn.  
 Business office: 427 Flatbush Ave. Extension.  
 Studio: 427 Flatbush Ave. Extension.  
 Transmitter: Brooklyn.

*Power*  
 500 w.

*Time*  
 Shares time with WBBC, WFOX and WLTH.

*Basic rates*  
 No reply received to rate request.

*Transcription equipment*  
 Western Electric 33⅓ and 78 r.p.m. double turn-tables.

**WFOX**

*Owner and operator*  
 Paramount Broadcasting Corp., Brooklyn.  
 Studio: Fox Theater Bldg., Flatbush Ave., and Nevins St.  
 Transmitter: Foster Ave. and East 57 Street.

*Power*  
 500 w.

*Time*  
 Shares time with WBBC, WCGU and WLTH.

*Basic rates*

	Day	Evening
1 hour	\$80.00	\$175.00
½ hour	50.00	100.00
¼ hour	30.00	50.00

**WLTH**

*Owner and operator*  
 Voice of Brooklyn, Inc., Eagle Bldg., Brooklyn.  
 Business office: 305 Washington St., Brooklyn.  
 Studio: 305 Washington St.  
 Transmitter: 2568 Flatbush Ave., Brooklyn.

*Power*  
 500 w.

*Time*  
 Shares time with WBBC, WCGU and WFOX.

*Basic rates*

	Day	Evening
1 hour	\$100.00	\$150.00
½ hour	55.00	110.00
¼ hour	30.00	80.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
 Single turn-table 33⅓ r.p.m. and double turn-table 78 r.p.m.

**WMBQ**

*Owner and operator*  
 Paul J. Gollhofer, 93 Leonard St., Brooklyn.

*Power*  
 100 w.

*Time*  
 Shares time with WWRL and WMIL.

*Basic rates*  
 On application.

**WMIL**

*Owner*  
 Arthur Faske, Brooklyn.  
 Business office: 1525 Pitkin Ave.

Studio: 1525 Pitkin Ave.  
 Transmitter: 1525 Pitkin Ave.

*Power*  
 100 w.

*Time*  
 Shares time with WWRL and WMBQ.

*Basic rates*  
 No reply received to rate request.

*Transcription equipment*  
 78 and 33⅓ r.p.m. double turn-tables.

**MANHATTAN BOROUGH**

**WABC**

*Owner*  
 Atlantic Broadcasting Corp., New York City.  
 Business office: 485 Madison Ave.  
 Studio: 485 Madison Ave.  
 Transmitter: Wayne, N. J.

*Operated by*  
 Columbia Broadcasting System, Inc.

See listing of Columbia Broadcasting System in Network Data Section for complete details.

**WCDA**

*Owner and operator*  
 Italian Educational Broadcasting Co., Inc., 225 Lafayette St., New York City.  
 Studio: 225 Lafayette St.  
 Transmitter: Cliffside Park, N. J.

*Power*  
 250 w.

*Time*  
 Shares time with WAWZ, WBNX and WMSG.

*Basic rates*

	Day	Evening
1 hour	\$60.00	\$100.00
½ hour	33.00	55.00
¼ hour	18.00	30.00

(Transcriptions)

5% additional time charge.

*Transcription equipment*  
 33⅓ and 78 r.p.m. turn-tables.

**WEAF (NBC)**

*Owner and operator*  
 National Broadcasting Co., Inc., New York City.  
 Business office: 711 Fifth Ave.  
 Studio: 711 Fifth Ave.  
 Transmitter: Bellmore, N. Y.

*Power*  
 50,000 w.

*Time*  
 Full time.

See listing of National Broadcasting Co., Inc., in Network Data Section for complete details.

**WEVD**

*Owner and operator*  
 Debs Memorial Radio Fund, Inc., New York City.  
 Business office: Claridge Hotel, Broadway and 44th St.  
 Studio: Claridge Hotel.  
 Transmitter: Grand St. and Newtown Creek, Brooklyn.

*Power*  
 500 w.

*Time*  
 Shares time with WBBR, WFAB, WHAZ.

**Basic rates**

	Day	Evening
1 hour	\$120.00	\$200.00
½ hour	70.00	120.00
¼ hour	40.00	70.00

(Transcriptions)

Regular time charges.

**Transcription equipment**

Equipped with 33⅓ and 78 r.p.m. turn-tables.

**WFAB**

**Owner**

Fifth Avenue Broadcasting Corp., New York City.  
Studio: 57th and 7th Ave.  
Transmitter: Carlstadt, N. J.

**Operated by**

Defenders of Truth Society, Inc., New York City.

**Power**

1,000 w.

**Time**

Shares time with WBBR, WEVD, WHAZ.

**Basic rates**

	Day	Evening
1 hour	\$110.00	\$200.00
½ hour	60.00	110.00
¼ hour	35.00	60.00

**WHN**

**Owner and operator**

Marcus Loew Booking Agency, 1540 Broadway, New York City.  
Studio: 1540 Broadway.  
Transmitter: 1540 Broadway.

**Power**

250 w.

**Time**

Shares time with WRNY, WQAO, and WPAP.

**Basic rates**

	Day	Evening
1 hour	\$100.00	\$300.00
½ hour	60.00	150.00
¼ hour	40.00	100.00

**WINS**

**Owner and operator**

American Radio News Corp., New York City.  
Business office: WINS Bldg., 114 E. 58th St.  
Studio: WINS Bldg.  
Transmitter: Astoria, Long Island, N. Y.

**Executive personnel**

Station manager, Bradley Kelly; sales manager, John S. Martin; program director, John McCormick; production manager, Harold Shubert; musical director, Bernard Levitow.

**Power**

500 w.

**Time**

Limited time. Shares with KOB, KEX.

**Basic rates**

	Day	Evening
1 hour	\$150.00	\$350.00
½ hour	90.00	185.00
¼ hour	60.00	100.00

(Transcriptions)

5% additional time charge.

**Transcription equipment**

Equipped with 33⅓ and 78 r.p.m. turn-tables.

**WJZ (NBC)**

**Owner and operator**

National Broadcasting Co., Inc., New York City.  
Studio: 711 Fifth Ave.  
Transmitter: Bound Brook, N. J.

**Power**

50,000 w. experimentally.

**Time**

Full time.

See listing of National Broadcasting Co., Inc., in Network Data Section for complete details.

**WLWL**

**Owner**

Universal Broadcasting Corp., 425 West 59th St., New York City.  
Studio: 425 West 59th St.  
Transmitter: Kearny, N. J.

**Operated by**

Missionary Society of St. Paul, the Apostle, New York City.

**Power**

5,000 w.

**Time**

Shares time with WPG.

**Basic rates**

	Day	Evening
1 hour	\$300.00	\$500.00
½ hour	180.00	275.00
¼ hour	105.00	150.00

**Transcription equipment**

Equipped with 78 and 33⅓ r.p.m. turn-tables.

**WMCA**

**Owner and operator**

Knickerbocker Broadcasting Co., Inc., 1697 Broadway, New York City.  
Studio: WMCA Bldg., Broadway at 53rd St.  
Transmitter: Flushing, Long Island.

**Executive personnel**

President, Donald Flamm; vice-president, William Weisman; Business manager, Fred W. Dyson; sales manager, Sidney Flamm; program manager, Harry Carlson; musical directors, Irving Selzer and Sol Shapiro.

**Branch office**

Chicago: Free & Sleinger, Inc.

**Power**

500 w.

**Time**

Shares time with WNYC.

**Basic rates**

	Day (Morning)	Evening (Afternoon)
1 hour	\$165.00	\$220.00
½ hour	93.50	126.00
¼ hour	55.00	71.50

**Transcription equipment**

Equipped with 33⅓ and 78 r.p.m. double turn-tables.

**WMSG**

**Owner and operator**

Madison Square Garden Broadcasting Corp., New York City.  
Studio: New York Coliseum.  
Transmitter: New York Coliseum.

**Power**

250 w.

**Time**

Shares time with WAWZ, WCDA, WBNX.

**Basic rates**

	Day	Evening
1 hour	\$60.00	\$100.00
½ hour	33.00	55.00
¼ hour	18.00	30.00

(Transcriptions)

5% additional time charge.

**Transcription equipment**

Equipped with 33⅓ and 78 r.p.m. turn-tables.

**WNYC**

**Owner and operator**

City of New York, Department of Plant and Structures, New York City.

**Power**

500 w.

**Time**

Shares time with WMCA.

**Basic rates**

Does not sell time.

**WOV**

**Owner and operator**

International Broadcasting Corp., New York City.  
Business office: 16 East 42nd St.  
Studio: 16 East 42nd St.  
Transmitter: Foot of Roosevelt Ave., Secaucus, N. J.

**Power**

1,000 w.

**Time**

Daytime only.

**Basic rates**

1 hour	\$150.00
½ hour	80.00
¼ hour	50.00

**Transcription equipment**

Equipped with 33⅓ and 78 r.p.m. double turn-tables.

**WPCH**

**Owner and operator**

Eastern Broadcasters, Inc., New York City.  
Studio: WMCA Bldg., Broadway at 53rd St.  
Transmitter: Hoboken, N. J. (Construction permit to move to Flushing, Long Island.)

**Executive personnel**

Program manager, Bill Williams. For other executives, see WMCA staff.

**Power**

500 w.

**Time**

Daytime, shares with WCCO.

**Basic rates**

	Day (Morning)	Evening (Afternoon)
1 hour	\$100.00	\$150.00
½ hour	65.00	85.00
¼ hour	40.00	50.00

**WQAO**

**Owner and operator**

Calvary Baptist Church, New York City.  
Transmitter: Cliffside, N. J.

**Power**

250 w.

**Time**

Shares time with WHN and WRNY.

**Basic rates**

Does not sell time.

**WRNY**

*Owner and operator*  
Aviation Radio Station, Inc., New York City.  
Studio: 29 West 57th St.  
Transmitter: Coytesville, N. Y.

*Power*  
250 w.

*Time*  
Shares time with WQAO, WPAP, and WHN.

*Basic rates*

	Day	Evening
1 hour	\$90.00	\$150.00
½ hour	54.00	90.00
¼ hour	36.00	60.00

*Transcription equipment*  
Equipped with 33⅓ and 78 r.p.m. turn-tables.

**QUEENS BOROUGH**

**WMRJ**

Jamaica, no longer operating.

**WWRL**

*Owner and operator*  
Long Island Broadcasting Corp., Woodside, Long Island.  
Studio: 4130 58th Street, Woodside,  
Transmitter: 4130 58th Street, Woodside, Long Island, New York.

*Power*  
100 w.

*Time*  
Shares time with WMBQ and WMIL.

*Basic rates*

	Day	Evening
1 hour	\$45.00	\$55.00
½ hour	25.00	30.00
¼ hour	15.00	17.00

*Transcription equipment*  
Double turn-table for electrical transcriptions.

**ROCHESTER**

(Pop.: 328,132)

**WABO**

Rochester, New York.  
Affiliated with station WHEC, Rochester, N. Y. (See that listing.)

**WHAM (NBC)**

*Owner and operator*  
Stromberg-Carlson Telephone Mfg. Co., Rochester.  
Studio: Sagamore Hotel.  
Transmitter: Victor, N. Y.

*Power*  
50,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$175.00	\$350.00
½ hour	109.38	218.75
¼ hour	68.36	136.73

(Transcriptions)

1 hour	\$235.30
½ hour	117.65
¼ hour	58.82

*Transcription equipment*  
Western Electric double turntable 33⅓ r.p.m.

**WHEC**

*Owner and operator*  
WHEC, Inc., Rochester.

Studio: New Rochester Savings Bank Bldg.  
Transmitter: Terminal Bldg.

*Power*  
500 w. (Construction permit, 1,000 w.)

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$70.00	\$110.00
½ hour	48.00	70.00
¼ hour	30.00	48.00

*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

**SCHENECTADY**

(Pop.: 95,692)

**WGY (NBC)**

*Owner*  
General Electric Co., Schenectady.  
Business office: 1 River Road.  
Studio: 1 River Road.  
Transmitter: South Schenectady (3 miles from city).

*Power*  
50,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$212.50	\$425.00
½ hour	130.00	260.00
¼ hour	80.00	160.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
RCA 33⅓ and 78 r.p.m. turn-tables.

**SYRACUSE**

(Pop.: 209,326)

**WFBL (CBS)**

*Owner and operator*  
Onondaga Hotel Corp., Syracuse.  
Studio: Hotel Onondaga.  
Transmitter: Collamer.

*Power*  
2,500 w. daytime; 1,000 w. thereafter. (Construction permit for 2,500 w. full time.)

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$50.00	\$100.00
½ hour	30.00	65.00
¼ hour	20.00	40.00

*Transcription equipment*  
Equipped with double turn-tables.

**WMAC**

Affiliated with station WSYR. See that station for detailed listing.

**WSYR (NBC)**

*Owner and operator*  
Central New York Broadcasting Corp., Syracuse.  
Business office: Hotel Syracuse.  
Studio: Hotel Syracuse.  
Transmitter: Syracuse University Campus.

*Power*  
250 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$45.00	\$90.00
½ hour	26.25	52.50
¼ hour	15.00	30.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33⅓ r.p.m. single and 78 r.p.m. double turn-table.

**TROY**

(Pop.: 72,763)

**WHAZ**

*Owner and operator*  
Rensselaer Polytechnic Institute, Troy.

*Power*  
500 w.

*Time*  
Shares time with WBBR, WFAB, and WEVD.

*Basic rates*

	Evening
1 hour	\$85.00
½ hour	45.00
¼ hour	25.00

(Transcriptions)

¼ hour 25.00

**TUPPER LAKE**

(Pop.: 5,271)

**WHDL**

*Owner and operator*  
Tupper Lake Broadcasting Co., Inc.  
Business Office: 126 Park St.  
Studios: Iroquois Hotel.  
Transmitter: Tupper Lake.

*Power*  
100 w.

*Time*  
Daytime only.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33⅓ and 78 r.p.m. double turn-tables.

**UTICA**

(Pop.: 101,740)

**WIBX**

*Owner and operator*  
WIBX, Inc., Utica.  
Studio: First Citizens' Bank & Trust Co. Bldg.  
Transmitter: First Citizens' Bank & Trust Co. Bldg.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
300 w. to local sunset; 100 w. thereafter.

*Time*  
Full time.

*Basic rates*

	Day	Evening
	(Morning)	(Afternoon)
1 hour	\$35.00	\$20.00
½ hour	21.00	12.00
¼ hour	10.50	6.00

*Transcription equipment*  
78 r.p.m. double turn-tables, 33⅓ r.p.m.

**WHITE PLAINS**

(Pop.: 35,830)

**WFAS**

*Owner and operator*  
Westchester Broadcasting Co.,

White Plains.  
Business office: Roger Smith Hotel.  
Studio: Roger Smith Hotel.  
Transmitter: Roger Smith Hotel.

**Power**  
100 w.

**Time**  
Shares time with WGBB, WJBI and WMJR.

**Basic rates**

	Day	Evening
1 hour	\$50.00	\$80.00
½ hour	30.00	45.00
¼ hour	17.50	25.00

(Transcriptions)

10% additional charge.

**Transcription equipment**  
33⅓ and 78 r.p.m. double turn-tables.

**WOODSIDE**

(See New York City, Queens Borough.)

**YONKERS**

(Pop.: 134,646)

**WCOH**

Call letters changed to WFAS. Now located at White Plains, N. Y.

**NORTH CAROLINA**

(Pop.: 3,177,276; radio sets 99,933)

**ASHEVILLE**

(Pop.: 50,193)

**WWNC (NBC)**

**Owner**

Citizen Broadcasting Co., Inc., Asheville.  
Business office: 815 Flatiron Bldg.  
Studio: 815 Flatiron Bldg.  
Transmitter: 9th Floor, Flatiron Bldg.

**Operated by**

Asheville Citizen-Times Co.

**Executive personnel**

Station manager, G. O. Shepherd; business manager, W. Randall Harris; secretary, Edith Harris; commercial director, L. Roy Phillips; program director, Robert Mackelfresh; musical director, Harry Nides.

**Station representative**

E. Katz Special Advertising Agency in all principal cities.

**Power**

1,000 w.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$75.00	\$125.00
½ hour	45.00	75.00
¼ hour	26.25	43.75

(Transcriptions)

Regular time charges.

**Transcription equipment**

33⅓ and 78 r.p.m. double turn-tables.

**CHARLOTTE**

(Pop.: 82,675)

**WBT (NBC)**

**Owner and operator**

Station WBT, Inc., Charlotte.  
Business office: South Tryon & Third Streets.

Studio: South Tryon & Third Streets.

Transmitter: 8 miles south of Charlotte.

**Station representatives**

New York: Roger E. Vernon, 485 Madison Ave.

Chicago: R. B. Stephenson, 932 Wrigley Bldg.

**Executive personnel**

General manager, Earle J. Gluck; production manager and program director, L. A. Laudeman; commercial director, William J. Weber; musical directors, Michael Wise and Billy Hamilton.

**Power**

25,000 w.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$125.00	\$200.00
½ hour	75.00	125.00
¼ hour	50.00	75.00

(Transcriptions)

1 hour	150.00	250.00
½ hour	90.00	150.00
¼ hour	55.00	90.00

**Transcription equipment**

Western Electric 33⅓ r.p.m. double turn-table and Victor 78 r.p.m. single turn-table.

**GASTONIA**

(Pop.: 17,093)

**WSOC**

**Owner and operator**

WSOC, Inc., Gastonia, N. C.  
Business office: 251 East Main Ave.  
Studio: 251 East Main Ave.  
Transmitter: 251 East Main Ave.

**Branch office**

New York: George H. Field, Inc.

**Power**

100 w.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$40.00	\$60.00
½ hour	25.00	40.00
¼ hour	15.00	25.00

(Transcriptions)

Regular time charges.

**Transcription equipment**

33⅓ r.p.m. and 78 r.p.m. double turn-tables.

**GREENSBORO**

(Pop.: 53,569)

**WBIG (CBS)**

**Owner and operator**

North Carolina Broadcasting Co., Inc., Greensboro.  
Business office: O. Henry Hotel Bldg.  
Studio: O. Henry Hotel Bldg.  
Transmitter: Jefferson Standard Life Insurance Bldg.

**Power**

1,000 w. to local sunset; 500 w. thereafter.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$50.00	\$65.00
½ hour	30.00	37.50
¼ hour	17.50	21.25

(Transcriptions)  
Special rates.

**Transcription equipment**

Western Electric 33⅓ and 78 r.p.m. double turn-tables.

**RALEIGH**

(Pop.: 37,379)

**WPTF (NBC)**

**Owner and operator**

Durham Life Insurance Co., Raleigh.

Business office: 324 Fayetteville St.  
Studio: 324 Fayetteville St.

Transmitter: Raleigh.

**Station representative.**

Scott Howe Bowen, Inc.

**Power**

1,000 w.

**Time**

Shares time with KPO.

**Basic rates**

	Day	Evening
1 hour	\$50.00	\$100.00
½ hour	37.00	75.00
¼ hour	20.00	40.00

**Transcription equipment**

Western Electric single and double 33⅓ and 78 r.p.m.

**WILMINGTON**

(Pop.: 32,270)

**WRAM**

**Owner and operator**

Wilmington Radio Association, Inc.  
Business office: R.F.D. No. 1, New Hanover County, Wilmington.

Studio: R.F.D. No. 1.

Transmitter: R.F.D. No. 1, New Hanover County.

**Station representative**

Scott Howe Bowen, Inc.

**Power**

100 w.

**Time**

Full time.

**Basic rates**

1 hour	\$50.00
½ hour	31.25
¼ hour	17.50

(Transcriptions)

Regular time charges.

**Transcription equipment**

33⅓ r.p.m. single and 78 r.p.m. double turn-tables.

**WINSTON-SALEM**

(Pop.: 75,274)

**WSJS (CBS)**

**Owner**

Winston-Salem Journal Co.

**Operated by**

Winston-Salem Journal and Twin City Sentinel.

Business office: North Marshall St.

Studio: North Marshall St.  
Transmitter: Winston-Salem.

**Power**

100 w.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$38.00	\$50.00
½ hour	20.00	25.00
¼ hour	10.00	12.50

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33 1/3 r.p.m. single and 78 r.p.m.  
double turn-tables.

**NORTH DAKOTA**  
(Pop.: 680,845; radio sets: 82,012)

**BISMARCK**  
(Pop.: 11,090)  
**KFYR (NBC)**

*Owner and operator*  
Meyer Broadcasting Co., Bismarck.  
Business office: 320 Broadway.  
Studio: 320 Broadway.  
Transmitter: 6 miles east of Bismarck.

*Executive personnel*  
Studio manager, P. J. Meyer; business manager, C. F. Dirlam; production manager, S. M. Lucas.

*Power*  
2,500 w. to local sunset, 1,000 w. thereafter.

*Time*  
Shares time with KFDY.

*Basic rates*

	Day	Evening
1 hour	\$75.00	\$150.00
1/2 hour	40.00	80.00
1/4 hour	25.00	45.00

(Transcriptions)  
Regular time charges.  
*Transcription equipment*  
Western Electric 33 1/3 and 78 r.p.m. double turn-tables.

**DEVILS LAKE**  
(Pop.: 5,451)  
**KDLR**

*Owner and operator*  
KDLR, Inc., Devils Lake.  
Business office: 1025 Third St.  
Studio: 1025 Third St.  
Transmitter: 1025 Third St.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33 1/3 and 78 r.p.m. double turn-tables.

**FARGO**  
(Pop.: 28,619)  
**WDAY (NBC)**

*Owner and operator*  
WDAY, Inc., Fargo.  
Business office: Black Bldg.  
Studio: Black Bldg.  
Transmitter: West Fargo, N. D.

*Power*  
1,000 w.

*Time*  
Full Time.

*Basic rates*

	Day	Evening
1 hour	\$75.00	\$150.00
1/2 hour	46.88	93.75
1/4 hour	29.50	58.60

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
78 r.p.m. and Western Electric 33 1/3 r.p.m. double turn-tables.

**GRAND FORKS**  
(Pop.: 17,112)  
**KFJM**

*Owner*  
University of North Dakota, Grand Forks.  
Studio: Hotel Dacotah.  
Transmitter: University of North Dakota.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1/2 hour	\$10.00	\$20.00
1/4 hour	7.25	11.25

*Transcription equipment*  
33 1/3 and 78 r.p.m. double tables.

**MANDAN**  
(Pop.: 5,037)  
**KGCU**

*Owner and operator*  
Mandan Radio Association, Inc.  
Studio: Lewis & Clark Hotel.  
Transmitter: Lewis & Clark Hotel.

*Executive personnel*  
Director and manager, George H. Bartlett.

*Power*  
250 w.

*Time*  
Special hours.

*Basic rates*

1 hour	\$30.00
1/2 hour	16.50
1/4 hour	9.00

**MINOT**  
(Pop.: 16,099)  
**KLPM**

*Owner and operator*  
John B. Cooley, Minot.  
Business office: Leland-Parker Hotel.  
Studio: Leland-Parker Hotel.  
Transmitter: Sixth Floor, Leland-Parker Hotel.

*Station representative*  
St. Paul: General Radio Broadcasting Co.

*Power*  
250 w.

*Time*  
Half-time.

*Basic rates*  
No reply received to rate request.

*Transmission equipment*  
33 1/3 r.p.m. single and 78 r.p.m. double turn-tables.

**OHIO**  
(Pop.: 6,646,697; radio sets: 1,119,767)

**AKRON**  
(Pop.: 255,040)  
**WADC (CBS)**

*Owner and operator*  
Allen T. Simmons, Tallmadge, O.

Business office: Box 29, Akron, O.  
Studio: Cuyahoga Falls Rd., Tallmadge, O., and Beacon Journal Bldg.  
Transmitter: Tallmadge, O.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$100.00	\$195.00
1/2 hour	63.00	105.00
1/4 hour	39.00	57.50

(Transcriptions)  
Regular time charges.  
*Transcription equipment*  
Western Electric 78 and 33 1/3 r.p.m. double turn-tables.

**WJW**  
*Owner and operator*  
John F. Weimer.  
Business office: 41 S. High St., Akron.  
Studio: 41 S. High St.  
Transmitter: Construction permit to move to Akron, from Massfield.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
78 and 33 1/3 r.p.m. double turn-tables.

**CANTON**  
(Pop.: 104,906)  
**WHBC**

*Owner and operator*  
Edward P. Graham, Canton.  
Business office: 319 Tuscarawas St., West.  
Studio: 319 Tuscarawas St.  
Transmitter: Canton.

*Power*  
10 w.

*Time*  
Special hours.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric double 33 1/3 and 78 r.p.m. turn-tables.

**CINCINNATI**  
(Pop.: 451,160)  
**WCKY (NBC)**

(See Covington, Ky.)  
**WFBE**

*Operated by*  
The Post Publishing Co., Cincinnati.  
Business office: Post Square.  
Studio: Hotel Sinton-St. Nicholas.  
Transmitter: Hotel Parkview.

*Power*  
250 w. to local sunset; 100 w. thereafter.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$41.00	\$54.00
1/2 hour	26.00	38.00
1/4 hour	14.00	20.00

**Transcription equipment**

Western Electric 33 $\frac{1}{3}$  and 78 r.p.m. double turn-tables.

**WKRC (CBS)****Owner and operator**

WKRC, Inc., Cincinnati.  
Business office: Locust and Victory Parkway.  
Studio: Hotel Alms, Locust and Victory Parkway.  
Transmitter: Hotel Alms.

**Branch offices**

New York: Roger E. Vernon.  
Chicago: Robert B. Stephenson.

**Power**

1,000 w. experimentally.

**Time**

Full time.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

Western Electric 33 $\frac{1}{3}$  and 78 r.p.m. double turn-table.

**WLW (NBC)****Owner and operator**

The Crosley Radio Corp., 3408 Sassafras Ave., Cincinnati.  
Studio: 3401 Colerain Ave., Cincinnati.  
Transmitter: Mason, O.

**Power**

50,000 (500,000 w. construction experimental permit granted)

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$495.00	\$990.00
$\frac{1}{2}$ hour	330.00	660.00
$\frac{1}{4}$ hour	220.00	440.00

**Transcription equipment**

Double 33 $\frac{1}{3}$  and 78 r.p.m. turn-tables.

**WSAI (NBC)****Owner and operator**

The Crosley Radio Corp., Cincinnati.  
Studio: 3401 Colerain Ave.  
Transmitter: Mason.

**Power**

1,000 w. to local sunset; 500 w. thereafter.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$45.00	\$50.00
$\frac{1}{2}$ hour	25.00	30.00
$\frac{1}{4}$ hour	12.50	15.00

**Transcription equipment**

Double turn-tables, 33 $\frac{1}{3}$  and 78 r.p.m.

**CLEVELAND**

(Pop.: 900,429)

**WGAR (NBC)****Owner and operator**

WGAR Broadcasting Co., Cleveland.  
Business office: 1131 Euclid Ave.  
Studio: 1131 Euclid Ave.  
Transmitter: 1000 Harvard Ave., Cuyahoga Heights.

**Branch office**

Chicago: Free & Sleining, Inc.

**Power**

500 w.

**Time**

Full time.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

Western Electric 78 and 33 $\frac{1}{3}$  r.p.m. double turn-tables.

**WHK (CBS)****Owner and operator**

Radio Air Service Corp., Cleveland.  
Business office: Higbee Bldg.  
Studio: Higbee Bldg.  
Transmitter: Seven Hills, Independence, O.

**Station representative**

Scott Howe Bowen, Inc.

**Power**

1,000 w.

**Time**

Full time.

**Basic rates**

	Day	Evening
$\frac{1}{2}$ hour	\$100.00	\$180.00
$\frac{1}{4}$ hour	55.00	100.00

(Transcriptions)

Regular time charges.

**Transcription equipment**

Western Electric 78 and 33 $\frac{1}{3}$  r.p.m. double turn-tables.

**WJAY****Owner and operator**

Cleveland Radio Broadcasting Corp.  
Studio: 1224 Huron Rd.  
Transmitter: 1425 Schofield Bldg.

**Power**

500 w.

**Time**

Daytime.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

Double 33 $\frac{1}{3}$  and 78 r.p.m. turn-tables.

**WTAM (NBC)****Owner**

WTAM, Inc., Cleveland.  
Studio: 1367 E. Sixth St.  
Transmitter: Brecksville, Ohio.

**Operated and managed by**

National Broadcasting Co., Inc.

**Power**

50,000 w.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$400.00	\$700.00
$\frac{1}{2}$ hour	250.00	400.00
$\frac{1}{4}$ hour	150.00	250.00

**Transcription equipment**

Western Electric 78 and 33 $\frac{1}{3}$  r.p.m. double turn-tables.

**COLUMBUS**

(Pop.: 290,564)

**WAIU****Owner and operator**

Associated Radiocasting Corp., Columbus.  
Business office: Broad Street,  
Deshler-Wallick Hotel.  
Studio: Broad St.

Transmitter: Near Worthington, Ohio.

**Power**

500 w.

**Time**

Shares time with KFI.

**Basic rates**

	Day	Evening
1 hour	\$52.00	\$97.50
$\frac{1}{2}$ hour	32.50	52.00
$\frac{1}{4}$ hour	19.50	32.50

(Transcriptions)

Regular time charges.

**Transcription equipment**

Western Electric 78 and 33 $\frac{1}{3}$  r.p.m. double turn-tables.

**WCAH (CBS)****Owner and operator**

Commercial Radio Service Co., Columbus.  
Business office: 39 W. Spring St., Columbus, Ohio.  
Studio: 13th floor, Hotel Fort Hayes, Columbus.  
Transmitter: Richter Road, Columbus.

**Station representative**

Scott Howe Bowen, Inc.

**Executive personnel**

Station manager, George H. Gommernann; business manager, Albert H. Kelly; production manager, Russell Canter; program director, Arthur Graham.

**Power**

500 w.

**Time**

Full time. Special experimental authorization to operate simultaneously with WHP, WOKO, WHEC-WABO.

**Basic rates**

	Day	Evening
1 hour	\$55.00	\$100.00
$\frac{1}{2}$ hour	33.00	55.00
$\frac{1}{4}$ hour	20.00	33.00

(Transcriptions)

Regular time charges.

**Transcription equipment**

33 $\frac{1}{3}$  and 78 r.p.m. double turn-tables.

**WEOO****Owner and operator**

Ohio State University, Columbus.

**Power**

750 w. (Construction permit 1,000 w.)

**Time**

Shares time with WKBN.

**Basic rates**

Does not sell time.

**WSEN****Owner and operator**

Columbus Broadcasting Corp.  
Business office: Seneca Hotel.  
Studio: Seneca Hotel.  
Transmitter: Seneca Hotel.

**Power**

100 w.

**Time**

Full time.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

78 r.p.m. and 33 $\frac{1}{3}$  r.p.m. double turn-tables.

**DAYTON**

(Pop.: 200,982)

**WSMK**

*Owner and operator*  
Stanley M. Krohn, Jr., Dayton.  
Studio: 20th floor U. B. Bldg.,  
Dayton, O.  
Transmitter: Carrmonte, O.

*Power*  
200 w.

*Time*  
Shares daytime with KQV; special hours, night time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Equipped to handle 15 minute discs.

**MANSFIELD**

(Pop. 33,525)

**WJW**

This radio station has moved to Akron.

**MOUNT ORAB**

**WHBD**

*Owner*  
Southern Ohio Broadcasting Corp.,  
Mt. Orab.

*Operated by*  
F. P. Moler, Mt. Orab.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33½ and 78 r.p.m. turn-tables.

**TOLEDO**

(Pop.: 290,718)

**WSPD (CBS)**

*Owner*  
Fort Industry Oil Co., Toledo.  
Business office: Commodore Perry  
Hotel.  
Studio: Commodore Perry Hotel.  
Transmitter: Commodore Perry  
Hotel.

*Operated by*  
Toledo Broadcasting Co.

*Executive personnel*  
Secretary and treasurer, J. H. Ryan; station manager, Mrs. Agnes Northup; business manager and commercial director, Dwight Northup; production manager, Fred Stone; program director, Christie Williams; musical director, Newton Shriver.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening;
1 hour	\$120.00	\$225.00
½ hour	70.00	120.00
¼ hour	42.50	75.00

*Transcription equipment*  
Western Electric 33½ and 78 r.p.m. double turn-tables.

**YOUNGSTOWN**

(Pop.: 170,002)

**WKBN (CBS)**

*Owner and operator*  
WKBN Broadcasting Corp.,  
Youngstown.  
Business office: N. Champion St.,  
Youngstown.  
Studio: N. Champion St.  
Transmitter: N. Champion St.

*Executive personnel*  
President, W. P. Williamson, Jr.;  
station director, J. L. Bowden;  
commercial director, E. E. Evans;  
program director, Thelma Murphy;  
continuity director and chief announcer,  
Truesdale Mayers; musical director,  
Bert Stock.

*Power*  
500 w.

*Time*  
Shares time with WEAO.

*Basic rates*

	Day	Evening
1 hour	\$80.00	\$160.00
½ hour	45.00	90.00
¼ hour	25.00	50.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33½ and 78 single and double turn-tables.

**ZANESVILLE**

(Pop.: 36,440)

**WALR**

*Owner and operator*  
WALR Broadcasting Corp.  
Business office: 434 Main St.,  
Zanesville, O.  
Studio: 434 Main St.  
Transmitter: 434 Main St.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33½ and 78 r.p.m. double turn-tables.

**OKLAHOMA**

(Pop.: 2,396,040; radio sets: 168,323)

**CHICKASHA**

(Pop.: 14,099)

**KOCW**

*Owner*  
Oklahoma College for Women,  
Chickasha.

*Operated by*  
J. A. Teeters, Chickasha, Okla.

*Power*  
500 w. to local sunset; 250 w. there-after.

*Time*  
Full time.

*Basic rates*  
Upon application

**ELK CITY**

**KASA**

*Owner and operator*  
E. M. Woody, Elk City.

Studio: Ball Room Casa Grande Hotel.

*Executive personnel*  
Manager, A. J. Spooner.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

1 hour	\$40.00
½ hour	22.50
¼ hour	12.50

**ENID**

(Pop.: 26,399)

**KCRC**

*Owner and operator*  
Enid Radiophone Co.  
Business office: Oxford Hotel.  
Studio: Oxford Hotel.  
Transmitter: Enid.

*Power*  
250 w. to local sunset; 100 w. there-after.

*Time*  
Shares time with KGFG.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33½ and 78 r.p.m. double turn-tables.

**NORMAN**

(Pop.: 9,603)

**WNAD**

*Owner and operator*  
University of Oklahoma, Norman.

*Power*  
500 w.

*Time*  
Shares time with KGGF.

*Basic rates*  
Does not sell time.

**OKLAHOMA CITY**

(Pop.: 185,389)

**KFXR**

*Owner and operator*  
Exchange Avenue Baptist Church,  
Oklahoma City.

*Power*  
250 w. to local sunset; 100 w. there-after.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

**KGFG**

*Owner and operator*  
Mrs. T. C. Nichols, Oklahoma City.  
Studios: 1110 W. Second St., and  
6-12 West 5th St.  
Transmitter: 1110 W. Second St.

*Power*  
100 w.

*Time*  
Shares time with KCRC.

*Basic rates*  
Does not sell time.

**KOMA (CBS)**

*Owner and Operator*  
National Radio Manufacturing Co.,  
Oklahoma City. A unit of the  
Southwest Broadcasting Co.  
Business office: 24th floor, Oklahoma Biltmore Hotel.



Studio: Oklahoma Biltmore Hotel.  
Transmitter: 7½ miles northeast of city.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
5,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$60.00	\$120.00
½ hour	36.00	72.00
¼ hour	21.50	43.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
78 r.p.m. and 33½ r.p.m. double turn-table.

**WKY (NBC)**

*Owner*  
WKY Radiophone Co., Oklahoma City.

*Operated by*  
Oklahoma City Times and Daily Oklahoman.  
Business office: Plaza Court Bldg.  
Studio: Plaza Court Bldg.  
Transmitter: West 39th St.

*Station representative*  
E. Katz Special Advertising Agency.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$125.00	\$200.00
½ hour	75.00	125.00
¼ hour	40.00	75.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 33½ and 78 r.p.m. double turn-tables.

**PONCA CITY**

(Pop.: 16,136)

**WBBZ**

*Operated by*  
C. L. Carrell, Ponca City.  
Studio: 407 West South Ave.  
Remote control studios: Wichita, Kans.; Arkansas City, Kans.; Winfield, Kans.; Wellington, Kans.; Cushing, Okla.; Blackwell, Okla.; Drumwright, Okla.  
Transmitter: 407 West South Ave.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

½ hour	\$35.00
¼ hour	20.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33½ r.p.m. and Western Electric 78 r.p.m. double turn-table.

**SHAWNEE**

(Pop.: 23,283)

**KGFF**

*Owner and operator*  
KGFF Broadcasting Co., Inc., Al-

dridge Hotel, Shawnee.  
Studio: Aldridge Hotel.  
Transmitter: Aldridge Hotel.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*  
Double turn-table.

**TULSA**

(Pop.: 141,258)

**KVOO (NBC)**

*Owner and operator*  
Southwestern Sales Corp., Tulsa.  
Studio: Wright Bldg.  
Transmitter: 11 miles east of Tulsa.

*Branch office*  
Chicago: Free and Sleining, Inc.

*Power*  
25,000 w.

*Time*  
Shares night time with WAPI.

*Basic rates*

	Day	Evening
1 hour	\$112.50	\$225.00
½ hour	70.00	140.00
¼ hour	45.00	85.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric double 33½ r.p.m. turn-table.

**OREGON**

(Pop.: 953,786. radio sets: 160,589)

**CORVALLIS**

(Pop.: 7,585)

**KOAC**

*Owner and operator*  
Oregon State Agricultural College, Corvallis.  
Studio: Corvallis.  
Transmitter: Corvallis.

*Power*  
1,000 w.

*Time*  
Full time

*Basic rates*  
Does not sell time.

**EUGENE**

(Pop.: 18,901)

**KORE**

*Owner and operator*  
Eugene Broadcast Station.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$25.00	\$40.00
½ hour	15.00	25.00
¼ hour	10.00	15.00

*Transcription equipment*  
33½ and 78 r.p.m. turn-tables.

**KLAMATH FALLS**

(Pop.: 16,093)

**KFJI**

*Owner and operator*  
KFJI Broadcasters, Inc.  
Business office: Willard Hotel Bldg.  
Studio: Willard Hotel Bldg.  
Transmitter: Willard Hotel Bldg.

*Station representative*  
Pacific Coast: Scott Howe Bowen, Inc.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33½ r.p.m. single and 78 r.p.m. double turn-tables.

**MARSHFIELD**

(Pop.: 5,287)

**KOOS**

*Owner and operator*  
H. H. Hanseth, Inc., Marshfield.  
*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
78 and 33½ r.p.m. double turn-tables.

**MEDFORD**

(Pop.: 11,107)

**KMED**

*Owner and operator*  
Mrs. W. J. Virgin, Medford.  
Studio: Main and Riverside.  
Transmitter: Main and Riverside.  
*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

1 hour	\$30.00
½ hour	17.00
¼ hour	9.00

*Transcription equipment*  
33½ and 78 r.p.m. double turn-tables.

**PORTLAND**

(Pop.: 301,815)

**KALE**

*Owner and operator*  
KALE, Inc., Portland.  
Studio: The Weatherly Bldg.  
Transmitter: 410 East Morrison.

*Station representative*  
Reynolds-Fitzgerald, Inc.

*Power*  
500 w.

*Time*  
Special hours.

*Basic rates*  
No reply received to rate request.  
*Transcription equipment*  
Double turn-tables for 78 or 33½ r.p.m.

**KEX (NBC)**

*Owner and operator*  
Western Broadcasting Co., Portland.  
Studio: Terminal Sales Bldg.  
Transmitter: Portland.

*Branch office*  
National Broadcasting Co., Inc.

*Power*  
5,000 w.

*Time*  
Shares night time with KOB.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric 33½ and 78 r.p.m. double turn-tables.

**KFJR**

*Owner and operator*  
Ashley C. Dixon-KFJR, Inc., Portland.

*Power*  
500 w.

*Time*  
Shares time with KALE.

**KGW (NBC)**

*Owner and operator*  
Oregonian Publishing Co., Portland.  
Business office: Oregonian Bldg.  
Studio: Oregonian Bldg.  
Transmitter: Faloma, Ore.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
½ hour	\$46.88	\$93.75
¼ hour	29.30	58.60

*Transcription equipment*  
Western Electric 33½ and 78 r.p.m. double turn-tables.

**KOIN (CBS)**

*Owner and operator*  
KOIN, Inc., The Oregon Journal, Portland.  
Studio: New Heathman Hotel.  
Transmitter: Sylvan.

*Station representative*  
Reynolds-Fitzgerald, Inc.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
½ hour	\$40.00	\$90.00
¼ hour	25.00	54.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 78 and 33½ r.p.m. turn-tables.

**KWJJ**

*Owner and operator*  
KWJJ Broadcast Co., Inc., Portland.  
Studio: 328 Salmon St.

*Power*  
500 w.

*Time*  
Limited time.

*Basic rates*  
No reply received to rate request.

**KXL**

*Owner and operator*  
KXL Broadcasters, Portland.  
Business office: Multnomah Hotel.  
Studio: Multnomah Hotel.  
Transmitter: Multnomah Hotel.

*Power*  
100 w.

*Time*  
Shares time with KBPS.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33½ r.p.m. single and 78 r.p.m. double turn-tables.

**PENNSYLVANIA**

(Pop.: 9,631,350; radio sets: 1,488,770)

**ALLENTOWN**

(Pop.: 92,563)

**WCBA**

*Owner and operator*  
B. Bryan Musselmann, Allentown.  
Studio: 39-41 N. Tenth St.  
Transmitter: Allentown.

*Power*  
250 w.

*Time*  
Shares time with WSAN

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric 33½ and 78 r.p.m. turn-tables.

**WSAN**

*Owner*  
Allentown Call Publishing Co., Inc., Allentown.  
Studio: 39-41 N. Tenth St.  
Transmitter: Allentown.

*Operated and leased by*  
Allentown Broadcasting Co., P.O. Box 353, Allentown, Pa.

*Power*  
250 w.

*Time*  
Shares time with WCBA

*Basic rates*  
Affiliated with WCBA. For rates and data see that listing.

**ALTOONA**

(Pop.: 82,054)

**WFBG**

*Owner and operator*  
William F. Gable Co., Altoona.  
Business office: 1320 Eleventh Ave.

Studio: Gable Arcade Bldg., Twelfth Ave. & 14th St.  
Transmitter: Gable Arcade Bldg.

*Power*  
100 w. (Construction permit 250 w.)

*Time*  
Shares time with WJAC.

*Basic rates*

	Day	Evening
1 hour	\$52.00	\$69.00
½ hour	26.00	39.00
¼ hour	13.00	19.50

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Double turn-tables 33½ and 78 r.p.m.

**CARBONDALE**

(Pop.: 20,061)

**WNBW**

*Owner*  
WNBW, Inc., Carbondale, Pa.  
Studio: 50-52 North Main St.  
Transmitter: 50-52 North Main St.

*Power*  
Construction permit for 100 w. to local sunset; 10 w. thereafter.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33½ and 78 r.p.m. double turn-tables.

**ERIE**

(Pop.: 115,967)

**WERE**

*Owner and operator*  
Erie Broadcasting Corp.  
Studio: Lawrence Hotel.  
Transmitter, Commerce Bldg.

*Executive personnel*  
Manager, J. S. Crawford.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$30.00	\$50.00
½ hour	15.00	30.00
¼ hour	10.00	20.00

*Transcription equipment*  
78 and 33½ r.p.m. double turn-tables.

**WLBW (CBS)**

*Owner and operator*  
Broadcasters of Pennsylvania, Inc., Erie.  
Business office: The Reed Hotel, on Perry Square.  
Studio: The Reed Hotel.  
Transmitter: Hershey Road and Robinson Road, Summitt, Pa.

*Power*  
1,000 w. to local sunset; 500 w. thereafter.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric 33½ and 78 r.p.m. double turn-tables.

**GLENSIDE**

**WIBG**

*Owner and operator*  
WIBG, Inc., Keswick Bldg., Glenside.

*Power*  
25 w.

*Time*  
Daytime only.

*Basic rates*  
1 hour \$45.00  
1/2 hour 25.00  
1/4 hour 15.00

*Transcription equipment*  
33 1/3 and 78 r.p.m. turntables.

**GROVE CITY**

(Pop.: 6,156)

**WSAJ**

*Owner and operator*  
Grove City College.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*  
Does not sell time.

**HARRISBURG**

(Pop.: 80,339)

**WBAK**

*Owner and operator*  
Pennsylvania State Police, Harrisburg.

*Power*  
1,000 w. to local sunset; 500 w. thereafter.

*Time*  
Shares with WHP, WCAH.

*Basic rates*  
Does not sell time.

**WCOD**

*Owner and operator*  
Keystone Broadcasting Corp., Harrisburg.  
Business office: Fourth and Market Sts.  
Studio: Fourth and Market Sts.  
Transmitter: Fourth and Market Sts.

*Power*  
100 w.

*Time*  
Shares time with WKJC

*Basic rates*

	Day	Evening
1 hour	\$30.00	\$42.00
1/2 hour	18.50	23.50
1/4 hour	13.00	15.75

*Transcription equipment*  
Double 78 r.p.m. and single 33 1/3 r.p.m. turntables.

**WHP (CBS)**

*Owner*  
WHP, Inc., The Harrisburg Telegraph, Harrisburg.  
Business office: Telegraph Bldg.  
Studio: Telegraph Bldg.  
Transmitter: Lemoyne, Pa.

*Executive personnel*  
Station and business manager, commercial director, C. M. Meehan; production manager and program director, Abe Redmond; musical director, David Shoop.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*

1,000 w. to local sunset; 500 w. thereafter.

*Time*

Full time (special experimental authorization to operate simultaneously with WCAH, WOKO, WHEC-WABO).

*Basic rates*

	Day	Evening
1 hour	\$50.00	\$100.00
1/2 hour	30.00	60.00
1/4 hour	17.50	35.00

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
78 and 33 1/3 r.p.m. double turntables.

**HAZLETON**

**WAZL**

No detailed information available.

**JOHNSTOWN.**

(Pop.: 66,993)

**WJAC**

*Owner and operator*  
Johnstown Automobile Co.  
Business office: 101 Main St.  
Studio: 101 Main St.  
Transmitter: 101 Main St.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
100 w.

*Time*  
Shares time with WFBG.

*Basic rates*

	Day	Evening
1 hour	\$40.00	\$60.00
1/2 hour	22.50	35.00
1/4 hour	13.00	20.00

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
78 r.p.m. and 33 1/3 r.p.m. double turn-table.

**LANCASTER**

(Pop.: 59,949)

**WGAL**

*Owner and operator*  
WGAL, Inc., Lancaster.  
Business office: 8 West King St.  
Studio: 8 West King St.  
Transmitter: 40-42 Christian St.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
100 w.

*Time*  
Shares time with WRAW.

*Basic rates*

	Day	Evening
1 hour	\$52.95	\$79.41
1/2 hour	33.08	49.71
1/4 hour	20.68	30.88

**WKJC**

*Owner and operator*  
Lancaster Broadcasting Service, Inc., 16 W. King St.  
Business office: Kirk Johnson Bldg.  
Studio: Kirk Johnson Bldg.  
Transmitter: 16 W. King St.

*Power*  
100 w.

*Time*  
Shares time with WCOD.

*Basic rates*

	Day	Evening
1 hour	\$36.00	\$60.00
1/2 hour	20.00	36.00
1/4 hour	15.00	20.00

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
RCA-Victor 78 and 33 1/3 r.p.m. double turntables.

**LEWISBURG**

(Pop.: 3,308)

**WJBU**

*Owner and operator*  
Bucknell University, Lewisburg.  
Business office: Bucknell University.

Studio: Bucknell University Campus.  
Transmitter: Lewisburg.

*Power*  
100 w.

*Time*  
Shares time with WBAX.

*Basic rates*

1 hour	\$45.00
1/2 hour	25.00
1/4 hour	15.00

*Transcription equipment*  
33 1/3 and 78 r.p.m. single turntables.

**OIL CITY**

(Pop.: 22,075)

**WLBW**

Moved to Erie, Pa.

**PHILADELPHIA**

(Pop.: 1,950,961)

**WCAU (CBS)**

*Owner and operator*  
WCAU Broadcasting Co., Philadelphia.  
Business office: 1622 Chestnut St.  
Studio: 1622 Chestnut St.  
Transmitter: Newtown Square, Delaware Co., Pa.

*Power*  
50,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$300.00	\$550.00
1/2 hour	150.00	300.00
1/4 hour	90.00	180.00

*Transcription equipment*  
Western Electric 33 1/3 and 78 r.p.m. double turntables.

**WDAS**

*Owner and operator*  
WDAS Broadcasting Station, Inc., Philadelphia (Alexander W. Dannenbaum, W. Maurice Steppacher).  
Business office: Elks Hotel.  
Studio: Elks Hotel.  
Transmitter: Elks Hotel.

*Power*  
250 w. to local sunset; 100 w. thereafter.

*Time*  
Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*  
Single and double turntables.

**WFI (NBC)**

*Owner and operator*  
WFI Broadcasting Co., Philadelphia.  
Studio: Eighth and Market Sts.  
Transmitter: Eighth and Market Sts.  
*Power*  
500 w. (Construction permit 1,000 w.)  
*Time*  
Shares time with WLIT.  
*Basic rates*

	Day	Evening
1 hour	\$100.00	\$175.00
½ hour	60.00	100.00
¼ hour	40.00	65.00

**WHAT**

*Owner and operator*  
Independence Broadcasting Co., Philadelphia.  
Business office: Public Ledger Bldg.  
Studio: Public Ledger Bldg.  
Transmitter: Hotel Pennsylvania.  
*Power*  
100 w.  
*Time*  
Shares time with WTEL.  
*Basic rates*  
No reply received to rate request.  
*Transcription equipment*  
33⅓ and 78 r.p.m. turn-tables.

**WIP—WFAN (CBS)**

*Owner and operator*  
Pennsylvania Broadcasting Co., Inc., Philadelphia.  
Studio: Southwest corner Eighth and Market Sts.  
*Power*  
500 w.  
*Time*  
Full time.  
*Basic rates*

	Day	Evening
1 hour	\$115.00	\$175.00
½ hour	70.00	100.00
¼ hour	40.00	65.00

(Transcriptions)  
5% additional time charge.  
*Transcription equipment*  
33⅓ and 78 r.p.m. double turn-tables.

**WLIT (NBC)**

*Owner and operator*  
Lit Brothers Broadcasting System, Inc., Philadelphia.  
Business office: Market St. at Eighth St., Philadelphia.  
Studio: Market St. at Eighth St.  
Transmitter: Philadelphia.  
*Power*  
500 w.  
*Time*  
Shares time with WFI.  
*Basic rates*

	Day	Evening
1 hour	\$100.00	\$175.00
½ hour	60.00	100.00
¼ hour	40.00	65.00

(Transcriptions)  
Regular time charges.  
*Transcription equipment*  
Western Electric 33⅓ r.p.m. and 78 r.p.m. double turn-tables.

**WPEN**

*Owner and operator*  
William Penn Broadcasting Co., Philadelphia.  
Business office: WPEN Bldg., 217 South Broad St.  
Studio: WPEN Bldg.  
Transmitter: Ford Road and Midvale Ave., Philadelphia.  
*Power*  
250 w. to local sunset; 100 w. thereafter.  
*Time*  
Full time.  
*Basic rates*

	Day	Evening
1 hour	\$80.00	\$125.00
½ hour	45.00	75.00
¼ hour	25.00	45.00

(Transcriptions)  
Regular time charges.  
*Transcription equipment*  
Western Electric single 33⅓ and double 78 r.p.m. turn-tables.

**WRAX**

*Owner and operator*  
WRAX Broadcasting Co., Philadelphia.  
Business office: 213 S. Broad St.  
Studio: 1608 W. Allegheny Ave.  
Transmitter: 1608 W. Allegheny Ave.  
*Power*  
250 w.  
*Time*  
Limited time (shares with KYW-KFKX).  
*Basic rates*

	Day	Evening
1 hour	\$100.00	\$125.00
½ hour	50.00	75.00
¼ hour	25.00	45.00

(Transcriptions)  
Regular time charges.  
*Transcription equipment*  
Western Electric single 33⅓ r.p.m. and double 78 r.p.m. turn-tables.

**WTEL**

*Owner and operator*  
Foulkrod Radio Engineering Co., Philadelphia.  
Business office: 3701 N. Broad St.  
Studio: 3701 N. Broad St.  
Transmitter: Rowlandville, Pa.  
*Power*  
100 w.  
*Time*  
Shares time with WHAT.  
*Basic rates*

	Day	Evening
1 hour	\$50.00	\$75.00
½ hour	30.00	40.00
¼ hour	15.00	20.00

(Transcriptions)  
Regular time charges.  
*Transcription equipment*  
RCA Victor double 33⅓ and 78 r.p.m. turn-tables.

**PITTSBURGH**

(Pop.: 669,817)

**KDKA (NBC)**

*Owner*  
Westinghouse Electric & Manufacturing Co., Pittsburgh.  
*Operated by*  
National Broadcasting Co., Inc.

Business office: William Penn Hotel.  
Studio: William Penn Hotel.  
Transmitter: Saxonburg, Pa.

*Branch office*  
National Broadcasting Co., Inc.

*Power*  
50,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$450.00	\$900.00
½ hour	250.00	500.00
¼ hour	175.00	350.00

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

**KQV**

*Owner and operator*  
KQV Broadcasting Co., Pittsburgh.  
Business office: Investment Bldg., 239 Fourth Ave.  
Studio: Investment Bldg.  
Transmitter: Plaza Bldg.

*Power*  
500 w.

*Time*  
Full daytime; special hours, night.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
78 and 33⅓ r.p.m. double turn-tables.

**WCAE (NBC)**

*Owner*  
WCAE, Inc., Pittsburgh.  
*Operated by*  
Sun-Telegraph.  
Business office: 359 Sixth Ave.  
Studio: 359 Sixth Ave.  
Transmitter: Gimbel's Warehouse, 21st & Wharton Sts.

*Branch office*  
Chicago: Free & Sleining, Inc.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$165.00	\$330.00
½ hour	110.00	220.00
¼ hour	75.00	150.00

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
Western Electric 33⅓ r.p.m. and 78 r.p.m. double turn-tables.

**WJAS (CBS)**

*Owner and operator*  
Pittsburgh Radio Supply House.  
Business office: Law and Finance Bldg.  
Studio: Law and Finance Bldg.  
Transmitter: North Fayette Township, Allegheny Co., Pa.

*Power*  
2,500 w. to local sunset; 1,000 w. thereafter.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

**Transcription equipment**

Western Electric 33 $\frac{1}{3}$  and 78 r.p.m. double turn-tables.

**WWSW****Owner and operator**

Walker & Downing Radio Corp., Pittsburgh.  
Studio: Hotel Schenley.  
Transmitter: Wilksburg, Pa.

**Power**

250 w. to local sunset; 100 w. thereafter.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$60.00	\$100.00
$\frac{1}{2}$ hour	35.00	60.00
$\frac{1}{4}$ hour	20.00	35.00

(Transcriptions)

Regular time charges.

**Transcription equipment**

78 and 33 $\frac{1}{3}$  r.p.m. double turn-tables.

**READING**

(Pop.: 111,171)

**WEEU****Owner and operator**

Berks Broadcasting Co., Reading.  
Business office: 533 Penn St.  
Studio: 533 Penn St.  
Transmitter: Spring Township, Pa.

**Power**

1,000 w.

**Time**

Daytime only.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

78 and 33 $\frac{1}{3}$  r.p.m. double turn-tables.

**WRAW****Owner and operator**

Reading Broadcasting Co., Inc.  
Studio: 533 Penn St.  
Transmitter: 460 Schuylkill Ave.

**Power**

100 w.

**Time**

Shares time with WGAL.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

78 and 33 $\frac{1}{3}$  r.p.m. double turn-tables.

**SCRANTON**

(Pop.: 143,433)

**WGBI****Owner and operator**

Scranton Broadcasters, Inc. (The Scranton Times).  
Business office: 116 N. Washington Ave.  
Studio: 116 N. Washington Ave.  
Transmitter: Drinker Turnpike, Scranton.

**Power**

250 w.

**Time**

Shares time with WQAN.

**Basic rates**

	Day	Evening
1 hour	\$50.00	\$75.00
$\frac{1}{2}$ hour	27.50	40.00
$\frac{1}{4}$ hour	16.25	22.50

(Transcriptions)

Regular time charges.

**Transcription equipment**

33 $\frac{1}{3}$  and 78 r.p.m. double turn-tables.

**WQAN****Owner and operator**

Scranton Times, Scranton, Pa.

**Power**

250 w.

**Time**

Shares time with WGBI.

**Basic rates**

Does not sell time.

**STATE COLLEGE**

**WPSC** no longer operating

**WASHINGTON**

(Pop.: 24,545)

**WNBO****Owner and operator**

John Brownlee Spriggs, Silver Haven, Pa.

Business office: Warner Bros. State Theater Bldg., Washington.

Studio: Warner Bros. State Theater Bldg.

Transmitter: Silver Haven, Pa.

**Power**

100 w.

**Time**

Special hours.

**Basic rates**

	Day	Evening
1 hour	\$20.00	\$25.00
$\frac{1}{2}$ hour	12.50	15.00
$\frac{1}{4}$ hour	7.00	9.00

**Transcription equipment**

33 $\frac{1}{3}$  and 78 r.p.m. turn-tables.

**WILKES-BARRE**

(Pop.: 86,626)

**WBAX****Owner and operator**

John H. Stenger, Jr., Wilkes-Barre.

Studio: 70 S. Main St.

Transmitter: East End Blvd., Plains, Pa., 4 miles from Wilkes-Barre.

**Power**

10,000 w.

**Time**

Shares time with WJBU.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

Double turn-tables, 33 $\frac{1}{3}$  and 78 r.p.m.

**WBRE****Owner and operator**

Louis G. Baltimore, Wilkes-Barre.

Business office: 16 N. Main St.

Studio: 16 N. Main St.

Transmitter: Wilkes-Barre.

**Power**

100 w.

**Time**

Full time.

**Basic rates**

	Day	Evening
1 hour	\$30.00	\$60.00
$\frac{1}{2}$ hour	17.50	35.00
$\frac{1}{4}$ hour	10.00	20.00

(Transcriptions)

Regular time charges.

**Transcription equipment**

78 and 33 $\frac{1}{3}$  r.p.m. double turn-tables.

**WILLIAMSPORT**

(Pop.: 45,729)

**WRAC****Owner**

WRAC, Inc., Williamsport.

Business office: 442 William St.

Studio: 442 William St.

Transmitter: First National Bank Bldg.

**Power**

100 w.

**Time**

Shares time with WJEQ.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

33 $\frac{1}{3}$  and 78 r.p.m. double turn-tables.

**YORK**

(Pop.: 55,254)

**WORK****Owner and operator**

York Broadcasting Co.

Business office: 13 South Beaver St.

Studio: 13 South Beaver St.

Transmitter:  $\frac{4}{2}$  miles west of York.

**Power**

1,000 w.

**Time**

Limited time.

**Basic rates**

No reply received to rate request.

**Transcription equipment**

33 $\frac{1}{3}$  and 78 r.p.m. double turn-tables.

**RHODE ISLAND**

(Pop.: 687,497; radio sets: 130,644)

**NEWPORT**

(Pop.: 27,612)

**WMBA****Owner and operator**

LeRoy Joseph Beebe, Weaver Bldg., Newport.

**Power**

100 w.

**Time**

Full time.

**Basic rates**

No reply received to rate request.

**PAWTUCKET**

(Pop.: 77,149)

**WPAW**

Has been purchased by WPRO, Providence, R. I. See that listing.

**PROVIDENCE**

(Pop.: 252,981)

**WEAN (CBS)****Owner and operator**

Shepard Broadcasting Service, Inc.  
Business office: 1 Winter Pl., Boston.

Studio: Crown Hotel, Providence.  
Transmitter: Providence Biltmore Hotel.

*Executive personnel*

President, John Shepard, III; assistant to president, R. L. Harlow; station supervisor, Fred Long; commercial director, C. W. Phelan.

*Station representative*

New York: Scott Howe Bowen, Inc.

*Power*

500 w. to local sunset; 250 w. thereafter.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$75.00	\$150.00
½ hour	37.50	75.00
¼ hour	25.00	50.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

Western Electric 33½ and 78 double turn-tables.

**WJAR (NBC)**

*Owner and operator*

The Outlet Co., Providence. Business office: Weybossett St. Studio: Weybossett St. Transmitter: Weybossett St.

*Power*

400 w. to local sunset; 250 w. thereafter.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$85.00	\$160.00
½ hour	45.00	85.00
¼ hour	30.00	55.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

Western Electric 33½ and 78 r.p.m. single and double turn-tables.

**WPRO—WPAW**

*Owner and operator*

Cherry & Webb Broadcasting Co., Providence. Business office: 20 Richmond St. Studio: 20 Richmond St. Transmitter: Cranston, R. I.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

Western Electric 33½ r.p.m. and Audak-Hammond 78 r.p.m. double turn-tables.

**SOUTH CAROLINA**  
(Pop.: 1,738,765; radio sets: 38,719)

**CHARLESTON**  
(Pop.: 62,265)

**WCSC**

*Owner and operator*

South Carolina Broadcasting Co., Inc. Business office: 12th floor, Francis Marion Hotel, Charleston.

Studio: Francis Marion Hotel. Transmitter: 1 mile west of city.

*Power*

500 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

Western Electric dual 78 and single 33½ r.p.m. turn-tables.

**COLUMBIA**  
(Pop.: 51,581)

**WIS (NBC)**

*Owner*

WIS, Inc.

*Operated by*

South Carolina Broadcasting Co., Inc. Business office: 1811 Main St., Jefferson Hotel, Columbia. Studio: 1811 Main St. Transmitter: 2 miles west of city.

*Power*

1,000 w. to local sunset; 500 w. thereafter.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$60.00	\$75.00
½ hour	35.00	40.00
¼ hour	20.00	25.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

Western Electric 78 and 33½ r.p.m. double turn-tables.

**SPARTANBURG**  
(Pop.: 28,723)

**WSPA**

*Owner and operator*

Virgil V. Evans, operating as The Voice of South Carolina, Spartanburg. Studio: Radio Center, Spartanburg, and Imperial Hotel, Greenville, S. C. Transmitter: Spartanburg.

*Executive personnel*

Station and business manager, and commercial director, Virgil Evans; production manager, Horace Hunnicutt; program director and musical director, Mrs. Wendell Tiller.

*Station representatives*

New York: Scott Howe Bowen, Inc. New York: World Broadcasting System.

*Power*

250 w. to local sunset; 100 w. thereafter.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$60.00	\$65.00
½ hour	35.00	37.50
¼ hour	22.50	20.00

(Transcriptions)

Regular time charges

*Transcription equipment*

RCA Victor 78 r.p.m. and 33½ r.p.m. double turn-tables.

**SOUTH DAKOTA**  
(Pop.: 692,849; radio sets: 98,553)

**BROOKINGS**  
(Pop.: 4,376)

**KFDY**

*Owner and operator*

South Dakota State College, Brookings. Studio: College Campus. Transmitter: College Campus.

*Power*

1,000 w.

*Time*

Shares time with KFYR.

*Basic rates*

Does not sell time.

**HURON**  
(Pop.: 10,946)

**KGDY**

*Owner and operator*

Voice of South Dakota, Inc., Huron.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

**MITCHELL**  
(Pop.: 10,942)

**KGDA**

*Owner and operator*

Mitchell Broadcasting Corp. Business office: 206 First National Bank Bldg., Mitchell. Studio: Lake Mitchell, S. D. Transmitter: Lake Mitchell.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

78 and 33½ r.p.m. double turn-tables.

**PIERRE**  
(Pop.: 3,659)

**KGFX**

*Owner and operator*

Dana McNeil, Pierre.

*Power*

200 w.

*Time*

Daytime only.

*Basic rates*

No reply received to rate request.

**RAPID CITY**  
(Pop.: 10,404)

**WCAT**

*Owner and operator*

South Dakota State School of Mines, Rapid City.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

Does not sell time.

**SIOUX FALLS**  
(Pop.: 33,362)

**KSOO**

*Owner and operator*  
Sioux Falls Broadcast Association,  
Inc.  
Studio: Carpenter Hotel.  
Transmitter: North of city.

*Power*  
2,500 w.

*Time*  
Limited time.

*Basic rates*  
1 hour \$60.00  
½ hour 35.00  
¼ hour 20.00  
and special rates.

*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m.  
double turn-tables.

**VERMILION**

**KUSD**

*Owner and operator*  
University of South Dakota, Ver-  
million.  
Studio: On University Campus.  
Transmitter: On University Cam-  
pus.

*Power*  
500 w.

*Time*  
Shares time with KFNF and  
WILL.

*Basic rates*  
Does not sell time.

**WATERTOWN**  
(Pop.: 10,214)

**KGCR**

*Owner and operator*  
Greater Kampeska Radio Corp.,  
Watertown.  
Business office: Citizens National  
Bank.  
Studio: Mellette Hill.  
Transmitter: Mellette Hill.

*Power*  
100 w.

*Time*  
Special hours.

*Basic rates*

	Day	Evening
1 hour	\$40.00	\$60.00
½ hour	25.00	36.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33⅓ and 78 r.p.m. double turn-  
tables.

**YANKTON**

(Pop.: 6,072)

**WNAX (CBS)**

*Owner and operator*  
The House of Gurney, Inc., Yank-  
ton.  
Studio: Second and Capitol St.  
Transmitter: Second and Capitol  
St.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$120.00	\$176.00
½ hour	69.00	99.00
¼ hour	34.50	66.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m.  
double turn-tables.

**TENNESSEE**

(Pop.: 2,616,556; radio sets:  
118,983)

**BRISTOL**

(Pop.: 12,005)

**WOPI**

*Owner and operator*  
Radiophone Broadcasting Station  
WOPI, Inc., Bristol.  
Business office: Hotel General  
Shelby.  
Studios: 22nd and State Sts., and  
Hotel General Shelby.  
Transmitter: 22nd and State Sts.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*  
1 hour \$37.50  
½ hour 22.50  
¼ hour 15.00

*Transcription equipment*  
78 and 33⅓ r.p.m. double turn-  
tables.

**CHATTANOOGA**

(Pop.: 119,798)

**WDOD (CBS)**

*Owner and operator*  
WDOD Broadcasting Corp., Chat-  
tanooga.  
Business office: Hotel Patten, Chat-  
tanooga.  
Studio: Hotel Patten.  
Transmitter: Hamilton County,  
Tenn.

*Power*  
2,500 w. to local sunset; 1,000 w.  
thereafter.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$75.00	\$125.00
½ hour	50.00	75.00
¼ hour	30.00	50.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric double 33⅓ r.p.m.  
double turn-tables.

**JACKSON**

(Pop.: 22,172)

**WTJS**

*Owner and operator*  
The Sun Publishing Co., Jackson.  
Studio: Jackson Sun Bldg.  
Transmitter: Hall Ave.

*Power*  
250 w. to local sunset; 100 w. there-  
after.

*Time*  
Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*  
33⅓ and 78 r.p.m. double turn-  
tables.

**KNOXVILLE**

(Pop.: 105,802)

**WNOX (CBS)**

*Owner and operator*  
WNOX, Inc., Knoxville.  
Studio: Andrew Johnson Hotel.  
Transmitter: Holston Hills.

*Station representative*  
New York: Scott Howe Bowen,  
Inc.

*Power*  
2,000 w. to local sunset; 1,000 w.  
thereafter.

*Time*  
Full time.

*Basic rates*  
1 hour \$100.00  
½ hour 60.00  
¼ hour 45.00

*Transcription equipment*  
78 and 33⅓ r.p.m. turn-tables.

**WROL**

*Owner and operator*  
Stuart Broadcasting Corp., Knox-  
ville.  
Business office: 524 Gay St.  
Studio: 524 Gay St.  
Transmitter: 1828-32 W. Cumber-  
land Ave.

*Station representatives*  
New York: Scott Howe Bowen,  
Inc.  
Chicago: A. T. Sears & Son.  
St. Louis: McElhiney & Associates.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$15.00	\$22.50
½ hour	10.00	15.00
¼ hour	7.00	8.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m.  
double turn-tables.

**MEMPHIS**

(Pop.: 253,143)

**WHBQ**

*Owner and operator*  
Broadcasting Station WHBQ, Inc.,  
Memphis.  
Business office: Hotel Claridge.  
Studio: Hotel Claridge.  
Transmitter: Dermon Bldg., Mem-  
phis.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
½ hour	\$25.00	\$50.00
¼ hour	15.00	30.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 33½ and 78 r.p.m. double turn-tables.

**WMC (NBC)**

*Owner and operator*  
Memphis Commercial Appeal, Inc.  
Business office: Hotel Gayoso, Memphis.  
Studio: Hotel Gayoso.  
Transmitter: Bartlett, Tenn.

*Power*  
1,000 w. daytime; 500 w. night time.

*Time*  
Full time.

*Basic rates*

	Day	Evening
½ hour	\$40.00	\$120.00
¼ hour	25.00	75.00

*Transcription equipment*  
Western Electric 78 and 33½ r.p.m. double turn-tables.

**WNBR—WGBC**

*Owner and operator*  
Memphis Broadcasting Co.  
Business office: Hotel DeVoy, 69 Jefferson Ave.  
Studio: Hotel DeVoy.  
Transmitter: 1690 S. Lauderdale.

*Executive personnel*  
Station manager, Mallory Chamberlin; production manager, Marquis Smith; program director, Francis S. Chamberlin; musical director, Betty Jones.

*Power*  
500 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$60.00	\$100.00
½ hour	36.00	60.00
¼ hour	21.60	36.00

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
78 and 33½ r.p.m. double turn-tables.

**WREC—WOAN (CBS)**

*Owner and operator*  
WREC, Inc., Memphis, Tenn.  
Studio: Hotel Peabody, Memphis, Tenn.  
Transmitter: Whitehaven, Tenn.

*Power*  
1,000 w. to local sunset; 500 w. thereafter.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric 78 and 33½ r.p.m. double turn-tables.

**NASHVILLE**

(Pop.: 153,866)

**WLAC (CBS)**

*Owner and operator*  
Life & Casualty Insurance Co., Nashville.  
Business office: 159 Fourth Ave., North.  
Studio: 159 Fourth Ave., North.  
Transmitter: 5 miles out of city.

*Station representatives*  
New York: Scott Howe Bowen, Inc.  
St. Louis: McElhiney & Associates.

*Power*  
5,000 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric 33½ and 78 r.p.m. double turn-tables.

**WSM (NBC)**

*Owner and operator*  
National Life & Accident Insurance Co., Inc., Nashville.  
Business office: National Bldg., Seventh Ave. and Union St., Nashville.  
Studio: National Bldg.  
Transmitter: Located 12 miles in the country.

*Power*  
50,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$180.00	\$300.00
½ hour	108.00	180.00
¼ hour	65.00	108.00

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
Western Electric 33½ and 78 r.p.m. double turn-tables.

**SPRINGFIELD**

(Pop.: 5,577)

**WSIX**

*Owner and operator*  
638 Tire and Vulcanizing Co., Springfield.  
Business office: 215 Public Square.  
Studio: 215 Public Square.  
Transmitter: 215 Public Square.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
78 and 33½ r.p.m. double turn-tables.

**TEXAS**

(Pop.: 5,824,715; radio sets: 355,536)

**ABILENE**

(Pop. 23,175)

**KFYO**

Has moved to Lubbock, Tex.

**AMARILLO**

(Pop.: 43,132)

**KGRS**

*Owner and operator*  
E. B. Gish, Amarillo. Affiliated with Southwest Broadcasting Co.  
Business office: Bellaire Park.

Studio: Bellaire Park.  
Transmitter: Bellaire Park.

*Power*  
1,000 w.

*Time*  
Special hours.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric 33½ and General Electric 78 r.p.m. turn-tables.

**WDAG**

*Owner and operator*  
National Radio & Broadcasting Corp.  
Studio: Amarillo Hotel.  
Transmitter: Amarillo.

*Power*  
1,000 w.

*Time*  
Special hours.

*Basic rates*

1 hour	\$90.00
½ hour	45.00
¼ hour	22.50

*Transcription equipment*  
78 and 33½ r.p.m. double turn-tables and mixers.

**AUSTIN**

(Pop.: 53,120)

**KNOW**

*Owner and operator*  
KNOW Broadcasting Co., Austin.  
A unit of Southwest Broadcasting Co.  
Business office: Driskill Hotel.  
Studio: Driskill Hotel.  
Transmitter: Fiskville Rd.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$20.00	\$40.00
½ hour	12.00	24.00
¼ hour	8.20	14.40

*Transcription equipment*  
33½ and 78 r.p.m. double turn-tables.

**BEAUMONT**

(Pop.: 57,732)

**KFDM**

*Operated by*  
Sabine Broadcasting Co., Inc.  
Business office: Hotel Beaumont.  
Studio: Hotel Beaumont.  
Transmitter: Beaumont.

*Power*  
1,000 w. to local sunset; 500 w. thereafter.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric double 78 and 33½ r.p.m. turn-tables.



**BROWNSVILLE**

(Pop.: 22,021)

**KWWG***Owner*

Frank P. Jackson, Jackson's Radio Engineering Laboratories, Brownsville.  
Business office: Levee and Eleventh Sts., El Jardin Hotel.  
Studio: El Jardin Hotel.  
Transmitter: El Jardin Hotel.

*Power*

500 w.

*Time*

Shares time with KRGV.

*Basic rates*

No reply received to rate request.

*Transcription equipment*33 $\frac{1}{3}$  and 78 r.p.m. double turntables.**COLLEGE STATION****WTAW***Owner and operator*

Agricultural and Mechanical College of Texas, College Station.

*Power*

500 w.

*Time*

Shares time with KTRH.

*Basic rates*

Does not sell time.

**CORPUS CHRISTI**

(Pop.: 27,741)

**KGFI***Owner and operator*

Eagle Broadcasting Co., Inc., Corpus Christi.  
Business office: Broadway and Leopard.  
Studio: Broadway and Leopard.  
Transmitter: Nixon Bldg.

*Power*

250 w. to local sunset; 100 w. thereafter.

*Time*

Full time.

*Basic rates*

1 hour \$30.00

 $\frac{1}{2}$  hour 17.50 $\frac{1}{4}$  hour 10.00

(Transcriptions)

Regular time charges.

*Transcription equipment*33 $\frac{1}{3}$  r.p.m. single turn-table and RCA Victor 78 r.p.m. double turn-table.**DALLAS**

(Pop.: 260,475)

**KRLD (CBS)***Owner and operator*

KRLD Radio Corp. (The Times-Herald), Dallas.  
Studio: Adolphus Hotel.

*Power*

10,000 w.

*Time*

Shares time with KTHS.

*Basic rates*

	Day	Evening
$\frac{1}{2}$ hour	\$75.00	\$150.00
$\frac{1}{4}$ hour	45.00	90.00

(Transcriptions)

*Transcription equipment*78 and 33 $\frac{1}{3}$  r.p.m. double turntables.**WFAA (NBC)***Owner and operator*

Dallas News and Dallas Journal.  
Studio: Baker Hotel.  
Transmitter: Grapevine.

*Branch office*

Chicago: William G. Rambeau.

*Power*

50,000 w.

*Time*

Share time with WBAP.

*Basic rates*

	Day	Evening
$\frac{1}{2}$ hour	\$125.00	\$250.00
$\frac{1}{4}$ hour	75.00	150.00

(Transcriptions)

Regular time charges.

*Transcription equipment*78 and 33 $\frac{1}{3}$  r.p.m. double turntable.**WRR (CBS)***Owner and operator*

City of Dallas. Affiliated with the Southwest Broadcasting Co.  
Studio: Hilton Hotel, Dallas.  
Transmitter: Fair Park.

*Power*

500 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*33 $\frac{1}{3}$  and 78 r.p.m. turntables.**DUBLIN****KFPL***Owner and operator*

C. C. Baxter, Dublin.  
Studio: Grafton St., Dublin.  
Transmitter: Dublin.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

1 hour \$12.50

 $\frac{1}{2}$  hour 7.50 $\frac{1}{4}$  hour 4.50

(Transcriptions)

Regular time charges.

*Transcription equipment*Single 33 $\frac{1}{3}$  and double 78 r.p.m. turntables.**EL PASO**

(Pop.: 102,421)

**KTSM***Owner and operator*

Tri-State Broadcasting Co., Inc., El Paso.  
Studio: Tri-State Music Co. Bldg.  
Transmitter: Two Republics Bldg.

*Power*

100 w.

*Time*

Shares time with WDAH.

*Basic rates*

No reply received to rate request.

*Transcription equipment*33 $\frac{1}{3}$  and 78 r.p.m. turntables.**WDAH***Owner and operator*

Tri-State Broadcasting Co., Inc., El Paso.

*Power*

100 w.

*Time*

Shares time with KTSM.

*Basic rates*

Does not sell time.

**FORT WORTH**

(Pop.: 163,447)

**KFJZ***Owner and operator*

Fort Worth Broadcasters, Inc.  
Business office: Texas Hotel.  
Studio: Texas Hotel.  
Transmitter: Sunny Hill Dairy Farm.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

1 hour \$29.40

 $\frac{1}{2}$  hour 16.80 $\frac{1}{4}$  hour 9.80*Transcription equipment*Western Electric double 78 and single 33 $\frac{1}{3}$  r.p.m. turntables.**KTAT***Owner and operator*

KTAT Broadcast Co., Inc. A unit of Southwest Broadcasting Co.  
Studio: Trinity Life Bldg., Fort Worth.  
Transmitter: Birdville, Tex.

*Station representative*

Scott Howe Bowen, Inc.

*Power*

1,000 w.

*Time*

Shares time with WACO.

*Basic rates*

	Day	Evening
1 hour	\$45.00	\$90.00
$\frac{1}{2}$ hour	27.00	54.00
$\frac{1}{4}$ hour	16.00	32.50

*Transcription equipment*Western Electric 33 $\frac{1}{3}$  and 78 r.p.m. double turntables.**WBAP (NBC)***Owner and operator*

Carter Publications, Inc. (Fort Worth Star Telegram), Fort Worth.  
Business office: Star-Telegram Bldg.

Studio: Blackstone Hotel.  
Transmitter: Shady Oaks Farm.

*Branch office*

Chicago: Free &amp; Sleining, Inc.

*Power*

10,000 w.

*Time*

Shares time with WFAA.

*Basic rates*

	Day	Evening
$\frac{1}{2}$ hour	\$125.00	\$250.00
$\frac{1}{4}$ hour	75.00	150.00

(Transcriptions)

Regular time charges.

*Transcription equipment*Western Electric 33 $\frac{1}{3}$  and 78 r.p.m. double turntables.

**GALVESTON**  
(Pop.: 52,938)

**KFUL**

*Owner and operator*  
The News Publishing Co., Inc.,  
Galveston.  
Business office: Buccaneer Hotel.  
Studio: Buccaneer Hotel.  
Transmitter: Medical Arts Bldg.

*Power*  
500 w.

*Time*  
Shares time with KTSA.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
78 and 33 $\frac{1}{3}$  r.p.m. double turn-  
tables

**HARLINGEN**  
(Pop.: 12,124)

**KRGV**

*Owner and operator*  
KRGV, Inc., Harlingen.  
Business office: Rio Grande Na-  
tional Life Bldg.  
Studio: Rio Grande National Life  
Bldg.  
Transmitter: Rio Grande National  
Life Bldg.

*Power*  
500 w.

*Time*  
Shares time with KWVG.

*Basic rates*

	Day	Evening
1/2 hour	\$30.00	\$45.00
1/4 hour	17.50	25.00

*Transcription equipment*  
Double turn-tables 78 and 33 $\frac{1}{3}$   
r.p.m.

**HOUSTON**  
(Pop.: 292,352)

**KPRC (NBC)**

*Owner and operator*  
Houston Printing Co. (Houston  
Post Dispatch).  
Business office: 2210 Post-Dispatch  
Bldg.  
Studio: 2210 Post-Dispatch Bldg.  
Transmitter: Sugarland, Tex.

*Power*  
2,500 w. to local sunset; 1,000 w.  
thereafter.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1/2 hour	\$75.00	\$150.00
1/4 hour	50.00	100.00

*Transcription equipment*  
Western Electric 33 $\frac{1}{3}$  and 78 r.p.m.  
double turn-tables.

**KTRH (CBS)**

*Owner and operator*  
KTRH Broadcasting Co., Houston.  
Studio: Rice Hotel.  
Transmitter: Deepwater, Texas.

*Power*  
500 w.

*Time*  
Shares time with WTAW.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Double turn-tables.

**KXYZ**

*Owner and operator*  
Harris County Broadcast Co.,  
Houston.  
Studio: Fannin and Rusk Sts.  
Transmitter: Houston.

*Power*  
250 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
RCA 33 $\frac{1}{3}$  and 78 r.p.m. double  
turn-tables.

**LUBBOCK**  
(Pop.: 20,520)

**KFYO**

*Owner and operator*  
Kirksey Bros., Lubbock.  
Business office: Lubbock Hotel.  
Studio: Lubbock Hotel.  
Transmitter: 2312 Fifth St.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
250 w. to local sunset; 100 w. there-  
after.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
78 to 33 $\frac{1}{3}$  r.p.m. double turn-tables.

**SAN ANGELO**  
(Pop.: 25,308)

**KGKL**

*Owner and operator*  
KGKL, Inc., San Angelo.  
Business office: San Angelus Hotel.  
Studios: San Angelus Hotel and 50  
S. Milton St.  
Transmitter: 50 S. Milton St.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$45.00	\$50.00
1/2 hour	27.00	30.00
1/4 hour	18.00	20.00

(Transcriptions)  
Regular time charges.  
*Transcription equipment*  
Western Electric 33 $\frac{1}{3}$  and 78 r.p.m.  
double turn-tables.

**SAN ANTONIO**  
(Pop.: 231,542)

**KABC**

*Owner and operator*  
Alamo Broadcasting Co., Inc., San  
Antonio.  
Business office: 223-32 Texas The-  
ater Bldg.  
Studio: 223-32 Texas Theater Bldg.  
Transmitter: San Antonio.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33 $\frac{1}{3}$  and 78 r.p.m. double turn-  
tables.

**KMAC**

*Owner and operator*  
Walmac Co., Inc., San Antonio.  
Business office: Blue Bonnet Hotel.  
Studio: Blue Bonnet Hotel.  
Transmitter: Blue Bonnet Hotel.

*Executive personnel*  
Station and business manager, L.  
M. Brown; program director, A.  
S. Bessan; musical director, Fred  
Gordon.

*Power*  
100 w.

*Time*  
Shares time with KONO.

*Basic rates*

1 hour	\$21.25
1/2 hour	12.75
1/4 hour	8.50

(Transcriptions)

15% discount from regular time  
charges.

*Transcription equipment*  
Double 78 and 33 $\frac{1}{3}$  r.p.m. turn-  
tables.

**KONO**

*Owner and operator*  
Mission Broadcasting Co., San An-  
tonio.  
Studio: St. Anthony Hotel.  
Transmitter: St. Anthony Hotel.

*Power*  
100 w.

*Time*  
Shares time with KMAC.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33 $\frac{1}{3}$  and 78 r.p.m. double turn-  
tables

**KTSA (CBS)**

*Owner and operator*  
Lone Star Broadcasting Co., San  
Antonio. A unit of the Southwest  
Broadcasting Co.  
Business office: 16th floor, Plaza  
Hotel.  
Studio: 16th floor, Plaza Hotel.  
Transmitter: St. Hedwig Road.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
2,500 w. day; 1,000 w. night.

*Time*  
Shares time with KFUL.

*Basic rates*

	Day	Evening
1 hour	\$45.00	\$90.00
1/2 hour	27.00	54.00
1/4 hour	16.00	32.50

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
33 $\frac{1}{3}$  and 78 r.p.m. double turn-  
tables.

**WOAI (NBC)**

*Owner and operator*  
Southern Electrical Equipment Co.,

San Antonio.  
Business office: Navarro St.  
Studio: Navarro St.  
Transmitter: Selma, Tex.

*Power*  
50,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$160.00	\$300.00
½ hour	96.00	180.00
¼ hour	64.00	120.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m.  
double turn-tables.

**TEXARKANA**

**KCMC**

See listing under Texarkana, Ark.

**TYLER**

(Pop.: 17,113)

**KGKB**

*Owner*  
East Texas Broadcasting Co., Tyler.  
Business office: Tyler Commercial College, 115 S. College St.  
Studio: Tyler Commercial College.  
Transmitter: Tyler Commercial College.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$50.00	\$75.00
½ hour	35.00	42.50
¼ hour	20.00	27.50

(Transcriptions)

Regular time charges.

*Transcription equipment*  
33⅓ and double 78 r.p.m. turn-tables.

**WACO**

(Pop. 52,848)

**WACO (CBS)**

*Owner and operator*  
Central Texas Broadcasting Co., Inc., Waco. A unit of the Southwest Broadcasting Co.  
Business office: 4th floor Amicable Life Bldg.  
Studio: 4th floor Amicable Life Bldg.  
Transmitter: 5 miles from Waco.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
1,000 w.

*Time*  
Shares time with KTAT.

*Basic rates*

	Day	Evening
1 hour	\$30.00	\$60.00
½ hour	18.00	36.00
¼ hour	11.00	21.50

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m.  
double turn-tables.

**WICHITA FALLS**

(Pop.: 43,690)

**KGKO**

*Owner and operator*  
Wichita Falls Broadcasting Co.  
Business office: 6th floor, Perkins-Snyder Bldg.  
Studio: 6th Floor, Perkins-Snyder Bldg.  
Transmitter: Roof of Perkins-Snyder Bldg.

*Station representatives*  
Scott Howe Bowen, Inc.  
McElhiney & Associates.

*Power*  
500 w. to local sunset; 250 w. thereafter.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$44.00	\$73.00
½ hour	24.50	43.00
¼ hour	16.00	26.25

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m.  
double turn-tables.

**UTAH**

(Pop.: 057,847; radio sets: 65,857)

**OGDEN**

(Pop.: 40,272)

**KLO**

*Owner and operator*  
Interstate Broadcasting Corp., Ogden; and 35 Richards St., Salt Lake City.  
Business office: Hotel Bigelow.  
Studio: Hotel Bigelow.  
Transmitter: Riverdale, Utah.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
500 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Double turn-tables.

**SALT LAKE CITY**

(Pop. 104,267)

**KDYL (NBC)**

*Owner and operator*  
Intermountain Broadcasting Corp., Salt Lake City.  
Business office: 6th floor, Ezra Thompson Bldg.  
Studio: 6th floor, Ezra Thompson Bldg.  
Transmitter: Murray, Utah.

*Station representatives*  
Scott Howe Bowen, Inc.  
A. T. Sears & Son, Inc.  
McElhiney & Associates.

Los Angeles: Norman C. Nourse.  
San Francisco: McGregor & Sollie.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$75.00	\$125.00
½ hour	40.00	65.00
¼ hour	25.00	35.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m.  
double turn-tables.

**KSL (CBS)**

*Owner and operator*  
Radio Service Corp. of Utah, Salt Lake City.  
Business office: Vermont Bldg.  
Studio: 47 West South Temple St.  
Transmitter: Saltair, Utah.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
50,000 w.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m.  
double turn-tables.

**VERMONT**

(Pop.: 359,611; radio sets: 55,106)

**BURLINGTON**

(Pop.: 24,789)

**WCAX**

*Owner and operator*  
Burlington Daily News, Inc.  
Business office: 203 College St.  
Studio: 203 College St.  
Transmitter: Burlington.

*Power*  
100 w.

*Time*  
Shares time with WNBX.

*Basic rates*

	Day	Evening
1 hour	\$30.00	\$40.00
½ hour	20.00	25.00
¼ hour	12.50	15.00

*Transcription equipment*  
33⅓ and 78 r.p.m. turn-tables.

**RUTLAND**

(Pop.: 17,315)

**WSYB**

*Owner and operator*  
Philip Weiss Music Co., Rutland.  
Business office: 80 West St.  
Studio: 80 West St.  
Transmitter: 80 West St.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
250 w. to local sunset; 100 w. thereafter.

*Time*  
Special hours.

*Basic rates*

	Day	Evening
1 hour	\$24.00	\$40.00
½ hour	15.00	25.00
¼ hour	9.00	15.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

RCA Victor single 78 and double 33⅓.

**SPRINGFIELD**

**WNBX**

*Owner and operator*

WNBX Broadcasting Corp., Springfield.  
Studio: 39 Main St.  
Transmitter: 2 miles from center of Springfield.

*Power*

250 w.

*Time*

Daytime only.

*Basic rates*

	Day and Night
1 hour	\$40.00
½ hour	25.00
¼ hour	15.00

*Transcription equipment*

78 and 33⅓ r.p.m. turntables.

**WATERBURY**

**WDEV**

*Owner and operator*

Waterbury Record.

*Power*

50 w. (Construction permit 500 w.)

*Time*

Daytime.

*Basic rates*

1 hour	\$45.00
½ hour	27.00
¼ hour	18.00

*Transcription equipment*

33⅓ and 78 r.p.m. turntables.

**VIRGINIA**

(Pop.: 2,421,851; radio sets: 133,443)

**BRISTOL**

(Pop.: 8,840)

**WOPI**

Is located in Tennessee and Virginia. For data see listing under Bristol, Tenn.

**DANVILLE**

(Pop.: 22,247)

**WBTM**

*Owner and operator*

Piedmont Broadcasting Corp., Danville.  
Business office: Miller Bldg.  
Studio: Miller Bldg.  
Transmitter: Danville.

*Power*

100 w.

*Time*

Shares time with WLVA.

*Basic rates*

	Day	Evening
1 hour	\$36.00	\$48.00
½ hour	18.00	24.00
¼ hour	12.00	16.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

33⅓ and 78 r.p.m. double turntables.

**LYNCHBURG**

(Pop.: 40,661)

**WLVA**

*Owner and operator*

Lynchburg Broadcasting Corp.  
Studio: Gilliam Bldg., 915 Main St.  
Transmitter: Page St.

*Power*

100 w.

*Time*

Shares time with WBTM.

*Basic rates*

	Day and Night
1 hour	\$20.00
½ hour	12.00
¼ hour	7.50

*Transcription equipment*

33⅓ and 78 r.p.m. double turntables.

**NEWPORT NEWS**

(Pop.: 34,417)

**WGH**

*Owner and operator*

Hampton Roads Broadcasting Corp., Newport News.  
Advertising office: 214 Flatiron Bldg., Norfolk.  
Business office: Washington Ave. at 29th St., Newport News.  
Studio: Washington Ave. at 29th St.  
Transmitter: Hotel Warwick, Newport News.

*Branch office*

New York: George H. Field, Inc.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

1 hour	\$60.00
½ hour	36.00
¼ hour	22.50

(Transcriptions)

Regular time charges.

*Transcription equipment*

33⅓ and 78 r.p.m. double turntables.

**NORFOLK**

(Pop.: 129,710)

**WPOR**

Affiliated with Station WTAR, Norfolk.

**WTAR (CBS)**

*Owner and operator*

WTAR Radio Corp., Norfolk.  
Studio: Seaboard Air Line Railway General Office Bldg.  
Transmitter: Virginia Beach Blvd.

*Station representative*

New York: Scott Howe Bowen, Inc.

*Power*

500 w.

*Time*

Full time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

33⅓ and 78 r.p.m. double turntables.

**PETERSBURG**

(Pop.: 28,564)

**WPHR (formerly WLBG)**

*Owner and operator*

WLBG, Inc., Petersburg.  
Business office: Medical Arts Bldg.  
Studio: Medical Arts Bldg.  
Transmitter: Chesterfield County, Va.

*Branch office*

New York: George H. Field, Inc.

*Station representative*

Chicago: A. T. Sears & Son, Inc.

*Power*

250 w. to local sunset; 100 w. thereafter.

*Time*

Full time.

*Basic rates*

1 hour	\$50.00
½ hour	27.50
¼ hour	15.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

78 and 33⅓ r.p.m. double turntables.

**RICHMOND**

(Pop.: 182,929)

**WBBL**

*Owner and operator*

Grace Covenant Presbyterian Church, Richmond.  
Studio: 1627 Monument Ave.  
Transmitter: 1627 Monument Ave.

*Power*

100 w.

*Time*

Limited time.

*Basic rates*

Does not sell time.

**WMBG (CBS)**

*Owner and operator*

Havens & Martin, Inc., Richmond.  
Business office: 914 West Broad St.  
Studio: 914 West Broad St.  
Transmitter: 914 West Broad St.

*Power*

100 w.

*Time*

Special hours.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

RCA Victor 78 and 33⅓ double turntables.

**WRVA (NBC)**

*Owner and operator*

Larus & Bros. Co., Inc., Richmond.  
Business office: 22nd St., between Main and Cary St.  
Studio: 2111 E. Main St., Richmond, Va.  
Transmitter: Mechanicsville, Va.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
5,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$100.00	\$200.00
½ hour	60.00	120.00
¼ hour	35.00	70.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

**ROANOKE**

(Pop. 69,206)

**WDBJ (CBS)**

*Owner*  
Times-World Corp., Roanoke.  
Business office: 122 W. Church Ave.  
Studio: Jefferson St.  
Transmitter: Shenandoah Life Insurance Co. Bldg.

*Operated by*  
Richardson - Wayland Electrical Corp., Roanoke.

*Station representatives*  
Scott Howe Bowen, Inc.  
Chicago: A. T. Sears & Son, Inc.

*Power*  
500 w. to local sunset; 250 w. thereafter.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$50.00	\$75.00
½ hour	30.00	42.50
¼ hour	17.50	25.00

(Transcriptions)

Regular time charges.

*Transcription equipment*  
78 r.p.m. and Western Electric 33⅓ r.p.m. and double turn-tables.

**WRBX**

*Owner and operator*  
Richmond Development Corp., 20 Salem Ave. S.E., Roanoke.  
Business office: Hotel Roanoke, Roanoke, Va.  
Studio: Hotel Roanoke.  
Transmitter: Mill Mountain, Roanoke.

*Power*  
250 w.

*Time*  
Shares time with WHIS.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

**WASHINGTON**

(Pop.: 1,563,396; radio sets: 248,724)

**ABERDEEN**

(Pop.: 21,723)

**KXRO**

*Owner and operator*  
KXRO, Inc., Aberdeen.  
Business office: Morck Hotel.  
Studio: Morck Hotel.  
Transmitter: Morck Hotel.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$25.00	\$35.00
½ hour	15.00	20.00
¼ hour	10.00	15.00

Electrical transcription special rates.

*Transcription equipment*  
78 and 33⅓ r.p.m. double turn-tables.

**BELLINGHAM**

(Pop.: 30,823)

**KVOS**

*Owner and operator*  
KVOS, Inc., Bellingham.  
Business office: Cissna Hotel.  
Studio: Cissna Hotel.  
Transmitter: Cissna Hotel.

*Station representative*  
Pacific Coast: Scott Howe Bowen, Inc.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$25.00	\$35.00
½ hour	15.00	20.00
¼ hour	10.00	15.00

*Transcription equipment*  
33⅓ and 78 r.p.m. double turn-tables.

**EVERETT**

(Pop.: 30,567)

**KFBL**

*Owner and operator*  
Leese Bros., Everett.  
Studio: 2814 Rucker Ave.  
Transmitter: 2814 Rucker Ave.

*Power*  
50 w.

*Time*  
Shares time with KVL.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
33⅓ r.p.m. and 78 r.p.m. double turn-tables.

**PULLMAN**

(Pop.: 3,322)

**KWSC**

*Owner and operator*  
State College of Washington, Pullman.

*Power*  
2,000 w. to local sunset; 1,000 w. thereafter

*Time*  
Shares time with KTW.

*Basic rates*  
Does not sell time.

**SEATTLE**

(Pop.: 365,583)

**KJR (NBC)**

*Owner*  
National Broadcasting Co., Inc.

*Operated by*  
Northwest Broadcasting System, Inc., Seattle.  
Business office: Westlake Square Bldg.  
Studio: Westlake Square Bldg.  
Transmitter: Lake Forest Park, Wash.

*Executive personnel*  
Station and business manager, B. M. Bryant, production manager, program and musical director, Henri Damski.

*Branch offices*  
New York: National Broadcasting Co., Inc.  
Chicago: National Broadcasting Co., Inc.  
Detroit: National Broadcasting Co., Inc.

*Power*  
5,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$100.00	\$200.00
½ hour	62.50	125.00
¼ hour	39.07	78.13

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

**KOL (CBS)**

*Owner and operator*  
Seattle Broadcasting Co., Inc.  
Studio: Northern Life Tower.  
Transmitter: Seattle.

*Station representatives*  
New York: Scott Howe Bowen, Inc.  
Boston: Scott Howe Bowen, Inc.  
Detroit: Scott Howe Bowen, Inc.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
½ hour	\$45.00	\$100.00
¼ hour	27.50	60.00

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

**KOMO (NBC)**

*Owner and operator*  
Fisher's Blend Station, Inc., Seattle.  
Business office: Fourth Ave. and University St.  
Studio: Fourth Ave.  
Transmitter: Harbor Island, Seattle.

*Power*  
1,000 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$100.00	\$200.00
½ hour	62.50	125.00
¼ hour	39.00	78.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

78 and 33⅓ r.p.m. double turn-tables.

**KPCB**

*Owner and operator*

Queen City Broadcasting Co., Seattle.  
Business office: Shopping Tower, 3rd and Pine St.  
Studio: Shopping Tower.  
Transmitter: Shopping Tower.

*Power*

100 w.

*Time*

Limited time. Shares with WSM.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

78 and 33⅓ r.p.m. double turn-tables.

**KRSC**

*Owner and operator*

Radio Sales Corp., Seattle.  
Studio: Washington Athletic Club.

*Power*

100 w.

*Time*

Daytime only.

*Basic rates*

1 hour	\$25.00
½ hour	17.50
¼ hour	12.50

(Transcriptions)

Regular time charges.

*Transcription equipment*

33⅓ and 78 r.p.m. turn-tables.

**KTW**

*Owner and operator*

First Presbyterian Church, Seattle.

*Power*

1,000 w.

*Time*

Shares time with KWSC.

**KVL**

*Operated by*

KVL, Inc., Seattle.

*Power*

100 w.

*Time*

Shares time with KFBL.

*Basic rates*

No reply received to rate request.

**KXA**

*Owner and operator*

The American Radio Telephone Co., Seattle.  
Studio: Bigelow Bldg.  
Transmitter: Bigelow Bldg.

*Station representatives*

New York: Scott Howe Bowen, Inc.  
Los Angeles: Norman C. Nourse.

*Power*

500 w. to local sunset; 250 w. thereafter.

*Time*

Limited time.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

33⅓ and 78 r.p.m. double turn-tables.

**SPOKANE**

(Pop.: 115,514)

**KFIO**

*Owner and operator*

Spokane Broadcasting Corp.  
Business office: 213 Riverside Ave.  
Studio: 213 Riverside Ave.  
Transmitter: 213 Riverside Ave.

*Power*

100 w.

*Time*

Daytime.

*Basic rates*

1 hour	\$30.00
½ hour	18.00
¼ hour	13.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

33⅓ and 78 r.p.m. double turn-tables.

**KFPY (CBS)**

*Owner and operator*

The Symons Broadcasting Co., Spokane.  
Business office: Symons Bldg.  
Studio: Symons Bldg.  
Transmitter: Symons Bldg.

*Power*

1,000 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$75.00	\$150.00
½ hour	45.00	90.00
¼ hour	27.00	54.00

*Transcription equipment*

Victor-RCA 33⅓ single, and Victor 78 r.p.m. double turn-tables.

**KGA (NBC)**

*Owner and operator*

Northwest Broadcasting System, Inc., Spokane.  
Studio: Sun Life Assurance Bldg.  
Transmitter: 325 Rowan Ave.

*Station representative*

National Broadcasting Co., Inc.

*Power*

5,000 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$75.00	\$150.00
½ hour	46.88	93.75
¼ hour	29.30	58.60

(Transcriptions)

Regular time charges.

*Transcription equipment*

Western Electric 33⅓ and 78 r.p.m. double turn-tables.

**KHQ (NBC)**

*Owner and operator*

Louis Wasmer, Inc.

Business office: Sprague Ave. and Post St.

Studio: Sprague Ave. and Post St.

*Power*

2,000 w. to local sunset; 1,000 w. thereafter.

*Time*

Full time.

*Basic rates*

No reply received to rate request

*Transcription equipment*

Western Electric Co. 78 r.p.m. double turn-table.

**TACOMA**

(Pop.: 106,817)

**KMO**

*Owner and operator*

KMO, Inc., 950 Broadway, Tacoma.  
Studio: Hotel Winthrop.  
Transmitter: 921 Broadway.

*Power*

250 w.

*Time*

Limited time. Shares with WABC-WBOQ.

*Basic rates*

	Day	Evening
1 hour	\$30.00	\$50.00
½ hour	20.00	30.00
¼ hour	12.50	20.00

**KVI (CBS)**

*Owner and operator*

Pugent Sound Broadcasting Co., Inc., Tacoma.  
Studio: Tacoma Hotel.  
Transmitter: Kent, Wash.

*Power*

500 w.

*Time*

Full time

*Basic rates*

	Day	Evening
1 hour	\$62.50	\$125.00
½ hour	37.50	75.00
¼ hour	22.50	45.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

78 and 33⅓ r.p.m. turn-tables.

**WALLA WALLA**

(Pop.: 15,976)

**KUJ**

*Owner and operator*

KUJ, Inc., Walla Walla.  
Business office: Marcus Whitman Hotel.  
Studio: Marcus Whitman Hotel.  
Transmitter: Marcus Whitman Hotel.

*Executive personnel*

Station and business manager and commercial director, H. E. Studebaker; program and musical director, Jack Keating.

*Station representative*

New York; Chicago; San Francisco: Scott Howe Bowen, Inc.

*Power*

100 w.

*Time*  
Daytime.

*Basic rates*

	Day	Evening
1 hour	\$25.00	\$35.00
½ hour	15.00	20.00
¼ hour	10.00	15.00

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
33⅓ and 78 r.p.m. double turn-tables.

**WENATCHEE**  
(Pop.: 11,627)  
**KPQ**

*Owner and operator*  
Wescoast Broadcasting Co., Wenatchee.  
Business office: Cascadian Hotel.  
Studio: Cascadian Hotel.  
Transmitter: Cascadian Hotel.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
50 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$25.00	\$35.00
½ hour	15.00	20.00
¼ hour	10.00	15.00

(Transcriptions)  
Special rates.

*Transcription equipment*  
33⅓ r.p.m. single and RCA Victor 78 r.p.m. double turn-tables.

**YAKIMA**  
(Pop.: 22,101)  
**KIT**

*Owner and operator*  
Valley Broadcasters, Inc., Yakima.  
Business office: 109½ Yakima Ave.  
Studio: 109½ Yakima Ave.  
Transmitter: 109½ Yakima Ave.

*Power*  
100 w.

*Time*  
Full time.

*Basic rates*

	Day	Evening
1 hour	\$20.00	\$35.00
½ hour	12.50	20.00
¼ hour	7.50	15.00

*Transcription equipment*  
Western Electric single 33⅓ and Victor double 78 r.p.m. turn-tables.

**WEST VIRGINIA**  
(Pop.: 1,729,205; radio sets: 120,841)

**BLUEFIELD**  
(Pop.: 19,339)

**WHIS**  
*Owner and operator*  
Daily Telegraph Printing Co., Bluefield.  
Studio: West Virginian Hotel.

Transmitter: West Virginian Hotel.

*Power*  
250 w.

*Time*  
Shares time with WRBX.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
78 and 33⅓ r.p.m. double turn-tables.

**CHARLESTON**  
(Pop.: 60,408)  
**WOBU**

*Owner and operator*  
WOBU, Inc., Charleston.  
Business office: Hotel Ruffner.  
Studio: Hotel Ruffner.  
Transmitter: Charleston.

*Station representatives*  
New York: Scott Howe Bowen, Inc.  
Chicago: A. T. Sears & Son, Inc.

*Power*  
500 w. to local sunset; 250 w. thereafter.

*Time*  
Shares time with WSAZ.

*Basic rates*

	Day	Evening
½ hour	\$40.00	\$60.00
¼ hour	30.00	45.00

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

**FAIRMONT**  
(Pop.: 23,159)

**WMMN**  
*Owner and operator*  
A. M. Rowe, Inc., Fairmont.  
Business office: 325 Main St.  
Studio: 325 Main St.  
Transmitter: Fairmont.

*Station representative*  
Scott Howe Bowen, Inc.

*Power*  
500 w. to local sunset; 250 w. thereafter.

*Time*  
Full time.

*Basic rates*  
No reply received to rate request.

*Transcription equipment*  
Victor 33⅓ and 78 r.p.m. double turn-tables.

**HUNTINGTON**  
(Pop.: 75,572)

**WSAZ**  
*Owner*  
WSAZ, Inc., Huntington.  
Business office: 937½ Fourth Ave., P. O. Box 729.  
Studio: 937½ Fourth Ave.  
Transmitter: Pleasant Valley, W. Va.

*Station representative*  
New York: Scott Howe Bowen, Inc.

*Power*  
500 w. to local sunset; 250 w. thereafter.

*Time*  
Shares time with WOBU.

*Basic rates*

	Day	Evening
½ hour	\$40.00	\$60.00
¼ hour	30.00	45.00

(Transcriptions)  
Regular time charges.

*Transcription equipment*  
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

**WHEELING**  
(Pop.: 61,659)  
**WWVA (CBS)**

*Owner and operator*  
West Virginia Broadcasting Corp., Wheeling.  
Business office: Hawley Bldg., Wheeling; Pittsburgher Hotel, Pittsburgh.  
Studio: Hawley Bldg., Wheeling; Pittsburgher Hotel, Pittsburgh.  
Transmitter: West Liberty, W. Va.

*Executive personnel*  
Station and business manager, and commercial director, Leigh E. Ore; production manager, Paul J. Miller; program director, Howard Donahoe.

*Power*  
5,000 w.

*Time*  
Shares time with station WOWO. (Special authorization to operate simultaneously during the daytime.)

*Basic rates*

	Day	Evening
1 hour	\$125.00	\$200.00
½ hour	75.00	125.00
¼ hour	45.00	75.00

(Transcriptions)  
Special rates.

*Transcription equipment.*  
Western Electric double 33⅓ and 78 r.p.m. turn-tables.

**WISCONSIN**  
(Pop.: 2,939,006; radio sets: 501,724)

**EAU CLAIRE**  
(Pop.: 26,287)

**WTAQ (CBS)**  
*Owner and operator*  
Gillette Rubber Co., Eau Claire.  
Business office: Hotel Eau Claire.  
Studio: Hotel Eau Claire.  
Transmitter: Washington, Wis.

*Power*  
1,000 w.

*Time*  
Shares time with KSCJ. (Special authorization to operate simultaneously during daytime.)

*Basic rates*

	Day	Evening
1 hour	\$65.00	\$100.00
½ hour	40.00	60.00
¼ hour	27.00	36.00

(Transcriptions)

Regular time charges.

*Transcription equipment*

33⅓ r.p.m. and 78 r.p.m. double turn-tables.

**FOND DU LAC**

(Pop.: 26,449)

**KFIZ**

*Owner and operator*

The Reporter Printing Co., Fond du Lac.

Business office: 18 West First St., Fond du Lac.

Studio: Lange Block, Fond du Lac.

Transmitter: Lange Block, Fond du Lac.

*Power*

100 w.

*Time*

Special hours.

*Basic rates*

	Day	Evening
1 hour	\$30.00	\$60.00
½ hour	18.75	37.50
¼ hour	11.75	23.50

(Transcriptions)

Regular time charges.

*Transcription equipment*

33⅓ single and 78 r.p.m. double turn-tables.

**GREEN BAY**

(Pop. 37,415)

**WHBY**

*Owner and operator*

St. Norbert College, Green Bay.

Business office: Bellin Bldg.

Studios: Bellin Bldg., Green Bay;

Zuelke Bldg., Appleton; and Brim

Theater Bldg., Neenah-Menasha

Studio.

Transmitter: West De Pere, Wis.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$30.00	\$75.00
½ hour	18.40	46.00
¼ hour	11.50	28.70

(Transcriptions)

Regular time charges.

*Transcription equipment*

Western Electric 33⅓ and 78 r.p.m. double turn-tables.

**JANESVILLE**

(Pop.: 21,628)

**WCLO**

*Owner and operator*

WCLO Radio Corp., Janesville.

Business office: 200-204 E. Milwaukee St.

Studios: 200-204 E. Milwaukee St., Janesville; 410 Strong Bldg., Beloit.

Transmitter: 1 mile east of Janesville.

*Station representatives*

Frederic A. Kimball Co., Inc.

Scott Howe Bowen, Inc.

A. T. Sears & Son, Inc.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$50.00	\$75.00
½ hour	27.50	40.00
¼ hour	15.00	25.00

(Transcriptions)

5% additional service charge.

*Transcription equipment.*

33⅓ and 78 r.p.m. double turn-tables.

**LA CROSSE**

(Pop.: 39,614)

**WKBH (CBS)**

*Owner and operator*

WKBH, Inc., La Crosse.

Business office: Radio Bldg.

Studio: Radio Bldg.

Transmitter: La Crosse.

*Power*

1,000 w.

*Time*

Shares time with KSO.

*Basic rates*

	Day	Evening
1 hour	\$65.00	\$95.00
½ hour	45.00	65.00
¼ hour	30.00	45.00

*Transcription equipment*

Western Electric 33⅓ and 78 r.p.m. double turn-tables.

**MADISON**

(Pop.: 57,899)

**WHA**

*Owner*

The State of Wisconsin.

*Operated by*

University of Wisconsin, Madison.

Business office: 132 Sterling Hall,

Campus of the University.

Studio: 132 Sterling Hall; 12 re-

remote control points on University

Campus and in the State Capitol.

Transmitter: 3 miles south of

Madison.

*Power*

1,000 w.

*Time*

Daytime only.

*Basic rates*

Does not sell time.

**WIBA (NBC)**

*Owner and operator*

Badger Broadcasting Co., Madison.

Business office: 111 King St.

Studio: 111 King St.

Transmitter: 4 miles south of

Madison.

*Executive personnel*

Station and business manager, W.

E. Walker; production manager

and program director, K. F.

Schmitt; musical director, John

Alson; commercial director, Lester

Johnson.

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**WASHINGTON STUDIOS**

National Press Building,  
14th and F Sts., N. W.,  
Washington, D. C.



*Station representatives*

New York: Scott Howe Bowen, Inc.  
New York: World Broadcasting System.

*Power*

1,000 w. to local sunset; 500 w. thereafter.

*Basic rates*

	Day	Evening
1 hour	\$80.00	\$150.00
1/2 hour	45.00	80.00
1/4 hour	25.00	45.00

*Transcriptions*

Regular time charges.

*Transcription equipment*

Western Electric 78 and 33 1/3 double turn-tables.

**MANITOWOC**

(Pop.: 22,963)

**WOMT**

*Owner and operator*

Francis M. Kadow, Manitowoc.  
Business office: 1116 Washington St.  
Studio: 1116 Washington St.  
Transmitter: Mikadow Theater Bldg.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$35.00	\$50.00
1/2 hour	21.00	30.00
1/4 hour	14.70	21.00

*Transcription equipment*

RCA-VICTOR 33 1/3 r.p.m. turn-tables and 78 r.p.m. double turn-tables.

**MILWAUKEE**

(Pop.: 578,249)

**WHAD**

*Owner and operator*

Marquette University, Milwaukee.  
Business office: Marquette University.  
Studio: Marquette University.

*Power*

250 w.

*Time*

Shares time with WISN.

*Basic rates*

No reply received to rate request.

**WISN (CBS)**

*Owner and operator*

American Radio News Corp., Milwaukee.  
Business office: 123 W. Michigan St.  
Studio: 123 W. Michigan St.  
Transmitter: Milwaukee.

*Power*

250 w.

*Time*

Shares time with WHAD.

*Basic rates*

No reply received to rate request.

**WTMJ (NBC)**

*Owner*

The Journal Co., Milwaukee.

*Operated by*

The Milwaukee Journal.  
Business office: Fourth and State Sts.  
Studio: Fourth and State Sts.  
Transmitter: Brookfield, Wis.

*Executive personnel*

Station manager, W. J. Damm; assistant manager, Russell G. Winnie; commercial director, L. W. Herzog; musical director, W. J. Benning.

*Branch office*

Chicago: Free & Sleining, Inc.

*Station representatives*

New York: Scott Howe Bowen, Inc.  
New York: World Broadcasting.

*Power*

2,500 w. to local sunset; 1,000 w. thereafter.

*Time*

Full time.

*Basic rates*

	Day	Evening
1/2 hour	\$100.00	\$200.00
1/4 hour	62.50	125.00

*Transcription equipment*

Western Electric 78 and 33 1/3 r.p.m. double turn-tables.

**POYNETTE**

**WIBU**

*Owner and operator*

William C. Forrest, Poynette.  
Studio: Electric Farm, Poynette.  
Remote control studio: 1st National Bank Bldg., Portage, Wis.  
Transmitter: Electric Farm.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

1 hour	\$30.00
1/2 hour	15.00
1/4 hour	7.50

*Transcription equipment*

33 1/3 and 78 r.p.m. turn-tables.

**RACINE**

(Pop.: 67,542)

**WRJN**

*Owner*

Racine Broadcasting Corp.  
Studio: Hotel Racine, Racine, and Bidinger Bldg., Kenosha, Wis.  
Transmitter: Racine.

*Operated by*

The Racine Journal-Times.

*Station representatives*

New York: Scott Howe Bowen, Inc.  
Pacific Coast: International Broadcasting Co., Ltd.

*Power*

100 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$35.00	\$60.00
1/2 hour	22.00	35.00
1/4 hour	17.00	20.00

*Transcription equipment*

33 1/3 and 78 r.p.m. double turn-tables.

**SHEBOYGAN**

(Pop.: 39,251)

**WHBL**

*Owner and operator*

Press Publishing Co., Sheboygan.  
Studio: Sheboygan Press Bldg.  
Transmitter: Sheboygan Press Bldg.

*Station representative*

New York: Scott Howe Bowen, Inc.

*Power*

500 w.

*Time*

Shares time with KFLV.

*Basic rates*

	Day	Evening
1 hour	\$50.00	\$75.00
1/2 hour	30.00	45.00
1/4 hour	17.50	25.00

*Transcription equipment*

78 r.p.m. double and 33 1/3 r.p.m. single turn-tables.

**STEVENS POINT**

(Pop.: 13,623)

**WLBL**

*Owner and operator*

State of Wisconsin, Department of Agriculture and Markets, Stevens Point.

*Power*

2,000 w.

*Time*

Daytime only.

*Basic rates*

Does not sell time.

**SUPERIOR**

(Pop.: 36,113)

**WEBC**

See listing of WEBC under Duluth, Minn.

**WYOMING**

(Pop.: 225, 565; radio sets: 26,898)

**CASPER**

(Pop.: 16,619)

**KDFN**

*Owner and operator*

Donald Lewis Hathaway, Casper.  
Business office: Townsend Hotel.  
Studio: Townsend Hotel.  
Transmitter: Townsend Hotel.

*Station representative*

Scott Howe Bowen, Inc.

*Power*

500 w.

*Time*

Full time.

*Basic rates*

	Day	Evening
1 hour	\$20.00	\$30.00
1/2 hour	12.00	18.00
1/4 hour	8.00	12.00

*Transcription equipment*

33 1/3 and 78 r.p.m. double turn-table.

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**ALASKA**  
 (Pop.: 59,278)
 

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**ANCHORAGE****KFQD***Owner and operator*

The Anchorage Radio Club, Inc.,  
Anchorage.  
Studio: Anchorage.  
Transmitter: Anchorage.

*Executive personnel*

Manager, R. E. McDonald.

*Power*

250 w.

*Time*

Night time only.

*Basic rates*

1 hour	\$30.00
½ hour	17.50
¼ hour	10.00

*Transcription equipment*

33⅓ and 78 r.p.m. double turn-  
tables.

**KETCHIKAN****KGBU***Owner and operator*

Alaska Radio & Service Co., Inc.,  
Ketchikan.  
Studio: 335 Front St., Ketchikan.  
Transmitter: Ketchikan.

*Power*

500 w.

*Time*

Special hours.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

33⅓ and 78 r.p.m. single or double  
turn-tables.

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**HAWAII**

(Pop.: 368,336)

**HONOLULU**

(Pop.: 137,582)

**KGMB***Owner and operator*

Honolulu Broadcasting Co., Ltd.  
Studio: 119 Merchant St., Hono-  
lulu.  
Transmitter: 1150 Fern St., Hono-  
lulu.

*Station representatives*

New York: Conquest Alliance Co.  
Chicago: Conquest Alliance Co.  
San Francisco: R. J. Bidwell Co.  
Los Angeles: R. J. Bidwell Co.

*Power*

250 w.

*Time*

Unlimited.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

Western Electric 33⅓ r.p.m. triple  
turn-tables and 78 r.p.m. double  
turn-tables.

**KGU***Owner and operator*

Advertiser Publishing Co., Ltd.,  
Honolulu.  
Studio: Advertiser Bldg., Hono-  
lulu.  
Transmitter: Third floor, Adver-  
tiser Bldg.

*Executive personnel*

Director, M. A. Mulrony; program  
manager, Webley Edwards; adver-  
tising manager, Bert Wright.

*Power*

2,500 w.

*Time*

Limited.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

33⅓ and 78 r.p.m. double turn-  
tables.

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**PHILIPPINE ISLANDS**

(Pop.: 12,604,100)

**MANILA**

(Pop.: 324,522)

**KZRM***Owner and operator*

Erlanger & Galinger, Inc.  
Studio: Insular Life Building, Ma-  
nila.  
Transmitter: Manila.

*Station representative*

New York: Wm. H. Anderson &  
Co., Inc.

*Power*

50,000 w.

*Time*

Special hours.

*Basic rates*

No reply received to rate request.

*Transcription equipment*

33⅓ and 78 r.p.m. double turn-  
tables.