

STATIONS—Continued

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

Vice-president, managing director: Frank Ryan. *Station manager:* J. E. Campeau. *Commercial manager:* L. J. DuMahaut. *Program director:* John Gordon. *Chief Engineer:* W. J. Carter. *Production manager:* Arthur E. Sutton. *Publicity director:* Stephen Douglas.

Rep: Joseph H. McGillvra. *News:* UP. *Seating facilities:* 200 persons. *Merchandising:* staff of statisticians and demonstrators check window and counter displays; contact retailers; house-to-house canvass to check consumer acceptance; store canvass to check retailer acceptance; announcements of new programs sent to 1,000 retail outlets on request; supply market data; talent available for personal appearances; make coincidental telephone surveys; design and layout direct mail, window and counter cards, announcements, publicity, etc., at actual cost. *Foreign language programs:* not accepted. *Artists bureau:* none. *Base rate:* \$320.

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

WJBK, DETROIT

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

President, station manager: James F. Hopkins. *Commercial manager:* M. E. Kent. *Program director:* Sybil Krieghoff. *Chief engineer:* Paul Frincke. *Musical director:* Herbert Mertz. *Publicity director:* Billy Morrell.

Reps: Van Cronkhite Associates (foreign language); H. K. Conover Co. (English); Northwest Radio Advertising Co. (in Seattle). *News:* Transradio. *Seating facilities:* None in studios; occasionally use ballroom, but capacity not listed. *Merchandising:* Separate department maintained to contact dealers, etc., for clients using a certain amount of time per week over 13-week period. *Foreign language programs:* Accept; currently have Polish, German, Jewish, Italian, Hungarian,

Tie This One!

Drogie Panie Gosposie:—

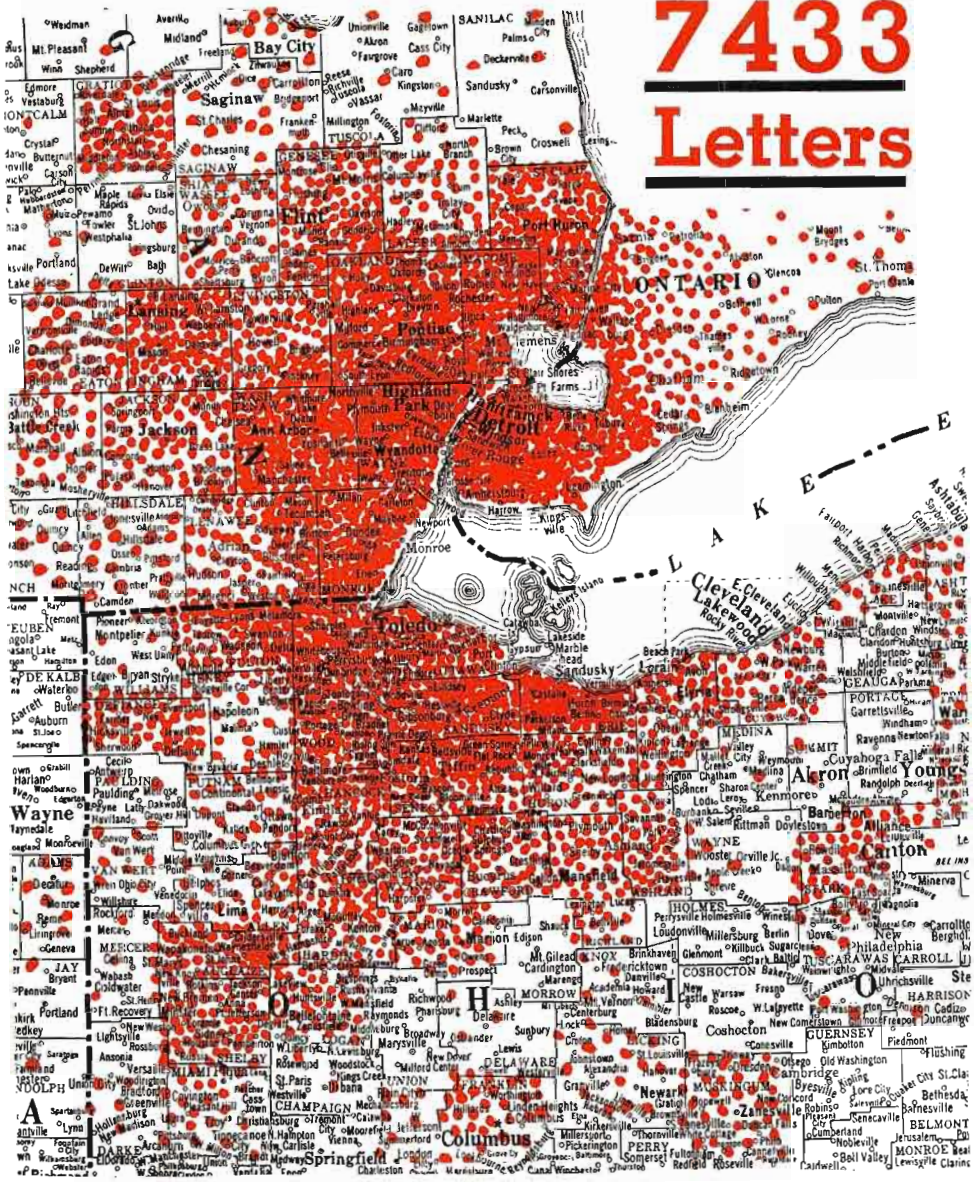
Piekarze słynnego powolnie wypiekanego chleba WONDER BREAD mają dla was niespodziankę, o której my wam już dzisiaj powiemy. Otóż jutro z każdym zakupnym bochenka chleba WONDER BREAD, specjalnie dla waszej dziatwy załączony będzie piękny balonik, który znajdować się będzie w środku owijki chleba WONDER BREAD. Pamiętajcie więc Drogie Panie Gosposie, zakupcie jutro u waszego grosernika bochenek chleba WONDER BREAD, a otrzymacie piękny balonik dla waszej dziatwy. Oferta ta tylko na jutro, w każdej groserni. Dzieci wasze ucieszczą się gdy dacie im balonik z owijki chleba WONDER BREAD. Wiec nie zapomijcie jutro zakupić bochenek tego smacznego, powolnie wypiekanego chleba WONDER BREAD a otrzymacie w środku owijki balonik.

TWO BROADCASTS OF THIS ANNOUNCEMENT SOLD

25,000 LOAVES OF BREAD

WJBK—DETROIT

7433 Letters



7,433 letters from 6 daytime announcements—proof positive that CKLW has an amazingly large audience in the rich Michigan and Ohio Markets. For further details write CKLW, 3300 Union Guardian Building, Detroit.

CKLW

5,000 Watts—Full Time
SERVING THE THRIVING FOURTH MARKET

502

Ukrainian and Arabian programs. *Artists bureau*: None. *Base rate*: \$125.

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

WJR, DETROIT

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

President: G. A. Richards. *Vice-president, general manager*: Leo Fitzpatrick.

Rep: Edward Petry & Co., Inc. *News*: None listed. *Seating facilities*: 80 persons. *Merchandising*: No information given. *Foreign language programs*: No information given. *Artists bureau*: None. *Stock*: Principally held by G. A. Richards, P. M. Thomas, Leo Fitzpatrick. *Base rate*: \$625.

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

WMBC, DETROIT

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

President: E. J. Hunt. *General manager*: H. M. Steed. *Assistant general manager*: William J. Jory. *Commercial manager*: H. M. Steed. *Program director*: William J. Jory. *Chief engineer*: E. H. Clark. *Musical director*: John Skalaki. *Publicity*: W. J. Jory.

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

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

WWJ, DETROIT

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

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

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

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

WXYZ, DETROIT

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

President: George W. Trendle. *Station manager*: H. Allen Campbell. *Commercial manager*: Arch Shawd. *Program director*: Russell Neff. *Chief engineer*: Lynne C. Smeby. *Musical director*: Benny Kyte. *Publicity director*: Felix C. Holt.

Rep: William G. Rambeau Co. *News*: UP. *Seating facilities*: None in studios; broadcasts from theatres at regular admission prices. *Merchandising*: Complete service from market surveys to securing dealers, distributors, jobbers; place store and window displays; conduct store demonstrations and direct sampling crews. *Foreign language programs*: None. *Artists bureau*: None; discontinued in 1934. *Base rate*: \$375.

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

Your Radio Coverage Job

HALF DONE

Unless—

WXYZ DETROIT

and The MICHIGAN
RADIO NETWORK

Give You

Complete Coverage

OF LISTENERS
and DEALERS

Unless you have **both** listener-coverage **and** dealer-coverage.

The latter, offered by WXYZ and the Michigan Radio Network **at no extra cost** guarantees personal contact with retailers, placing display material, taking bona-fide orders and continuous surveying of sales progress. Case histories two score strong prove that our merchandising department is capable of doing **a big job** in an efficient manner. In the entire Greater Detroit and Michigan markets **only** WXYZ explores and develops **this Half of Your Radio Coverage** job ... **only** WXYZ paves the way for expeditious handling of consumer demand by giving this "point of sale" contact. If you contemplate introducing a new product or recapturing lagging consumer demand for an already known product, send us a sample with necessary sales information

KING-TRENDLE BROADCASTING CORPORATION

300 MADISON THEATER BUILDING... DETROIT

WM. G. RAMBEAU Co., Representatives, Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

STATIONS—Continued

WKAR, EAST LANSING

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

Director, station manager: Robert J. Coleman. *Chief engineer:* Norris Grover.

This station is non-commercial; college-owned.

WFDF, FLINT

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

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

Rep: None. *News:* UP; local. *Seating facilities:* 75 persons. *Merchandising:* Supply publicity, suggestions for promotional tie-ins, etc., gratis; any additional services, such as direct mail, rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Held entirely by H. M. Loeb and F. S. Loeb. *Base rate:* \$125.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicine advertising must be "factual and conservative and in accordance with regulations of the FTC. Post Office Department, and Pure Food and Drug Acts"; no competitive or "provocative" copy; no exaggeration or false testimonials; all offers checked—if called "free" they must be free and not in exchange for box tops, etc.

WOOD-WASH, GRAND RAPIDS

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

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

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

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

WJMS, IRONWOOD

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

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

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Get out letters to the retail trade advising them of forthcoming sponsor schedule; will cooperate "to any reasonable" extent in promoting program and announcement schedules. *Foreign language programs:* Accepted, providing that the material and the announcer be acceptable to the station. *Artists bureau:* None. *Stock:* 1687 shares outstanding; held by Wm. L. Johnson and N. C. Ruddell. *Base rate:* \$45.

Copy restrictions: Beer, wine and liquor advertising accepted if it does not stimulate the further use of these beverages; patent medicines subject to approval of the Federal Trade Commission; all copy must conform to regulations of government agencies and approval of the station.

WIBM, JACKSON

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

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

Rep: None. *News:* Received locally from the Jackson Citizen Patriot. *Seating facilities:* About 100 persons. *Merchandising:* Service available to clients; also a large display window which sponsor may use for one week at no cost, except that he furnish decorations. *Foreign language programs:* Accepted at certain periods of the day; have very little call for these programs,

STATIONS—Continued

however, inasmuch as the population is 90% English-speaking. *Artists bureau:* Yes; small service maintained; but call for it is limited. *Base rate:* \$75.

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

WKZO, KALAMAZOO

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

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

Rep: Small & Brewer, Inc. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Complete service rendered; have outside man contacting retail outlets. *Foreign language programs:* No information given. *Artists bureau:* Yes; lists a roster of about 15. *Base rate:* \$125.

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

WJIM, LANSING

Operator: Capitol City Broadcasting Co., City National Bldg. *Phone:* 2-1333. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Michigan Radio Network; Canadian Broadcasting Corp. *Opened:* Aug. 22, 1934.

General manager: Harold F. Gross. *Commercial manager:* Fred Wagenvoord, Jr. *Program director:* Roger Beane. *Chief engineer:* J. D. Woodward. *Musical director:* Earle Parchman. *Promotion manager:* O. S. Jones.

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

Copy restrictions: Accept beer and wine;

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

WMPC, LAPEER

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

This station is non-commercial; church-owned.

WBEO, MARQUETTE

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

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

No other information available after repeated requests.

WKBZ, MUSKEGON

Operator: Ashbacker Radio Corp., Michigan Theatre Bldg. *Phone:* 22-651. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Nov. 3, 1926. (Note: this station was removed from Ludington, Mich., to Muskegon on Sept. 10, 1934; it opened in Ludington in 1926.)

Vice-president, general manager: Grant F. Ashbacker. *Commercial manager:* Philip E. Sanford. *Program director artists bureau head:* Roland Van Wyck. *Chief engineer:* George Kravitsky. *Musical director:* Al Belgrave. *Publicity director:* Grace Dixon.

Rep: H. K. Conover Co. (Chicago); Cox and Tanz (Philadelphia). *News:* RNA (Transradio). *Seating facilities:* None. *Merchandising:* Have a merchandising department; services not listed. *Foreign language programs:* Accepted. *Artists bureau:* Setup is nominal only. *Base rate:* \$75.

Copy restrictions: Accept beer.

WEXL, ROYAL OAK

Operator: Royal Oak Broadcasting Co. *Power:* 50 watts on 1310 kc.

No other information available.

WJOY, SAGINAW

Operator: Harold F. Gross and Edmund C. Shields. *Power:* 500 watts on 1200 kc.

License only granted recently; no other data available at press time.

MINNESOTA

(535,600 radio homes)

Radio Homes by Counties

Aitkin	2,900	Isanti	2,400	Pope	2,400
Anoka	3,100	Itasca	5,100	Ramsey	65,200
Becker	3,600	Jackson	3,000	Red Lake.....	1,100
Beltrami	4,000	Kanabec	1,400	Redwood	4,200
Benton	14,100	Kandiyohi	4,700	Renville	4,400
(Includes Sherburne		Kittson	1,800	Rice	5,900
and Stearns)		Koocniching	2,400	Rock	2,000
Big Stone.....	2,000	Lac qui Parle.....	2,400	Roseau	2,200
Blue Earth.....	8,300	Lake	1,600	St. Louis.....	41,500
Brown	5,500	Lake of the Woods..	700	Scott	3,000
Carlton	3,800	Le Sueur	3,500	Sherburne (Included	
Carver	3,200	Lincoln	1,600	in Benton)	
Cass	2,800	Lyon	4,400	Sibley	2,700
Chippewa	3,400	McLeod	4,300	Stearns (Included in	
Chisago	2,700	Mahnomen	700	Benton)	
Clay	5,100	Marshall	3,000	Steele	4,400
Clearwater	1,400	Martin	5,200	Stevens	1,900
Cook	500	Meeker	3,300	Swift	2,800
Cottonwood	2,800	Mille Lacs.....	3,200	Todd	4,700
Crow Wing.....	5,500	Morrison	4,100	Traverse	1,500
Dakota	5,900	Mower	6,700	Wabasha	4,000
Dodge	2,200	Murray	2,100	Wadena	2,500
Douglas	3,800	Nicollet	2,600	Waseca	3,000
Faribault	5,100	Nobles	4,100	Washington	5,100
Fillmore	5,800	Norman	2,500	Watonwan	3,000
Freeborn	6,100	Olmsted	7,900	Wilkin	1,500
Goodhue	7,600	Otter Tail.....	9,700	Winona	8,800
Grant	2,000	Pennington	2,300	Wright	5,100
Hennepin	122,300	Pine	3,400	Yellow Medicine...	2,600
Houston	2,900	Pipestone	2,800		
Hubbard	1,500	Polk	7,300		

KATE, ALBERT LEA

Operator: Albert Lea Broadcasting Corp.
Power: 100 watts on 1200 kc (daytime).

At press time this station had a construction permit only.

KDAL, DULUTH

Operator: Red River Broadcasting Co., Inc. Power: 100 watts on 1500 kc. Affiliation: None.

Rep: None. Base rate: \$77.50.

No other data available after repeated requests.

WEBC, DULUTH

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

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

Rep: Craig & Hollingbery (New York and Chicago); Walter Biddick Co. (Pacific Coast). News: UP; AP. Seating facilities: None at present; such facilities will be available in new studios to be occupied October 1. Merchandising: Contact dealers and retailers, by mail or personal calls. Foreign language programs: Will accept. Artists bureau: None. Base rate: \$200.

Copy restrictions: Beer, wine and liquor advertising accepted for night broadcasting to reach adult audience only, and copy must not tend to induce non-drinkers to drink; patent medicines accepted with restrictions on mention of guaranteed cures; all copy must be honest, in good taste, free from exaggeration; no price mentions permitted.

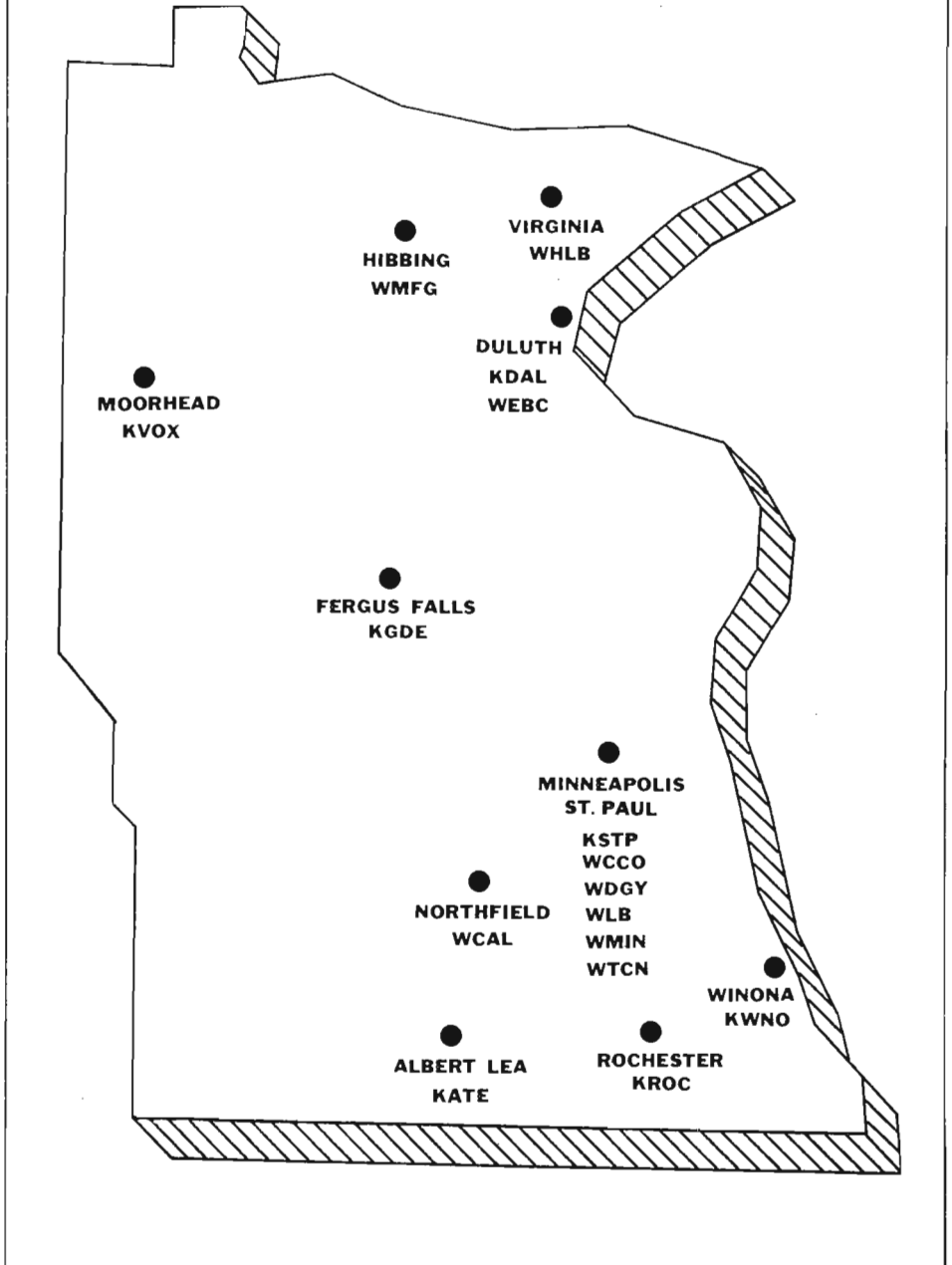
KGDE, FERGUS FALLS

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

Station manager: C. L. Jaren. Program director, musical director: M. E. Kiesel. Chief engineer: M. Watz.

Rep: J. J. Devine & Associates. News: None. Seating facilities: 50. Merchan-

MINNESOTA



dising: Window trims; dealer contacts. *Foreign language programs*: Accepted, must be accompanied by English copy for censorship by station. *Artists bureau*: None. *Base rate*: \$45.

Copy restrictions: Accept light wines and beer; no restrictions so long as copy is in "good sense and not repulsive."

WMFG, HIBBING

Operator: Head of the Lakes Broadcasting Co., Androy Hotel. *Phone*: 180. *Power*: 250 and 100 watts on 1210 kc. *Affiliation*: None. *Opened*: Sept. 4, 1935. (Note: This station is newspaper-affiliated with the Superior (Wisc.) Superior Telegram; same ownership has WHLB, Virginia, and WEBC, Duluth.)

General manager: W. C. Bridges. *Station manager*: H. S. Hyett. *Program director*: R. E. Coe. *Chief engineer*: C. B. Persons.

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

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

KSTP, MINNEAPOLIS-ST. PAUL

Operator: National Battery Broadcasting Co., St. Paul Hotel (St. Paul), Radisson Hotel (Minneapolis). *Phones*: Cedar 4400 (St. Paul); Bridgeport 3222 (Minneapolis). *Power*: 25,000 and 10,000 watts on 1460 kc. *Affiliation*: NBC Basic Red. *Opened*: April 1, 1928.

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

Rep: Paul H. Raymer Co. *News*: UP. *Seating facilities*: In Minneapolis, 150 persons; in St. Paul, 250. *Merchandising*: Gives market information and temporary headquarters for out-of-town executives and salesmen free of charge; announcement publicity, special surveys, posters, and distribution or sampling service is rendered for a fee. *Foreign language programs*: No rules; station has never been approached on this matter. *Artists bureau*: Functions only with respect to non-radio matters—conventions, meetings, etc.; station's regu-

lar talent is not under this bureau. *Base rate*: \$225 (½ hr.).

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

WCCO, MINNEAPOLIS-ST. PAUL

Operator: Columbia Broadcasting System, Nicollet Hotel. *Phone*: Main 1202. *Power*: 50,000 watts on 810 kc. *Affiliation*: CBS. *Opened*: Sept. 1, 1924.

General manager, station manager: Earl H. Gammons. *Commercial manager*: K. Wallace Husted. *Program director*: Hayle C. Cavanor. *Chief engineer*: Hugh S. McCarty. *Artists bureau head*: Al Sheehan. *Publicity director*: Arthur H. Lund.

Rep: Radio Sales, Inc. *News*: UP; Minneapolis Star. *Seating facilities*: Studio A, 100; Nicollet Ballroom, 1,500; Lowry Ballroom, 1,000. *Merchandising*: Yes; maintains a department. *Foreign language programs*: None accepted. *Artists bureau*: Yes; has over 500 performers available; plus regular list of 50 performers, announcers, orchestra leaders, writers, producers. *Stock*: Completely held by CBS. *Base rate*: \$475.

Copy restrictions: Same as Columbia Broadcasting System.

WDGY, MINNEAPOLIS-ST. PAUL

Operator: Dr. Geo. W. Young, 909 W. Broadway. *Phone*: Cherry 3377. *Power*: 5,000 and 1,000 watts on 1180 kc. (operating time is to local sunset). *Affiliation*: None. *Opened*: Dec. 23, 1923.

General manager, station manager, program director: Edward P. Shurick. *Chief engineer*: George Jacobson. *Artists bureau head*: Gertrude Faue. *Publicity director*: Paul Presbrey.

Rep: Wilson-Robertson. *News*: Transradio. *Seating facilities*: 75 persons. *Merchandising*: Service directed by Edward P. Shurick; displays, window and counter cards; mailing lists; direct mail follow-ups; surveys of the Twin Cities conducted by special group of University students in any field. *Foreign language programs*: Accepted if English translation is sent with copy for scrutiny; regular rates apply. *Artists bureau*: Yes; number of artists under contract. *Base rate*: \$130.

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

WLB, MINNEAPOLIS-ST. PAUL

Operator: University of Minnesota. *Power*: 1,000 watts on 1250 kc. (operates

POPULARITY *PLUS* SHOWMANSHIP

GET THE *PLUS* VALUE OF KSTP

GET THE *PLUS* VALUE OF KSTP

POPULARITY *plus* SHOWMANSHIP

MAKE **KSTP** NUMBER ONE Leading Radio Station of the Twin Cities

First Choice in the Twin Cities Area . . . that's the answer of agencies and clients in the 1937 Survey by Variety. And the answer clearly indicates efficient, understanding management by a thoroughly trained staff who know merchandising and "result technique" as well as the art of broadcasting.

That's why more local and national advertisers select KSTP . . . the Twin Cities station with the largest consistent listening audience . . . and why KSTP assures MORE listeners per dollar . . . which means the BEST BUY in the entire Northwest.

Send for YOUR copy of the 1937 Standard Market Data Book.

MINNEAPOLIS



SAINT PAUL

STANLEY E. HUBBARD, President and General Manager

25000 WATTS

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

POPULARITY *PLUS* SHOWMANSHIP

STATIONS—Continued

specified hours; divides time with WCAL and WTCN).

This station is non-commercial.

WMIN, MINNEAPOLIS-ST. PAUL

Operator: Edward Hoffman, tr., as WMIN Broadcasting Co. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None.

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

No further information available after repeated requests.

WTCN, MINNEAPOLIS-ST. PAUL

Operator: Minnesota Broadcasting Corp., Wesley Temple Bldg. *Phone:* Cedar 3606. *Power:* 5,000 and 1,000 watts on 1250 kc. (WCAL and WLB divide time with WTCN, with the former two stations taking about 17 hrs. per week out of WTCN's schedule). *Affiliation:* NBC Basic Blue. *Opened:* 1928; present owners bought it on June 1, 1934, and changed call letters from WRHM to WTCN. Station is newspaper-owned: Minneapolis Tribune and St. Paul Dispatch-Pioneer Press.

Commercial manager: C. T. Hagman. *Program director:* Hal Lansing. *Technical director:* John Sherman. *Musical director:* Frank Zdarsky.

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

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

KVOX, MOORHEAD

Operator: Robert K. Herbst. *Power:* 100 watts on 1310 kc (simultaneous daytime operation, and nighttime sharing with KRMC).

At press time this station had a construction permit only.

WCAL, NORTHFIELD

Operator: St. Olaf College. *Phone:* 731-J. *Power:* 2,500 and 1,000 watts on 1250 kc.

FIRST

IN TWIN CITY DAYTIME RADIO AUDIENCE

TWIN CITY SURVEY

In September, 1936, a group of Graduate Students of the University of Minnesota conducted a survey in the Twin Cities. WDGY stood first in Daytime Audience. Copies of this survey, certified and sworn to, can be had upon application to the station.

A FEW FACTS OF INTEREST

WDGY has more local Commercial Accounts on the air than any other Twin City Station.
WDGY has the best signal in the Northwest, being heard in all parts of Minnesota, Iowa, North and South Dakota and Wisconsin.
WDGY has a larger mail return than any other Twin City radio station.

WRITE FOR RATES AND OTHER DATA

WDGY

GEO. W. YOUNG, Gen. Mgr.
MINNEAPOLIS, MINN.

National Representatives: WILSON-ROBERTSON
CHICAGO NEW YORK KANSAS CITY

WCCO is IT!



IT sells 3 times as many local and national spot program periods as its nearest local competitor.



IT is the only *single* advertising medium which completely covers "The Land of 10,000 Lakes"—where 300,000 summer visitors will spend their vacations *and* \$100,000,000 (From data prepared by the Minnesota State Tourist Bureau).



IT rates a *big* first with the farmers and the grain elevator operators of Minnesota. In a *self*-conducted poll they gave WCCO 1,119 votes to the 555 votes awarded *all* the 11 other stations mentioned.



IT is the only super-power, cleared-channel station in the territory comprising Minnesota, Western Wisconsin, the Eastern Dakotas (both of them), Northern Iowa, and Peninsular Michigan.

WCCO is IT!

MINNEAPOLIS-ST. PAUL, 50,000 WATTS. Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, Los Angeles, and San Francisco.

(divides time with WTCN and WLB).
Opened: In 1918 as 9AMH; in 1920 as 9YAJ; in 1922 as WCAL.

Director: Dr. Martin Hegland. *Station manager, chief engineer:* M. C. Jensen. *Program director:* Oscar Overby. *Publicity director:* David Johnson.

Seating facilities: Planning extension of studios for considerable audience.

This station is non-commercial.

KROC, ROCHESTER

Operator: Southern Minnesota Broadcasting Company, Hotel Martin. *Phone:* 3924; 2727. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* October 1, 1935.

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

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

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

WHLB, VIRGINIA

Operator: Head of the Lakes Broadcasting Co., Virginia, Minn. *Phone:* 2000. *Power:* 100 watts on 1370 kc. *Affiliation:* Arrowhead network (WHLB and WMFG, Hibbing). *Opened:* Oct. 12, 1936. (Note: WHLB—as well as WMFG, Hibbing—are under the same ownership as WEBC, Duluth; WEBC is affiliated with the Superior (Wis.) Telegram.)

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

Rep: None. *News:* AP; UP. *Seating facilities:* Visitors' lounge, about 100 persons. *Merchandising:* None. *Foreign language programs:* None currently on station; no rules. *Artists bureau:* None. *Base rate:* \$48.

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

KWNO, WINONA

Operators: Harry Dahl, Otto M. Schlabach, Maxwell H. White and Herman R. Wiecking, doing business as Winona Radio Service. *Power:* 100 watts on 1200 kc (daytime).

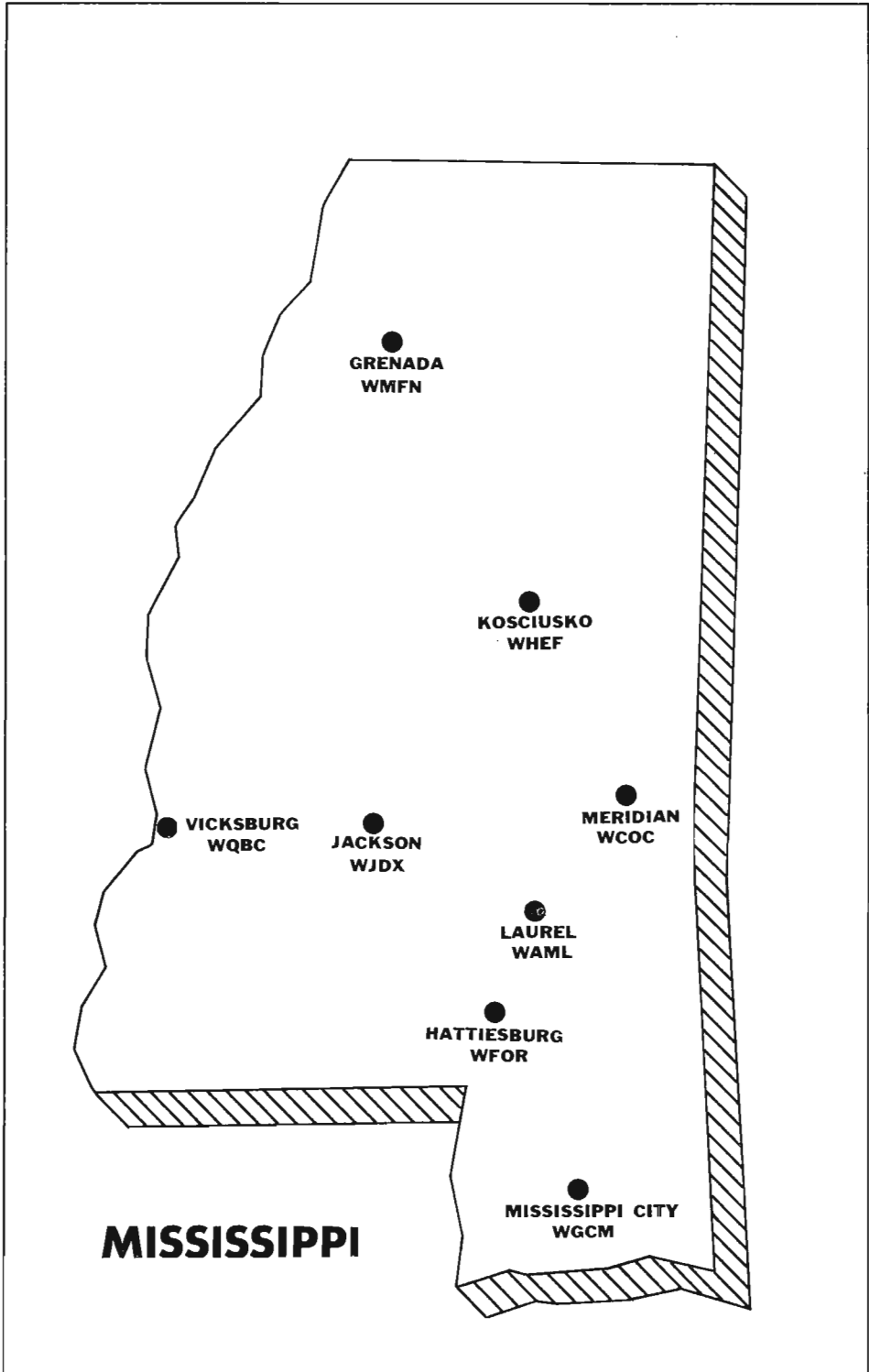
At press time this station had a construction permit only.

MISSISSIPPI

(166,400 radio homes)

Radio Homes by Counties

Adams	2,700	Itawamba	900	Pike	3,200
Alcorn	2,100	Jackson	1,500	Pontotoc	1,300
Amite	1,000	Jasper	1,000	Prentiss	1,400
Attala	2,000	Jefferson	900	Quitman	1,500
Benton	500	Jefferson Davis	900	Rankin	1,200
Bolivar	5,300	Jones	4,500	Scott	1,600
Calhoun	1,000	Kemper	1,100	Sharkey	1,100
Carroll	1,100	Lafayette	1,600	Simpson	1,300
Chickasaw	1,500	Lamar	700	Smith	1,000
Choctaw	700	Lauderdale	6,800	Stone	500
Claiborne	900	Lawrence	800	Sunflower	4,700
Clarke	1,300	Leake	1,100	Tallahatchie	2,100
Clay	1,500	Lee	3,400	Tate	1,200
Coahoma	4,700	Leflore	4,700	Tippah	1,200
Copiah	2,900	Lincoln	2,300	Tishomingo	1,000
Covington	1,000	Lowndes	2,800	Tunica	1,500
De Soto	1,600	Madison	2,300	Union	1,600
Forrest	3,900	Marion	1,600	Walthall	1,100
Franklin	700	Marshall	1,600	Warren	4,500
George	600	Monroe	3,000	Washington	6,100
Greene	600	Montgomery	1,200	Wayne	1,000
Grenada	1,400	Neshoba	1,700	Webster	700
Hancock	900	Newton	1,500	Wilkinson	1,000
Harrison	5,400	Noxubee	1,700	Winston	1,500
Hinds	13,000	Oktibbeha	1,800	Yalobusha	1,400
Holmes	3,000	Panola	2,200	Yazoo	2,900
Humphreys	1,600	Pearl River	1,500		
Issaquena	300	Perry	500		



WMFN, GRENADA

Operator: P. K. Ewing. Power: 100 watts on 1210 kc.

At press time this station had a construction permit only.

WFOR, HATTIESBURG

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

Rep: Cox and Tanz. Base rate: \$50. No other information available.

WJDX, JACKSON

Operator: Lamar Life Insurance Co., Lamar Life Bldg. Phone: STU 7416. Power: 2,500 and 1,000 watts on 1270 kc. Affiliation: NBC Optional Southcentral Service. Opened: December 7, 1929.

Station manager: Wiley P. Harris. Commercial manager: C. A. Lacy, Jr. Program director: Maurice Thompson. Chief engineer: P. G. Root. Publicity director: Ralph Maddox.

Rep: Craig & Hollingbery, Inc. News: Transradio. Seating facilities: Studio, seating 100 persons; local hotel roof garden, seating 300; local theatre, seating 1,000. Merchandising: Program publicity given free through local weekly newspaper; all other services rendered at actual cost. Foreign language programs: Will accept; copy subject to station approval. Artists bureau: None. Base rate: \$140.

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

WHEF, KOSCIUSKO

Operator: Attala Broadcasting Corp., 511 Fairground St. (also studios in the Heidelberg Hotel, Jackson, Miss.). Phone: 173. Power: 250 and 100 watts on 1500 kc. Affiliation: None. Opened: Aug. 24, 1934.

President, station manager, publicity director: J. E. Wharton. Commercial manager: J. E. Richards. Program director: Mrs. J. E. Wharton. Chief engineer: C. H. Clements, Jr.

Rep: Cox and Tanz. News: No service listed. Seating facilities: In Kosciusko, capacity of 15; in Jackson, capacity of 25; church auditorium, 300. Merchandising: No information given. Foreign language programs: No information given. Artists bu-

reau: Artists bureau being organized for Jackson studios with M. H. Wharton in charge. Stock: 5,000 shares held by J. E. and C. E. Wharton. Base rate: \$20.

Copy restrictions: Try to keep copy on any quarter hour from exceeding 300 words; commercial copy is limited to 200 words per an announcement, and goes under penalty rates if it is longer than 100 words.

WAML, LAUREL

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

President: D. A. Matison. Station manager: R. V. De Gruy. Commercial manager, program director: Hugh M. Smith. Chief engineer: A. A. Touchstone.

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

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

WCOC, MERIDIAN

Operator: Mississippi Broadcasting Co., Inc., Strand Bldg. Power: 1,000 and 500 watts on 880 kc. Affiliation: CBS. (Note: Owners of this station also own the Clark County Tribune, of Quitman, Miss., a weekly paper.)

Rep: None. Base rate: \$76.50.

Copy restrictions: Beer accepted; no other alcoholic beverages.

WGCM, MISSISSIPPI CITY

Operator: WGCM, Inc. Great Southern Golf Club, Mississippi City. Power: 250 and 100 watts on 1210 kc. Affiliation: None.

Rep: None. Base rate: \$40.

No further information available.

WQBC, VICKSBURG

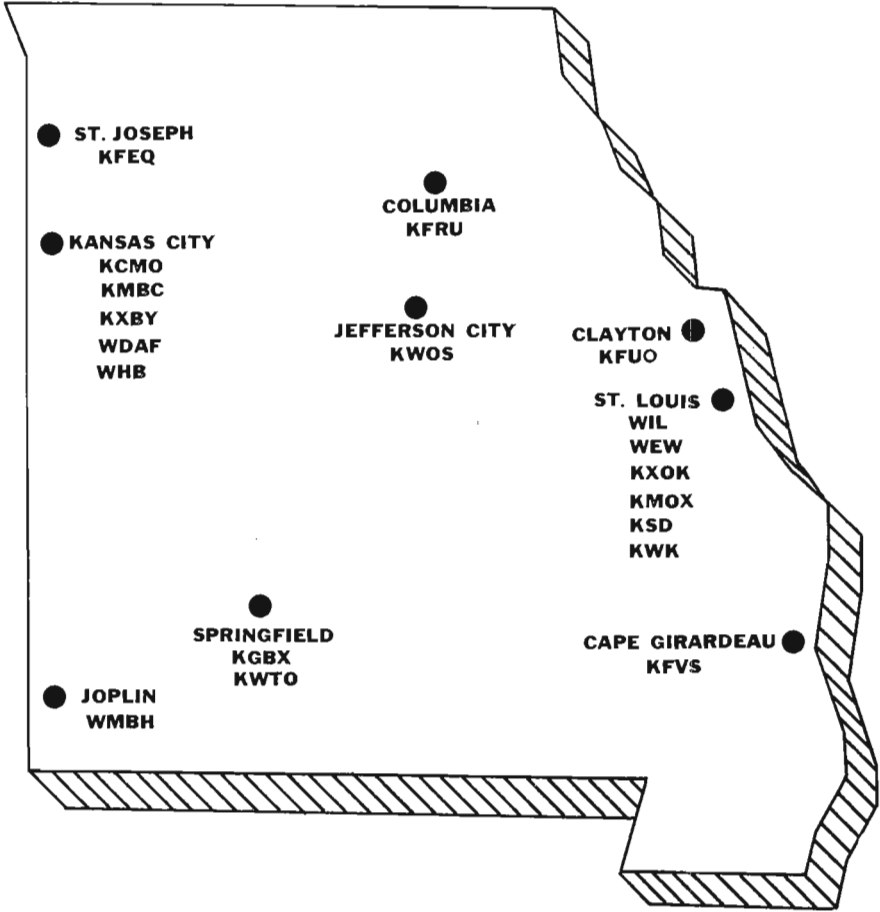
Operator: Delta Broadcasting Co., Inc. Power: 1,000 watts on 1360 kc. (daytime). Affiliation: None. (Note: This station is newspaper-owned by the Vicksburg Herald and Vicksburg Evening Post.)

Rep: None. Base rate: \$60.

No other data available.



MISSOURI



MISSOURI

(708,500 radio homes)

Radio Homes by Counties

Adair	3,900	Grundy	2,800	Perry	2,300
Andrew	2,200	Harrison	2,900	Pettis	6,900
Atchison	2,400	Henry	5,900	Phelps	2,500
Audrain	4,100	Hickory	700	Pike	3,300
Barry	2,900	Holt	2,300	Platte	1,900
Barton	2,200	Howard	2,200	Polk	2,700
Bates	3,500	Howell	2,500	Pulaski	1,500
Benton	1,600	Iron	1,100	Putnam	1,500
Bollinger	900	Jackson	121,000	Ralls	1,600
Boone	7,300	Jasper	15,200	Randolph	5,300
Buchanan	22,800	Jefferson	3,800	Ray	3,000
Butler	3,500	Johnson	4,300	Reynolds	600
Caldwell	2,500	Knox	1,500	Ripley	1,000
Callaway	3,300	Laclede	2,200	St. Charles	4,100
Camden	700	Lafayette	5,500	St. Clair	1,400
Cape Girardeau	7,000	Lawrence	3,100	St. Francois	4,700
Carroll	3,900	Lewis	2,400	St. Louis	240,200
Carter	400	Lincoln	2,700	St. Louis City (Included in St. Louis County)	
Cass	3,700	Linn	5,000	Ste. Genevieve	1,500
Cedar	1,800	Livingston	3,300	Saline	5,400
Chariton	3,300	McDonald	1,700	Schuyler	1,100
Christian	1,700	Macon	3,900	Scotland	1,600
Clark	1,600	Madison	1,000	Scott	3,200
Clay	5,800	Maries	700	Shannon	700
Clinton	2,500	Marion	6,900	Shelby	2,600
Cole	5,500	Mercer	1,000	Stoddard	2,900
Cooper	3,500	Miller	2,100	Stone	1,000
Crawford	1,600	Mississippi	1,900	Sullivan	2,100
Dade	1,500	Moniteau	2,200	Taney	800
Dallas	1,000	Monroe	2,900	Texas	1,700
Daviess	2,200	Montgomery	2,500	Vernon	4,600
DeKalb	1,800	Morgan	1,600	Warren	1,500
Dent	1,300	New Madrid	2,600	Washington	1,200
Douglas	1,100	Newton	3,100	Wayne	1,000
Dunklin	4,200	Nodaway	5,400	Webster	2,400
Franklin	6,100	Oregon	1,200	Worth	1,300
Gasconade	1,900	Osage	1,400	Wright	1,800
Gentry	2,800	Ozark	700		
Greene	18,500	Pemiscot	3,900		

KFVS, CAPE GIRARDEAU

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

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

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

Copy restrictions: Beer and wine accepted; no hard liquor; commercials limited to not more than 20% of program

time; all copy must conform to station standards, government regulations and NAB Code of Ethics.

KFUO, CLAYTON

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

Director, station manager, program director: Herman H. Hohenstein. *Chief engineer:* Carl H. Meyer.

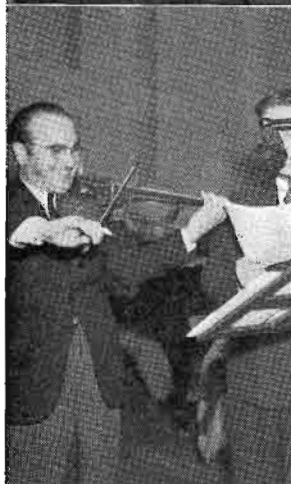
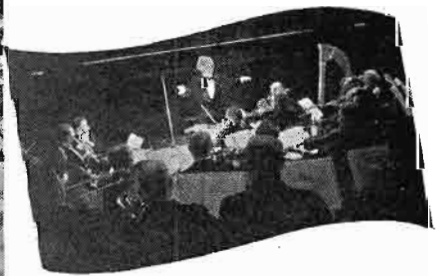
This station is non-commercial; church-owned.

KFRU, COLUMBIA

Operator: Star-Times Publishing Co. (of St. Louis), 9th and Elm Sts. *Phone:* 3129.

Showmanship
in

action!



What we *do* makes KMBC Kansas City's showmanship station. New and sound ideas in programming, production, public events, and promotion wrap listeners in the bright cellophane of sales for the advertiser.

What is *Formula Radio Selling*? KMBC's pioneer policy of pre-testing programs, plus *Precision Coverage* of the KMBC Market. Charted results before you go on the air! Look for success where you see this symbol:



Arthur B. Church
President and General Manager

K M B C OF KANSAS CITY

Power: 1,000 and 500 watts on 630 kc (shares night time with WGBF). *Affiliation:* None. *Opened:* Oct. 25, 1925. (Note: This station is newspaper-owned; St. Louis Star-Times.)

President: Elzey Roberts. *Station manager:* C. L. Thomas. *Commercial manager:* Walter Weiler. *Program director, artists bureau head, publicity:* George Guyan. *Chief engineer:* Robert Nickles. *Musical director:* Clair Callihan.

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

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

KWOS, JEFFERSON CITY

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

President: R. C. Goshorn. *Station and commercial manager:* Otto Schultz. *Program director, artists bureau head:* Lowell Smith. *Chief engineer:* Jimmie Haynes. *Publicity director:* Charlotte Strong.

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

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

WMBH, JOPLIN

Operator: Joplin Broadcasting Co., Keystone Hotel. *Phone:* 330. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* 1926 (present company took over in 1932). (Note: Part of station stock is owned by Joplin Globe Publishing Co.)

President, station manager: D. J. Poynor. *Assistant manager, publicity director:* Ray Sollars. *Program director:* Stella Lukens. *Chief engineer:* Robert Stark. *Artists bureau head:* Charles McIntire. *Musical director:* Stella Lukens.

Rep: None. *News:* UP. *Seating facilities:* Studio, 60 persons. Others available: First Community Church, 700; High School Auditorium, 1,200; High School Gymnasium, 500; Memorial Hall, 3,200; Connor Empire Room, 300; Connor Bal Moderne, 500; Connor Gold Room and Colonial Room, 225. *Merchandising:* Will contact dealers; arrange window displays and tie-ups; hold sales conferences; contact jobbers; mail broadsides to trade when costs are paid; mail station letters to trade for cost of postage; make surveys. *Foreign language programs:* Accepted. *Artists bureau:* None. *Stock:* 210 shares held by D. J. Poynor and the Joplin Globe Publishing Co. *Base rate:* \$60.

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

KCMO, KANSAS CITY

Operator: KCMO Broadcasting Co., Commerce Trust Bldg. *Phone:* Victor 2647. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1925 (note: in February, 1936, this station was purchased by the present management, and the call letters changed from KWKC to KCMO).

President: T. L. Evans. *Station manager, commercial manager:* A. F. Schliecker. *Program director:* J. L. Simmons. *Chief engineer:* L. C. Sigmon. *Artists bureau head:* Lee Roberts. *Musical director:* Bert Buhrman.

Rep: None. *News:* UP. *Seating facilities:* Outer foyer with "unlimited space" is listed. *Merchandising:* No definite policy; render services of "reasonable" nature; cost of such services applied against the aggregate of the contract. *Foreign language programs:* Would accept if business were in the form of transcribed programs or announcements, together with a certified translation of all text and words of songs. *Artists bureau:* Set-up is nominal only. *Base rate:* \$70.

Copy restrictions: Beer and wines accepted, except on Sunday; beverages of higher alcoholic content only after 11 p.m.; accept on "standard brands" of patent medicines; abide by NAB Code of Ethics.

KMBC, KANSAS CITY

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

President, general manager: Arthur Burdette Church. *Commercial manager:* J. Leslie Fox. *Program director:* Fran Heysler.

Chief engineer: Ray Moler. *Studio director:* Kenneth Krahl. *Musical director:* P. Hans Flath. *Merchandising and research director:* Mark N. Smith. *Publicity director:* Milton F. Allison.

Rep: Free & Peters, Inc. *News:* Transradio. *Seating facilities:* Studio A, 50 persons. *Merchandising:* Mail letters to jobbers and brokers; letters and cards to retailers with sponsor sharing expense; help sponsor lay out special tie-ins; program schedules mailed out; surveys; furnish art work and plates for sponsors wishing to advertise their program in papers; publicity department sends releases to 200 papers; merchandising help, in general, is given commensurate with money spent on station; publicity help tendered to all sponsors. *Foreign language programs:* No rules; percentage of foreign population very small. *Artists bureau:* None. *Base rate:* \$100 (¼ hr.).

Copy restrictions: beer and wine accepted after 9:30 p.m.; offers must conform to all city, state, and federal laws; patent medicines must conform to all laws and the Pure Food and Drugs Act; no hard liquors.

KXBY, KANSAS CITY

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

President, station manager: S. Q. Noel. *Commercial manager:* Hal Makelin. *Chief engineer:* Clarence Salzer.

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

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

WDAF, KANSAS CITY

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

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

Rep: Edward Petry & Co., Inc. *News:* AP; Kansas City Star. *Seating facilities:* None. *Merchandising:* Services vary according to individual account, but all are rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$225.

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

WHB, KANSAS CITY

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

President, commercial manager: Donald Dwight Davis. *Station manager:* John T. Schilling. *Program director:* Nelson Rupard. *Chief engineer:* Henry Goldenberg. *Artists bureau head:* Charles Lee Adams. *Musical director:* Sol Bobrov. *Publicity director:* Frank Barhydt.

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



"GOING PLACES" IN KANSAS CITY
W H B





JUNE 5th, 1937. 15,000 PEOPLE

in the Arena of Kansas City's new \$6,000,000 Municipal Auditorium. They didn't come to hear President Roosevelt, Benny Goodman, Paul Whiteman or any other "Big Name." They came to watch a strictly local WHB show. . . . They had seen not one single line of newspaper display advertising about the WHB Party; nor a single billboard publicizing the event . . . because *only WHB was used to advertise it.*

Radio, and Radio *alone*, drew this capacity audience to WHB's 15th Anniversary Party . . . 15,000 people sang, danced, watched a coast-to-coast Mutual Broadcasting System show go on the air . . . and reaffirmed their friendship for WHB—"Kansas City's Dominant Daytime Station." These *friends of ours* (and thousands more like them) will be *customers of yours* when you advertise over WHB!



WHB

1000 Watts
860 Kilocycles
KANSAS CITY'S
DOMINANT DAYTIME
STATION

For Sale: Touchdowns!

No coach is interested in punts that *almost* got off . . . in blocking that *just about* stopped 'em . . . in plays that *nearly* worked. Coaches want *touchdowns!*

Smart advertisers demand touchdowns, too! They want their broadcast campaigns to *score!*

The new "WHB SHOWBOOK" is filled with scoring plays . . . copyrighted ideas for locally-produced radio shows, with intensified local

appeal . . . sure-fire WHB radio programs that will sell your goods! And WHB has the team-work and the showmanship to put 'em across! If you want to sell Kansas City and the Kansas City Trading Area, check up with Don or John at WHB. We can show you some "scoring plays."

WHB has no national special representatives; but we will accept your inquiries collect if you will wire or 'phone us at Kansas City.

WHB • ON THE AIR DAILY, DAWN TO DUSK

Don Davis, President • John T. Schilling, General Manager
IN KANSAS CITY: "THIS IS THE MUTUAL BROADCASTING SYSTEM"

STATIONS—Continued

programs: Acceptable. Artists bureau: Yes; lists about 30 artists. Base rate: \$120.

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

KFEQ, ST. JOSEPH

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

Treasurer, station manager: B. Pitts. Local advertising manager: J. Ted Branson. National advertising manager: Glenn Griswold. Program director: Jiggs Miller. Farm program director: Earl Williams. Chief engineer: Wesley Koch. Musical director: Lawrence Parker.

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

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

KMOX, ST. LOUIS

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

General and station manager: James D. Shouse. Commercial manager: Kenneth W. Church. Program director: C. G. Renier. Chief engineer: Graham L. Tevis. Musical director: Ben Feld. Publicity director: Louis C. Nelson.

Rep: Radio Sales, Inc. News: UP, Western Union sports ticker. Seating facilities: Columbia Playhouse, seating 400. Merchandising: Studio window displays; screen trailers in 26 St. Louis houses; full columns in Star-Times; trade mailing service;

any additional services are rendered upon request at actual cost. Foreign language programs: Accepted; German program current. Artists bureau: None. Base rate: \$500.

Copy restrictions: See CBS program policies.

KSD, ST. LOUIS

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

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

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

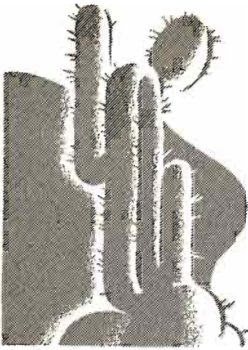
Copy restrictions: Strict censorship; station broadcasts daily announcements to this effect; beer accepted, but no other alcoholic beverages; no medical products whatsoever accepted.

KWK, ST. LOUIS

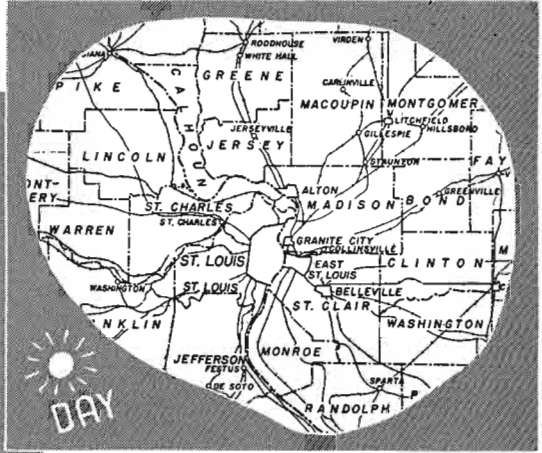
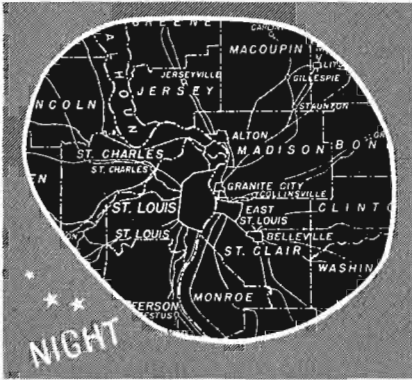
Operator: Thomas Patrick, Inc., Hotel Chase. Phone: Rosedale 3210. Power: 5,000 and 1,000 watts on 1350 kc. Affiliation: NBC Basic Blue; Mutual Broadcasting System. Opened: March 17, 1927.

President, station manager: Robert Thomas Convey. Commercial manager: Clarence Cosby. Program director: Sterling Harkins. Chief engineer: James Burke. Artists bureau head: Dan Seyforth. Musical director: Rolla Coughlin. Publicity director: John Conrad.

Rep: Paul H. Raymer Co. News: UP. Seating facilities: Assembly Hall, 1,400 persons; Opera House, 4,000; Convention Hall, 18,000; also use Municipal Auditorium for feature presentations. Merchandising: Complete service offered, including publicity through tie-up with St. Louis Globe Democrat and six community weekly papers, street car cards, bus cards, outdoor displays, book matches, etc.; also publicize programs generally through institutional advertising in St. Louis metropolitan dailies. Foreign language programs:



***we do NOT cover
the great open
spaces . . .***



KWK does not cover sparsely settled areas, but concentrates on a primary area within approximately a seventy-mile radius of St. Louis during the daytime and a fifty-mile radius during nighttime. The daytime coverage population is 1,702,631 and the total number of families with radios, 368,440. The nighttime coverage population is 1,461,026, with 322,330 families having radios. Therefore, whether your market is urban or rural, KWK offers you a definite means of reaching it effectively.

THOMAS PATRICK INC.

HOTEL CHASE, ST. LOUIS

REPRESENTATIVE: PAUL H. RAYMER CO.

NEW YORK - CHICAGO - SAN FRANCISCO

KWK

Will accept. Artists bureau: Setup nominal only. Base rate: \$350.

Copy restrictions: Beer, wine and liquor accepted; all accounts censored by station and must conform to federal, state and FCC regulations.

KXOK, ST. LOUIS

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

At press time this station has a construction permit only; meantime issues surrounding the grant are being determined by the Court of Appeals, District of Columbia.

WEW, ST. LOUIS

Operator: St. Louis University. Power: 1,000 watts on 760 kc. (daytime). Opened: 1921.

This station is non-commercial; university-owned.

WIL, ST. LOUIS

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

President, general manager: Lester A.

Benson. Vice-president in charge of sales: Clarence W. Benson. Commercial manager: Edgar P. Shutz. Program director: Neil Norman. Chief engineer: Chal Stoup. Musical director: Allister Wylie. Publicity director: Bill Durney.

Rep: Transamerican Broadcasting & Television Corp. News: INS. Seating facilities: Melbourne auditorium, 300 persons. Merchandising: None listed. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$120.

Copy restrictions: Commercial wordage limit on quarter-hours is 400 words; spot announcements can't exceed 75 words; beer and wines accepted; no hard liquors; patent medicines must comply with Federal Trade Commission regulations; all copy subject to editing by management.

WTMV, EAST ST. LOUIS (ILL.)

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

President: Lester E. Cox. Station manager, commercial manager: William H. West. Program director, artists bureau

Let Missouri Show You!

YEAR-ROUND BUYING POWER

Vacationists leave 50 Million Dollars in the KWTO-KGBX area annually. . . . Diversified farming and monthly cash crops. . . . Payrolls of mines, railroad shops and manufacturing plants reach staggering figures. Buying power unequalled in any similar territory. (See May issue FORBES.)

AN UNEXPLOITED MARKET

One of America's richest fruit, vegetable and dairying areas . . . nation's largest lead and zinc mines . . . world's largest poultry concentration center.

Here's a market you can't afford to overlook. Put KWTO-KGBX on your list and let Missouri show you.

KWTO SPRINGFIELD MISSOURI KGBX

Represented by: WILSON-ROBERTSON

head, publicity director: Woody Klose. Chief engineer: Fred S. Liggett. Musical director: Paul Godt.

Rep: None. News: INS, Universal; also local news staff. Seating facilities: Broadview Hotel Ballroom, 1,000. Merchandising: Make up direct mail pieces for sponsors spending minimum of \$150 per week, and send to dealers, service men, and occasionally to general public; also supply envelope stuffers and counter display cards.

Foreign language programs: Any type accepted; currently has Jewish, Polish, German, Hungarian, Lithuanian. Artists bureau: Yes; has about 60 artists. Base rate: \$100.

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

KGBX, SPRINGFIELD

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

President: Lester E. Cox. Station manager: Ralph Foster. Commercial manager: Art Johnson. Program director: Terry Moss. Chief engineer: Fritz Bauer. Artists bureau head: George Earle Wilson. Musical director: Al Stone. Publicity director: John Pearson.

Rep: Wilson-Robertson. News: Transradio.

Seating facilities: About 100. Merchandising: Service of National Research Bureau available. Foreign language programs: No rules; population does not warrant such programs. Artists bureau: Yes; has roster of acts, vocalists, announcers, juvenile artists, and so forth. Base rate: \$150.

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

KWTO, SPRINGFIELD

Operator: The Ozarks Broadcasting Co., 508 St. Louis St. Phone: 1360. Power:

5,000 watts on 560 kc. (to local sunset). Affiliation: None. Opened: Dec. 25, 1933. (Note: KWTO is affiliated, via part ownership, with the Springfield Newspapers, Inc.—Evening Leader and Press; Morning Daily News and the Sunday News and Leader.)

President, station manager: Ralph D. Foster. Business manager: C. Art Johnson. Program director, artists bureau head: George Earle Wilson. Chief engineer: Fritz Bauer. Musical director: Al Stone. Publicity director: John E. Pearson.

Rep: Wilson-Robertson. News: UP. Seating facilities: Studio, capacity 30; also Shrine Mosque, 5,000; American Legion Home, 1,200.

Merchandising: Service of National Research Bureau available. Foreign language programs: No rules; population does not warrant such programs. Artists bureau: Yes; has roster of acts, vocalists, announcers, juvenile artists, etc. Base rate: \$120.

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

**Just
Remember!**

WTMV

Serves the

St. Louis Area

all of it!

At costs that are only—

20% of KMOX

28.5% of KWK

30% of KSD

66.6% of WIL

WTMV

East St. Louis

MONTANA

(91,700 radio homes)

Radio Homes by Counties

Beaverhead	1,500	Hill	2,400	Ravalli	1,800
Big Horn	1,000	Jefferson	500	Richland	1,500
Blaine	1,300	Judith Basin	500	Roosevelt	1,600
Broadwater	400	Lake	1,200	Rosebud	800
Carbon	1,500	Lewis and Clark	4,500	Sanders	700
Carter	400	Liberty	300	Sheridan	1,200
Cascade	8,700	Lincoln	800	Silver Bow	11,500
Chouteau	1,100	McCone	600	Stillwater	700
Custer	2,400	Madison	900	Sweet Grass	600
Daniels	600	Meagher	300	Teton	800
Dawson	1,500	Mineral	200	Toole	1,200
Deer Lodge	2,300	Missoula	5,200	Treasure	200
Fallon	600	Musselshell	800	Valley	1,300
Fergus	2,900	Park	2,400	Wheatland	600
Flathead	3,400	Petroleum	300	Wibaux	300
Gallatin	3,500	Phillips	1,000	Yellowstone	6,900
Garfield	400	Pondera	1,000	Yellowstone National Park (part)	—
Glacier	1,100	Powder River	400		
Golden Valley	300	Powell	1,000		
Granite	400	Prairie	400		

KGHL, BILLINGS

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

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

Rep: E. Katz Special Advertising Agency. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Supply publicity and co-operate with advertisers in arranging window displays; services rendered gratis. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$100.

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

KGIR, BUTTE

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

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

Rep: Joseph Hershey McGillvra; Walter Biddick Co. (Pacific Coast). *News:* Transradio. *Seating facilities:* About 200 persons. *Merchandising:* Any service desired rendered at cost. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$96.

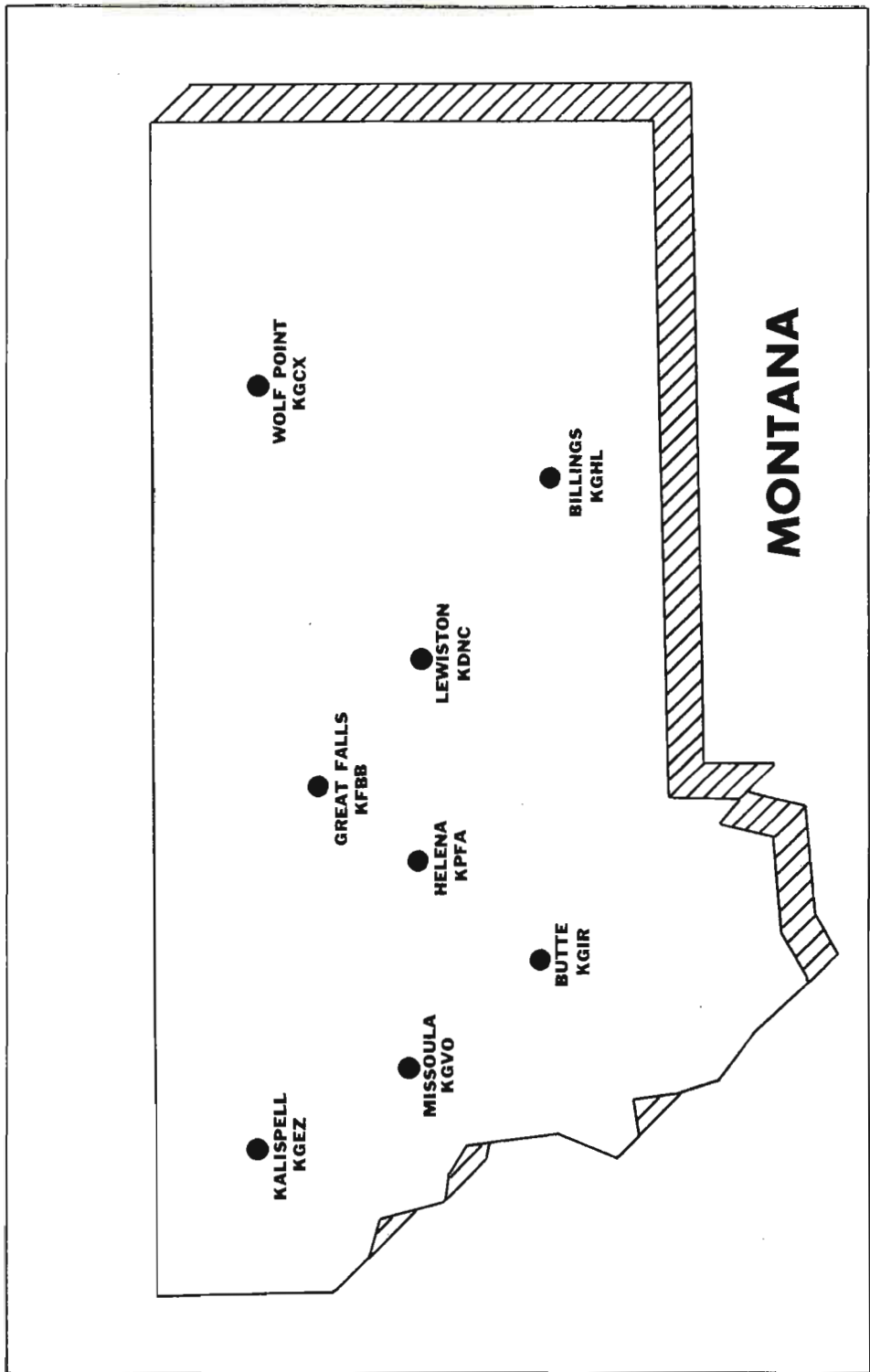
Copy restrictions: Beer, wines and alcoholic beverages accepted if copy passes inspection; no patent medicines accepted; no announcements may exceed 100 words; no two announcements are ever run together; locally, only 13-minute programs are sold, allowing room for a 100-word announcement on either end;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

KFBB, GREAT FALLS

Operator: Buttrey Broadcast, Inc., 300 Central Avenue. *Phone:* 4377. *Power:* 2,500 and 1,000 watts on 1280 kc. *Affiliation:* CBS. *Opened:* October 31, 1922. (Note: This station is newspaper-affiliated with the Great Falls Tribune).

President: F. A. Buttrey. *Station and commercial manager:* J. Jacobsen. *Program director:* Gerald H. Lansing. *Chief engineer:* John Parker.

Rep: Walter Biddick Co., Pacific Coast; Joseph Hershey McGillvra, New York, Chicago. *News:* Great Falls Tribune (local). *Seating facilities:* None. *Merchandising:* Service includes letters to the trade, arranging for window displays, contacting merchants in immediate area, mailing out of premiums. *Foreign lan-*



WOLF POINT
KGCX

BILLINGS
KGHL

LEWISTON
KDNC

GREAT FALLS
KFBB

HELENA
KPFA

BUTTE
KGIR

KALISPELL
KGEZ

MISSOULA
KGVO

MONTANA

guage programs: Not accepted. Artists bureau: None. Stock: Principally held by F. A. Buttrey, Great Falls Tribune, and J. Jacobsen. Base rate: \$100.

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

KPFA, HELENA

Operator: The People's Forum of the Air. Power: 100 watts on 1210 kc.

At press time this station had a construction permit only.

KGEZ, KALISPELL

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

Manager: Don Treloar. Commercial manager: W. B. LaBonte. Program director: O. Miller. Chief engineer: Don Gorman.

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

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

KDNC, LEWISTON

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

At press time this station had a construction permit only.

KGVO, MISSOULA

Operator: Mosbys, Inc., 240 N. Higgins Ave. Phone: 2155. Power: 1,000 watts on 1260 kc. Affiliation: CBS. Opened: Jan. 18, 1931.

Station manager: A. J. Mosby. Program director: Les McCabe. Chief engineer: R. B. Sutton. Publicity: L. E. Nash.

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

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

KGCX, WOLF POINT

Operator: E. E. Krebsbach, 2nd Street and Assiniboine Avenue. Phone: 102. Power: 1,000 watts on 1450 kc. Affiliation: None. Opened: 1928.

Owner and operator: E. E. Krebsbach. Station manager: Milton J. Severson. Commercial managers: M. J. Severson, Denise King. Program and publicity director: A. E. Richmond. Chief engineer: Harold Klimpel. Musical director: Denise King. Rep: None. News: Transradio. Seating facilities: Studio, seating 10 persons. Merchandising: None. Foreign language programs: No rules; no requests for same. Artists bureau: None. Stock: All held by E. E. Krebsbach. Base rate: \$60.

Copy restrictions: Beer accepted; no wine, liquor or patent medicines.

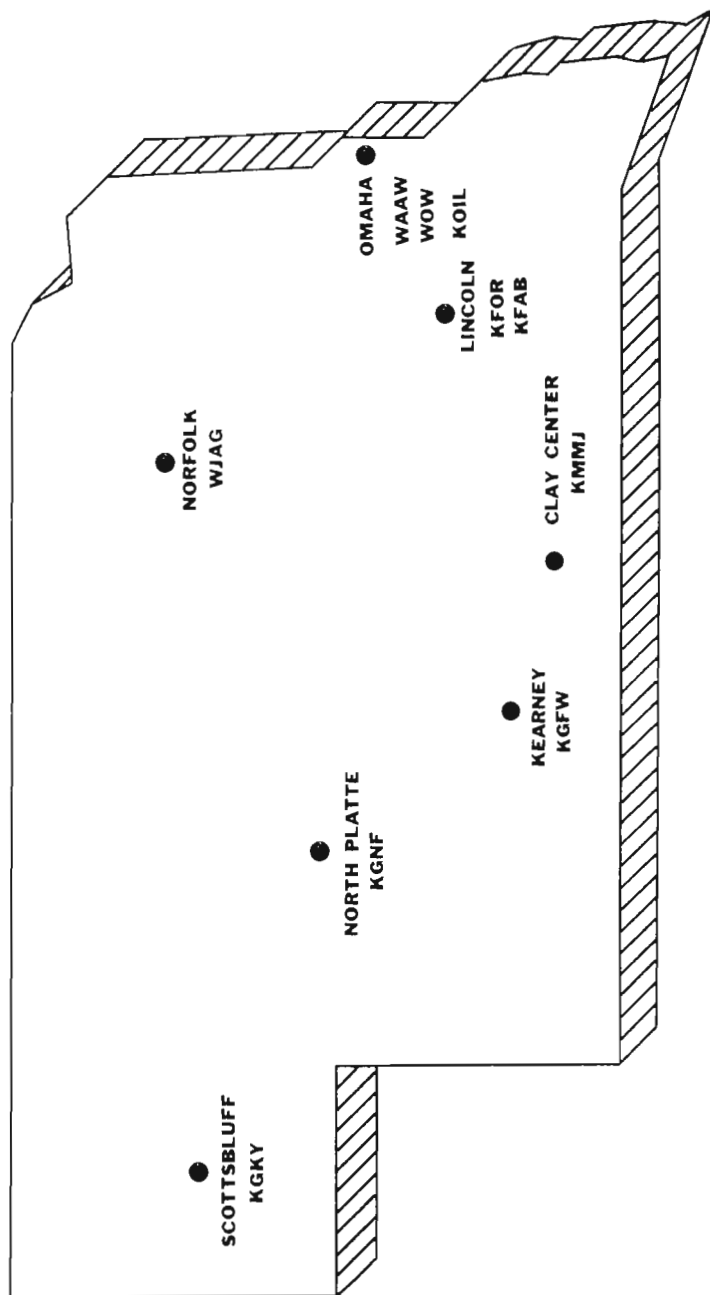
NEBRASKA

(266,800 radio homes)

Radio Homes by Counties

Adams	6,000	Cuming	2,200	Greeley	1,200
Antelope	2,300	Custer	4,300	Hall	6,800
Arthur	120	Dakota	1,300	Hamilton	2,200
Banner	210	Dawes	2,400	Harlan	1,300
Blaine	200	Dawson	4,000	Hayes	400
Boone	2,600	Deuel	700	Hitchcock	1,300
Box Butte.....	2,700	Dixon	1,900	Holt	2,600
Boyd	900	Dodge	5,900	Hooker	200
Brown	1,200	Douglas	53,700	Howard	1,300
Buffalo	5,400	Dundy	800	Jefferson	3,200
Burt	2,400	Fillmore	2,200	Johnson	1,500
Butler	2,500	Franklin	1,800	Kearney	1,600
Cass	3,000	Frontier	1,300	Keith	1,200
Cedar	2,500	Furnas	2,300	Keyapaha	400
Chase	1,100	Gage	6,100	Kimball	800
Cherry	1,600	Garden	600	Knox	2,400
Cheyenne	2,100	Garfield	500	Lancaster	22,300
Clay	2,100	Gosper	600	Lincoln	5,100
Colfax	2,600	Grant	240	Logan	300

NEBRASKA



STATIONS—Continued

Loup	200	Pierce	1,600	Sherman	1,100
McPherson	100	Platte	4,200	Sioux	400
Madison	5,800	Polk	1,900	Stanton	1,100
Merrick	1,900	Redwillow	3,300	Thayer	2,500
Morrill	1,400	Richardson	3,900	Thomas	200
Nance	1,400	Rock	500	Thurston	1,300
Nemaha	2,300	Saline	2,900	Valley	1,700
Nuckolls	2,100	Sarpy	1,400	Washington	1,900
Otoe	4,100	Saunders	3,400	Wayne	2,000
Pawnee	1,400	Scotts Bluff	6,300	Webster	1,900
Perkins	800	Seward	2,900	Wheeler	230
Phelps	2,400	Sheridan	1,900	York	3,900

KMMJ, CLAY CENTER

Operator: KMMJ, Inc. *Power:* 1,000 watts on 740 kc (operates to sunset). *Affiliation:* None. *Opened:* 1925.

General manager: Randall Ryan.

Rep: Furgason & Aston, Inc. *News:* UP; station also has direct wire to Washington, D. C., for market reports. *Seating facilities:* Largest studio seats about 400. *Merchandising:* Service rendered; station is affiliated with the Old Trusty (general) stores, totalling 135, and has ready-made contacts here. *Foreign language programs:* Not accepted. *Stock:* Owners of the station are Randall Ryan, Don Searle (of WIBW), and Herb Hollister (of KANS). *Base rate:* \$80.

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

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

KGFV, KEARNEY

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

Manager, president, station manager: Clark Standiford. *Commercial manager:* Clark Standiford. *Chief engineer:* Robert F. Turner.

Rep: Walter Biddick Co. *News:* None; gathers own locally. *Seating facilities:* About 25 persons. *Merchandising:* No services listed. *Foreign language programs:* Will accept; none on station currently. *Artists bureau:* None. *Base rate:* \$20.

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

KFAB, LINCOLN

Operator: Central States Broadcasting System, Hotel Lincoln (Lincoln); Omaha National Bank Building (Omaha). *Phone:* B3214 (Lincoln); Jackson 7626 (Omaha). *Power:* 10,000 watts on 770 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: KFAB is affiliated with the Lincoln Star and the

State Journal, under same operator as KOIL and KFOR.)

General manager: John Henry. *Station manager:* Reggie Martin. *Commercial manager:* Buryl Lottridge. *Program director, musical director:* Lyle DeMoss. *Chief engineer:* Harry Harvey. *Publicity director:* Jack Hanssen.

Rep: Free, Johns & Field, Inc. *News:* INS; Universal. *Seating facilities:* Studio, 250 persons; Hotel Lincoln ballroom, 650 capacity. *Merchandising:* Currently setting up a service. *Foreign language programs:* Accepted; station at present has no such programs, however. *Artists bureau:* None; current plans include setting up production department and artists bureau. *Base rate:* \$230.

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

KFOR, LINCOLN

Operator: Central States Broadcasting System, Hotel Lincoln. *Phone:* B 3214. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* 1927. (Note: KFOR is affiliated with the State Journal and Lincoln Star under same operator as KFAB and KOIL; Lee Newspaper Syndicate which also operates KGLO, Mason City, Ia.)

General manager: John Henry. *Station manager:* Reggie Martin. *Commercial manager:* Buryl Lottridge. *Program director, musical director:* Lyle DeMoss. *Chief engineer:* Harry Harvey. *Publicity director:* Jack Hanssen.

Rep: Weed & Co. *News:* INS; Universal. *Seating facilities:* Studios, 300; Hotel Lincoln Ballroom, 650 capacity. *Merchandising:* Service currently being set up. *Foreign language programs:* Accepted; none running currently, however. *Artists bureau:* None. *Base rate:* \$56.

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

Millions Produced

From

Nebraska Soil

1937 Crop Prospects Bright

If you have any old maps showing Nebraska in a drouth district, throw them away. Don't plan for the next season as you did for 1936. By the time this book is printed, Nebraska farmers will be harvesting over 42,620,000 bushels of winter wheat (the prevailing price is \$1.25 a bushel) and millions of tons of hay. (The prevailing price is \$17.50 per ton.)

Nebraska leads all states in the production of hay, second in production of live stock and winter wheat, third in corn, fourth in butter and rye, and fifth in oats.

Mother Nature has been good to Nebraska this year and the sooner we all forget 1936, the better it will be for all of us.

If you want the latest figures on Nebraska 1937 live stock and agricultural production, write any member of the

NEBRASKA BROADCASTERS ASSOCIATION

KFAB, Lincoln

KFOR, Lincoln

KGFW, Kearney

KGKY, Scottsbluff

KGNE, North Platte

KOIL, Omaha

WJAG, Norfolk

WOW, Omaha

WJAG, NORFOLK

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

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

Rep: Wilson-Robertson. *News:* AP. *Seating facilities:* None. *Merchandising:* Free in Norfolk; at cost elsewhere. *Base rate:* \$60.

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

etc.; announcements not accepted from advertisers under investigation by the FTC, Food and Drugs Administration, or Post Office Dept.; announcements "objectionable to listeners while eating" not accepted at noon or between 6 and 7 p.m.

KGNF, NORTH PLATTE

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

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

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

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

To "H----" with the Classes, Give Us the Masses !

- Programmed for the mass audience.
- A responsive audience—not just listeners.
- A frequency that gives *extensive* coverage without *expensive* power.
- An independent station devoted to serving the spot advertiser.

WAAW

Owned and Operated by
OMAHA GRAIN EXCHANGE

OMAHA

660 kc—500 Watts

National Representatives:
WILSON-ROBERTSON



A Short, Short Presentation of Radio Station WOW

(Reading Time: 40 seconds)

- ★ **COVERAGE:** WOW is the radio capital of Nebriowa, an immensely wealthy trade territory composed of parts of six middlewestern states.
- ★ **POWER:** 5,000 watts, 590 kilocycles, on a regional cleared channel, is a combination that gives maximum coverage of this area.
- ★ **MAIL PROOF:** Power alone is not enough. Advertisers want results. WOW mail-proof maps tell the story.
- ★ **SHOWMANSHIP:** Unbiased and fearless VARIETY has given WOW first rating in showmanship in this area for many years.
- ★ **ACCEPTANCE:** High-class locally-built shows, and outstanding programs of the N.B.C. Red network, have created thousands of *habitual* WOW listeners.
- ★ **RESPONSIBILITY:** WOW is owned and operated by the world's strongest fraternal benefit society, the Sovereign Camp of the Woodmen of the World.
- ★ **COMPARE:** Check WOW by any yardstick you wish . . . its coverage, power, mail proof, showmanship, acceptance and responsibility all point to WOW as the No. 1 radio medium of the middlewest.

John Gillin, Jr.,
Mgr.
590 K.C.
5,000 Watts
On the NBC
Red Network

WOW

Omaha, Nebraska

Represented by
John Blair Co.,
New York
Chicago
Detroit
San Francisco

STATIONS—Continued

KOIL, OMAHA

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

General manager: John M. Henry. *Commercial manager:* Gene Willoughby. *Program director:* Bob Cunningham. *Chief engineer:* Mark Bullock. *Musical director:* Eddie Butler. *Merchandising manager:* Paul Hammon. *Promotion and Publicity manager:* R. Bruce Wallace.

Rep: Free & Peters, Inc. *News:* INS. *Seating facilities:* None. *Merchandising:* Program pictures on two dozen display boards in downtown windows of Omaha, Council Bluffs, Lincoln; news releases; tie-in material placed in stores; surveys and telephone calls; special promotion letters to dealers if lists and expenses are furnished; pre-show plugs and announcements; occasional ads used in Omaha Bee-News and Lincoln Star and Journal. *Foreign language programs:* No set policy; depends on program, time of day, etc. for acceptance. *Artists bureau:* Maintained nominally only. *Base rate:* \$200.

Copy restrictions: Beer accepted; no wines and liquors; patent medicine commercials must be approved by KOIL executive committee; "good taste" and "public acceptance" angles emphasized.

WAAW, OMAHA

Operator: Omaha Grain Exchange, Grain Exchange Bldg., 19th and Harvey Sts. *Phone:* Atlantic 2228. *Power:* 500 watts on 660 kc. (operates to local sunset). *Affiliation:* Nebraska Network. *Opened:* 1922.

General manager and director: Frank P. Manchester. *Assistant station manager, program and publicity director:* James C. Douglass. *Commercial manager:* W. K. Bailey. *Chief engineer:* Walter Myers. *Artists bureau head:* Hiram Higsby.

Rep: Wilson-Robertson. *News:* UP.

Seating facilities: Limited audience; capacity not listed. *Merchandising:* Supply publicity, window displays, dealer tie-ups, etc., at cost. *Foreign language programs:* Accepted; English translation must be furnished. *Artists bureau:* Yes. *Base rate:* \$56.25.

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

WOW, OMAHA

Operator: Sovereign Camp of the Woodmen of the World, Insurance Bldg. *Phone:* Jackson 6844. *Power:* 5,000 watts on 590 kc. *Affiliation:* NBC Basic Red. *Opened:* April 2, 1923. (Note: Sovereign Camp of the Woodmen of the World is a fraternal insurance association.)

Personnel director: William Ruess. *Station manager:* John J. Gillin, Jr. *Promotion manager, publicity director:* Howard O. Peterson. *Program manager:* Harry Burke. *Chief engineer:* Wm. J. Kotera.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Studio, 50 persons; auditoriums and theatres with bigger capacities available. *Merchandising:* Have publication, Radio News Tower; assist in sales meetings; letters to dealers; in case of counter cards and similar activities, service is rendered at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None; can, however, supply talent, latter receiving actual price charged by station. *Base rate:* \$300.

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

KGKY, SCOTTSBLUFF

Operator: Hilliard Co., Inc. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* 1930.

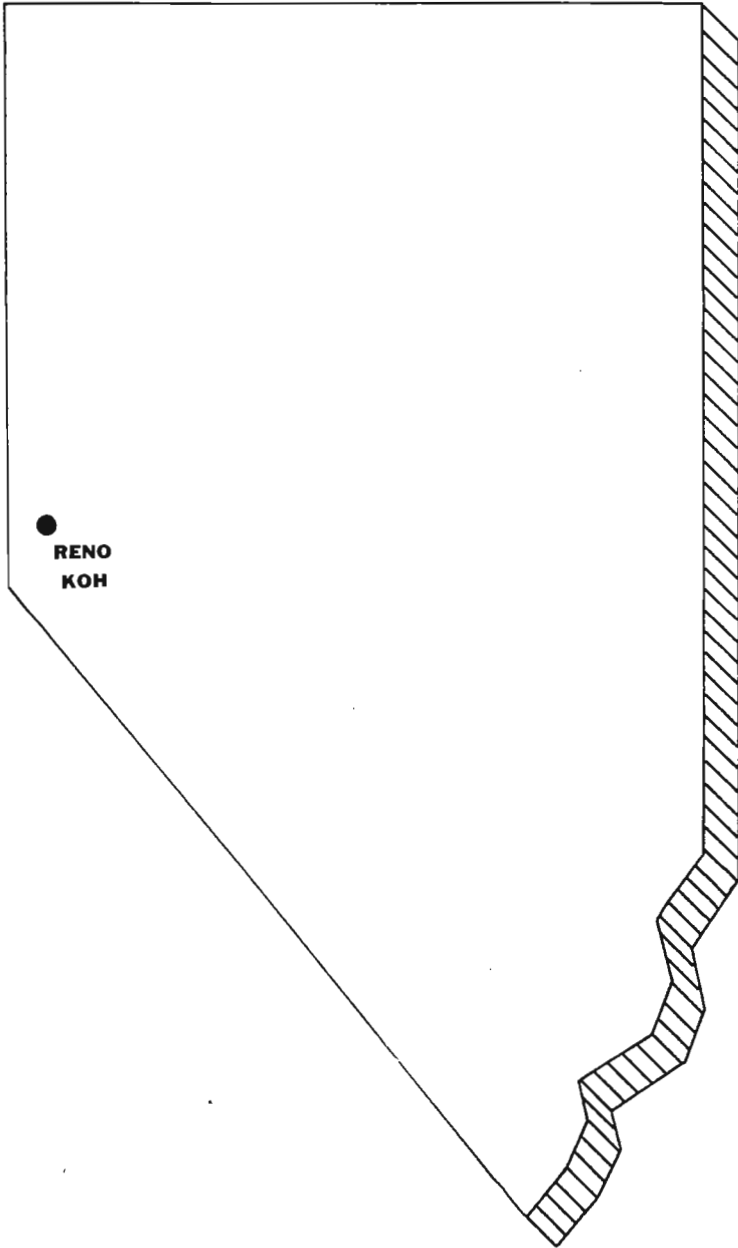
Rep: None. *Base rate:* \$30.

No further information available after several requests.

STATION REPRESENTATIVES' ROUNDTABLE

After numerous attempts at establishing a station representatives' trade association, a Roundtable Group was founded on Oct. 16, 1936, for the purpose of dealing with station and station representative problems. Four representative houses belong to the group. A suggestion has been framed by this trade association for standardizing discounts according to uniform percentages.

NEVADA



NEVADA

(21,700 radio homes)

Radio Homes by Counties

Churchill	1,200	Humboldt	900	Ormsby	500
Clark	2,400	Lander	400	Pershing	600
Douglas	300	Lincoln	500	Storey	160
Elko	2,300	Lyon	800	Washoe	6,900
Esmeralda	400	Mineral	400	White Pine.....	2,500
Eureka	240	Nye	1,200		

KOH, RENO

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

Manager: Joy True.

Rep: Joseph Hershey McGillvra; Walter

Biddick Co. News: None listed. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None listed. *Base rate:* \$75.

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

NEW HAMPSHIRE

(99,700 radio homes)

Radio Homes by Counties

Belknap	5,100	Grafton	9,700	Strafford	8,600
Carroll	2,800	Hillsborough	30,900	Sullivan	4,600
Cheshire	6,200	Merrimack	12,900		
Coos	6,900	Rockingham	12,000		

WLNH, LACONIA

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

Owners: C. S. and M. Jenney. *Station manager, commercial manager, publicity:* Hugh M. Hescock. *Program director:* Sherwin Greenlaw. *Chief engineer:* Ken Taylor. *Musical director:* Claude C. Marquis.

Rep: None. *News:* Yankee Network News Service. *Seating facilities:* About 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Beer, wine and liquors accepted; station states "we go easy on patent medicines."

WFEA, MANCHESTER

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

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

Rep: Weed & Co. *News:* Yankee Net-

work News Service. *Seating facilities:* Largest studio has a capacity of about 35. *Merchandising:* Send letters to the trade and make personal calls on wholesalers. *Foreign language programs:* Accepted, but in French only. *Artists bureau:* None. *Base rate:* \$70.

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

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

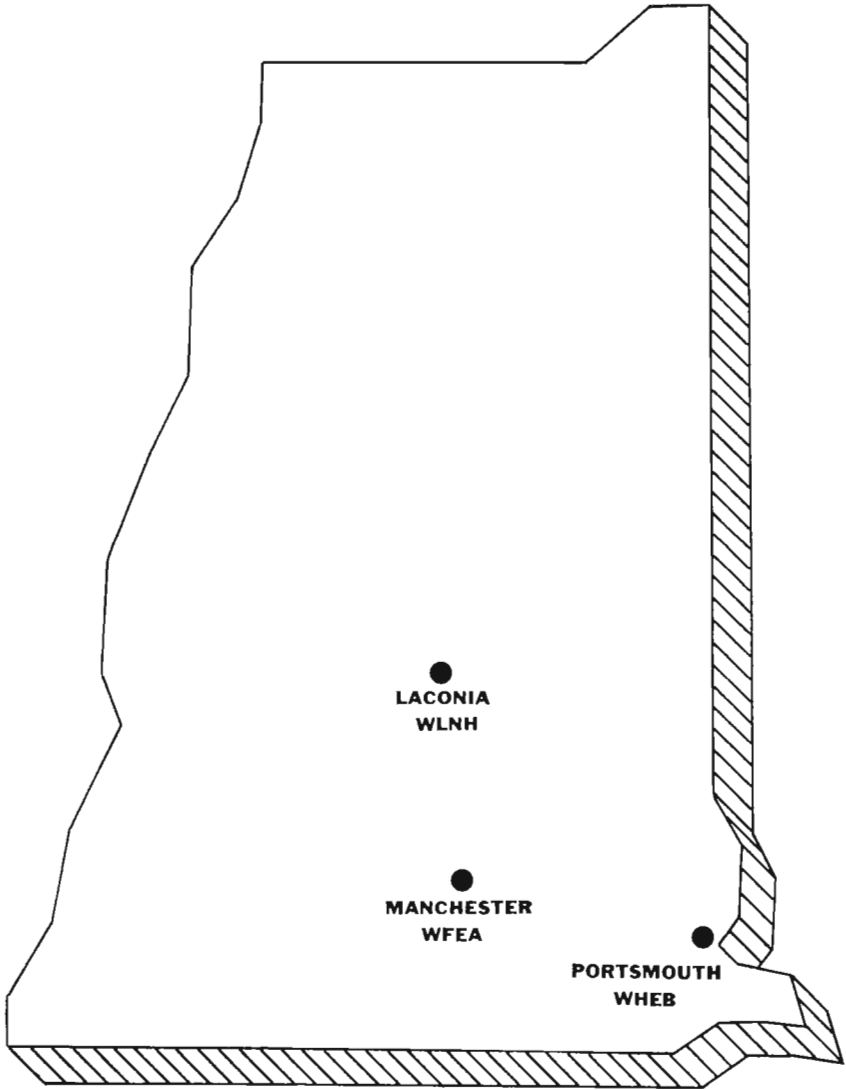
WHEB, PORTSMOUTH

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

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

Rep: Cox and Tanz. *News:* AP; also

NEW HAMPSHIRE



STATIONS—Continued

gathers local news. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* No talent listed, though setup is nominally

maintained by station. *Base rate:* \$100. *Copy restrictions:* No alcoholic beverages, beer or wines; charitable organizations in the area given time gratis.

NEW JERSEY

(897,500 radio homes)

Radio Homes by Counties

Atlantic	30,600	Gloucester	13,400	Ocean	9,000
Bergen	88,000	Hudson	137,500	Passaic	67,300
Burlington	17,000	Hunterdon	6,400	Salem	7,900
Camden	51,700	Mercer	38,800	Somerset	14,200
Cape May	7,900	Middlesex	43,200	Sussex	6,900
Cumberland	17,100	Monmouth	34,600	Union	71,000
Essex	200,300	Morris	25,400	Warren	9,300

WCAP, ASBURY PARK

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

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

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

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

WPG, ATLANTIC CITY

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

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

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

Copy restrictions: Copy must be free of objectionable references, or extravagant claims, and subject to editing by station;

wine, beer, liquor okay; medicines must pass scrutiny of local medical society.

WSNJ, BRIDGETON

Operator: Eastern States Broadcasting Corp. *Power:* 100 watts on 1210 kc (daytime).

At press time this station had a construction permit only.

WCAM, CAMDEN

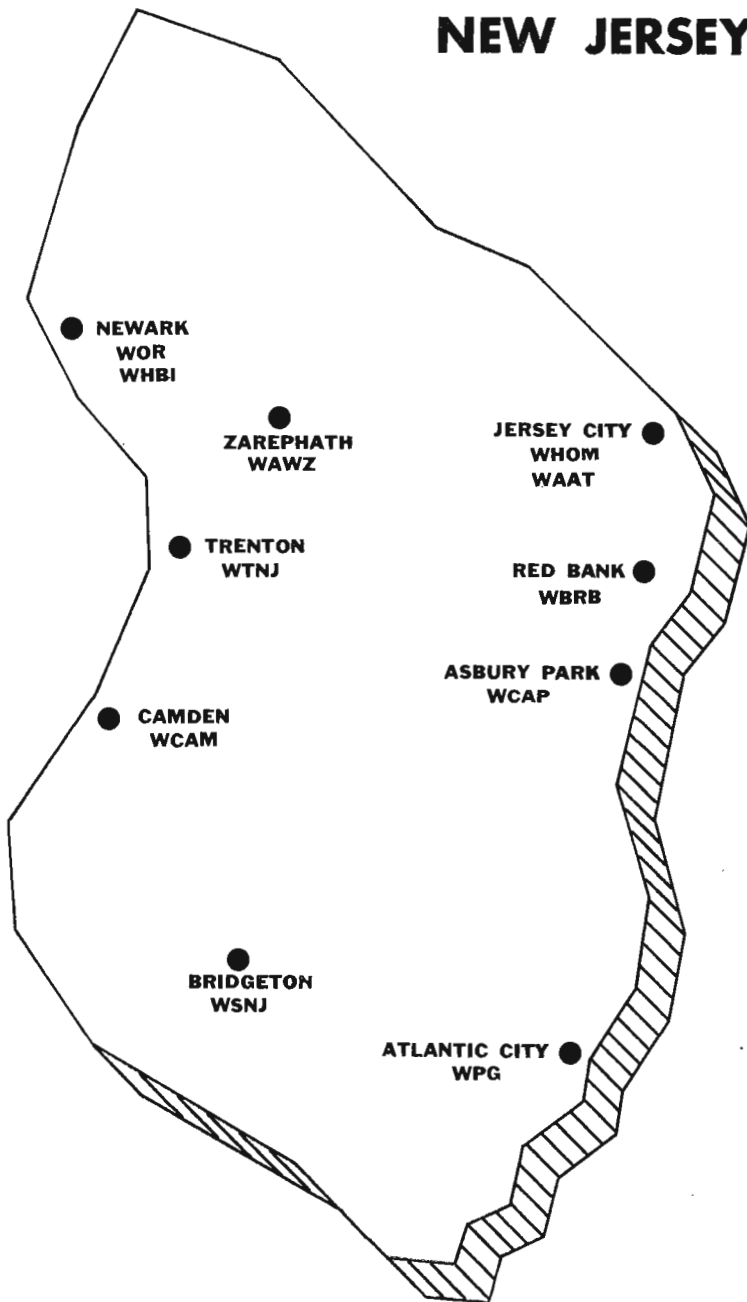
Operator: Broadcast Advertising Co., City Hall. *Phone:* 9000. *Power:* 500 watts on 1280 kc (divides time with WTNJ and WCAP). *Affiliation:* None. *Opened:* October, 1926. (Note: the licensee for this station is the City of Camden; supervisor of the station is Mayor George E. Brunner.)

President of operating company: Henrietta M. Preisendanz. *Station manager:* Frederick Caperoon. *Commercial manager:* L. M. Maxwell. *Program director:* Mary J. Costanza. *Chief engineer:* C. E. Onens. *Musical director:* Chas. L. Bowen. *Publicity director:* William Markward.

Rep: None. *News:* Transradio. *Seating facilities:* Studio, 35. *Merchandising:* Co-operative city and county newspaper advertising; billboards; trailers. *Foreign language programs:* Yes; all material must be submitted in English in advance; time for these broadcasts is limited. *Artists bureau:* None. *Stock:* Owner of Broadcast Advertising Co. is Henrietta M. Preisendanz, heir (wife) to estate of Rud Preisendanz; no other stock outstanding or otherwise held in station or operating company. *Base rate:* \$120.

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

NEW JERSEY



WAAT, JERSEY CITY

Operator: Bremer Broadcasting Corp., 50 Journal Square. *Phone:* Journal Square 2-0716. *Power:* 500 watts on 940 kc (day-time). *Affiliation:* None. *Opened:* November, 1926.

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

Rep: None. *News:* None. *Seating facilities:* Use hotel ballroom for audience programs; capacity not listed. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 20 artists. *Stock:* Principally held by A. H. Pollack and Paul H. La Stayo. *Base rate:* \$210.

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

WHOM, JERSEY CITY

Operator: New Jersey Broadcasting Corp., 2866 Hudson Blvd. *Phone:* Journal Square 2-2929. *Power:* 250 watts on 1450 kc. *Affiliation:* None. *Opened:* 1930.

President, station manager: Paul F. Harron. *Commercial manager:* Joseph Lang. *Program director, artists bureau head:* West W. Willcox. *Chief engineer:* Allison W. Burnham. *Musical director:* Alfred Fasano. *Publicity director:* Don Larkin.

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

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

WHBI, NEWARK

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

Rep: None. *Base rate:* \$250.

No other data available after repeated requests.

WOR, NEWARK

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

WBRB, RED BANK

Operator: Monmouth Broadcasting Company, Inc., 63-65 Broad Street. *Phone:* 980. *Power:* 100 watts on 1210 kc (divides time with WGBB, WGNY, and WFAS). *Affiliation:* None. *Opened:* October, 1925.

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

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

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

WTNJ, TRENTON

Operator: WOAX, Inc., Hotel Hildebrecht. *Phone:* 5876. *Power:* 500 watts on 1280 kc (divides time with WCAM and WCAP). *Affiliation:* None. *Opened:* 1922.

President: Paul F. Harron. *Station and commercial manager:* Edward D. Clery. *Program director:* Harry E. McIlvain. *Chief engineer:* Edward P. Knowles. *Musical director:* William H. Van Doren. *Publicity director:* Rupe Werling.

Rep: None. *News:* Transradio. *Seating facilities:* Hotel Hildebrecht ballroom, seating 800 persons. *Merchandising:* Services, including advance spot announcements, display publicity, etc., offered free of charge. *Foreign language programs:* Will accept; Polish, Italian, German and Hungarian programs current. *Artists bureau:* None. *Base rate:* \$75.

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

WAWZ, ZAREPHATH

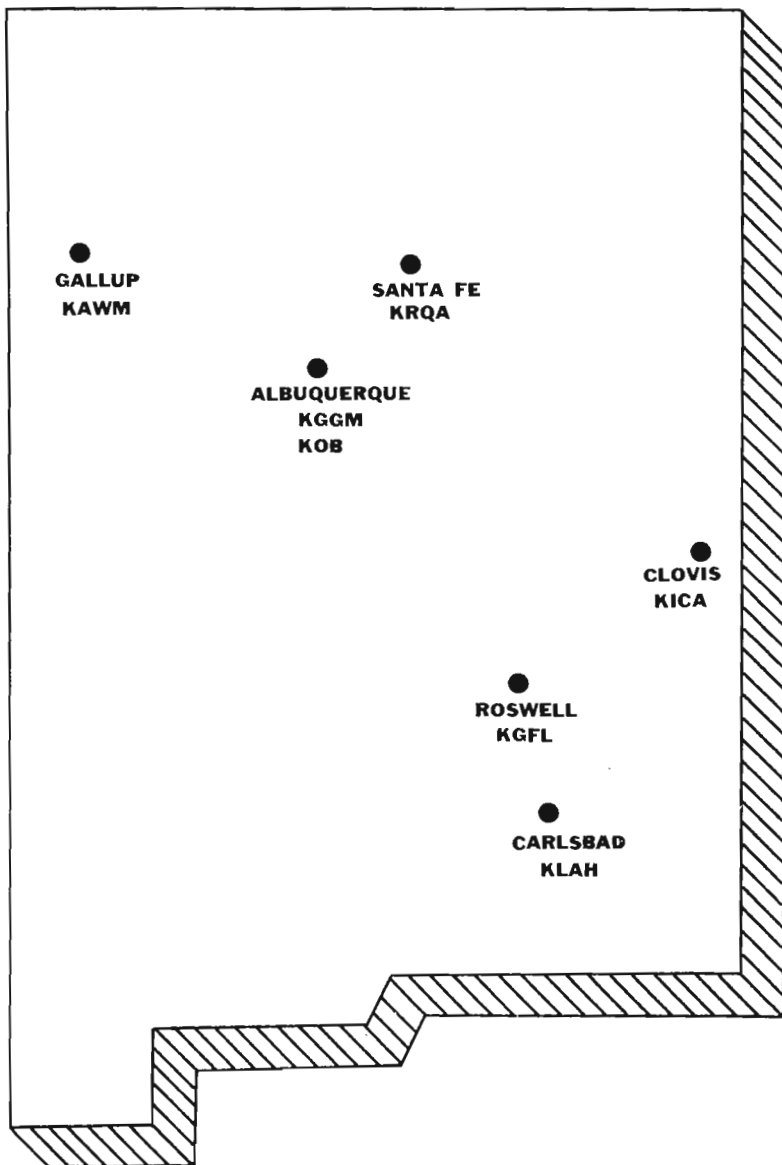
Operator: Pillar of Fire. *Phone:* Bound Brook 223. *Power:* 1,000 and 500 watts on 1350 kc. (divides time with WBNX). *Opened:* March 15, 1931.

President: Bishop Alma White. *Vice-president:* Bishop Arthur K. White. *Vice-president, station manager, program director:* Rev. Ray B. White. *Chief engineer:* N. L. Wilson. *Musical director:* Orland Wolfram.

Seating facilities: 1,000 persons.

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

NEW MEXICO



NEW MEXICO

(48,300 radio homes)

Radio Homes by Counties

Bernalillo	9,100	Hidalgo	600	San Juan.....	1,200
Catron	200	Lea	800	San Miguel.....	2,600
Chaves	2,900	Lincoln	800	Santa Fe.....	2,800
Colfax	2,300	Luna	900	Sierra	500
Curry	2,100	McKinley	2,500	Socorro	900
De Baca.....	300	Mora	600	Taos	1,000
Dona Ana.....	2,400	Otero	1,000	Torrance	800
Eddy	2,300	Quay	1,300	Union	1,100
Grant	2,100	Rio Arriba.....	1,200	Valencia	1,400
Guadalupe	600	Roosevelt	1,100		
Harding	300	Sandoval	600		

KGGM, ALBUQUERQUE

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

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

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

Copy restrictions: Accept beer and wine copy; no hard liquors; patent medicines subject to Federal Trade Commission regulations.

KOB, ALBUQUERQUE

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

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

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

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

KLAH, CARLSBAD

Operator: Jack Hawkins and Barney H. Hubbs, Crawford Hotel. Phone: 244. Power: 100 watts on 1210 kc. Affiliation: None. Opened: December 20, 1936. (Note: This station is newspaper affiliated with the Pecos, Tex., Enterprise).

Station and commercial manager: Jack Hawkins. Program director: Wray Guye. Chief engineer: Harry Boehnemann.

Rep: Cox and Tanz, Philadelphia. News: None. Seating facilities: None. Merchandising: Furnish window displays, publicity; contact dealers and retailers. Foreign language programs: Accept Spanish programs; script subject to station approval. Artists bureau: None. Base rate: \$50.

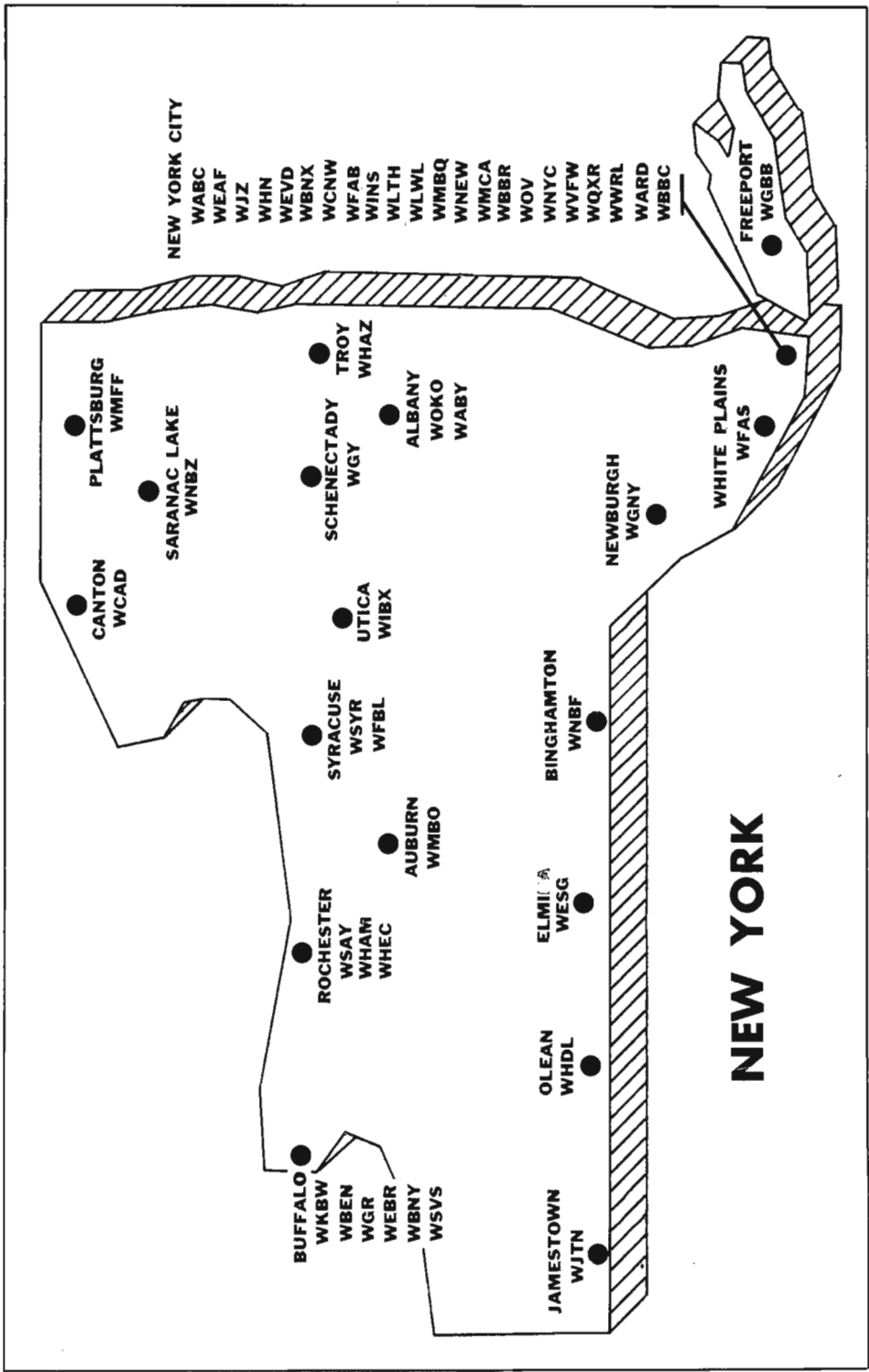
Copy restrictions: Accept beer, wine and patent medicines; no hard liquor; all copy subject to station approval and FCC rules and regulations.

KICA, CLOVIS

Operator: Western Broadcasters, Inc., Hotel Clovis Bldg. Phone: 3. Power: 100 watts on 1370 kc. (shares hours nighttime with KGFL). Affiliation: None. Opened: 1929.

General manager: Charles C. Alsop. Commercial manager: Leon Womack. Program director: Ed Safford, Jr. Chief engineer: Jack Lund. Musical director: Mrs. J. E. Alsop.

Rep: Cox & Tanz. News: RNA (Transradio). Seating facilities: Rainbow Ballroom, Clovis Hotel, seating 350 persons. Merchandising: Contact merchants throughout entire trade territory; cooperate in arranging window displays and promotional material; no charge on "reasonable contract." Foreign language programs: Accept



NEW YORK

STATIONS—Continued

Spanish programs. *Artists bureau:* None. *Base rate:* \$25.

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

KAWN, GALLUP

Operator: A. W. Mills. *Power:* 100 watts on 1500 kc.

No other data available.

KRQA, SANTA FE

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

General, station and commercial manager, publicity director: J. Laurance Mar-

tin. *Assistant station manager:* A. F. Schultz. *Chief engineer:* J. Laurance Martin. *Artists bureau head and musical director:* George O. Thorne. *Spanish program director:* T. R. Rivera.

Rep: Cox & Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Spanish programs daily except Sunday. *Artists bureau:* Yes. *Base rate:* \$45.

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

KGFL, ROSWELL

Operator: KGFL, Inc. *Power:* 100 watts on 1370 kc (specified hours with KICA). No other data available.

NEW YORK

(2,993,100 radio homes)

Radio Homes by Counties

Albany	53,500	Herkimer	13,600	Rensselaer	30,700
Allegany	7,900	Jefferson	20,700	Richmond	35,000
Bronx	317,000	Kings	608,000	Rockland	12,900
Broome	34,900	Lewis	4,300	St. Lawrence	17,800
Cattaraugus	17,500	Livingston	7,900	Saratoga	14,500
Cayuga	16,400	Madison	9,600	Schenectady	30,800
Chautauqua	30,500	Monroe	103,500	Schoharie	4,500
Chemung	18,100	Montgomery	13,500	Schuyler	2,600
Chenango	8,000			Seneca	5,100
Clinton	9,800	Nassau	72,700	Steuben	19,700
Columbia	10,400	New York	427,000	Suffolk	36,900
Cortland	8,300	Niagara	33,300	Sullivan	8,900
Delaware	9,200	Oneida	45,300	Tioga	6,100
Dutchess	23,400	Onondaga	71,200	Tompkins	11,000
Erie	178,200	Ontario	12,400	Ulster	20,500
Essex	7,200	Orange	31,300	Warren	8,900
Franklin	9,900	Orleans	5,300	Washington	9,200
Fulton	12,700	Oswego	15,700	Wayne	11,200
Genesee	9,900	Otsego	12,000	Westchester	120,400
Greene	6,000	Putnam	3,300	Wyoming	6,300
Hamilton	800	Queens	276,000	Yates	3,900

WABY, ALBANY

Operator: Adirondack Broadcasting Co., Inc., 110 N. Pearl St. *Phone:* 4-4194. *Power:* 100 watts on 1370 kc. *Affiliation:* NBC Blue Optional Basic Service. *Opened:* 1934. (Note: WABY is affiliated with, but not controlled by, the Albany Knickerbocker Press and Albany News.)

President and general manager: Harold E. Smith.

Rep: Weed and Co. *News:* UP. *Seating facilities:* Studio, 25; also arrangement with Strand Theatre, Warner Bros., for programs from stage; no admission charge. *Merchandising:* Spot announcements to build up program; cooperation in obtaining newspaper publicity; letters in limited quantities to dealers and distributors.

Foreign language programs: No restrictions against acceptance. *Artists bureau:* None. *Base rate:* \$120.

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

WOKO, ALBANY

Operator: WOKO, Inc., Hotel Ten Eyck. *Phone:* 4-4193. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: WOKO is affiliated with, but not controlled by, The Albany Knickerbocker Press and The Albany News, both Gannett papers.)

General manager: Harold E. Smith.

WOKO

A SIX-YEAR HABIT

With

CAPITAL DISTRICT LISTENERS

For Results Write

WOKO

Hotel Ten Eyck, Albany, N. Y.

WABY OFFERS

COVERAGE IN 3 MAJOR CITIES

ALBANY – TROY – SCHENECTADY

The Only NBC Blue Network Service in the Area

WABY

ALBANY, N. Y.

Rep: Craig & Hollingbery, Inc. *News:* UP. *Seating facilities:* Studio, 25 persons; also arrangements with Warner Bros. Strand and Madison theatres; no admission charge. *Merchandising:* Courtesy announcements to build up program; letters to a limited number of dealers and distributors; attempts to obtain newspaper publicity. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$170.

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

WMBO, AUBURN

Operator: WMBO, Inc., Metcalf Bldg., 141 Genesee Street. *Phone:* 433. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* New York Broadcasting System. *Opened:* January, 1926.

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

Rep: None. *News:* New York Broadcasting System; local. *Seating facilities:* 50 persons. *Merchandising:* Supply publicity gratis; rates upon request for special services. *Foreign language programs:* Will accept; translation must be furnished two days prior to broadcast. *Artists bureau:* Yes. *Base rate:* \$70.

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

WNBF, BINGHAMTON

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

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

Rep: Joseph Hershey McGillvra. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Supply lists of wholesalers and retailers, supervise distribution of window and show cards, mail letters to retail outlets advising of new program, free of charge; mailing pieces to local distributors at cost of postage; personally conducted or coincidental telephone surveys at actual cost. *Foreign language programs:* Accept Slavic programs; for eight months of the year carry three such commercial pro-

grams. *Artists bureau:* None. *Base rate:* \$125.

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

WBEN, BUFFALO

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

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

Rep: Edward Petry & Co., Inc. *News:* locally from Buffalo Evening News. *Seating facilities:* 400 in one room; 2,000 in the Hotel Statler ballroom. *Merchandising:* No information given. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$130 (½ hr.).

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

WBNY, BUFFALO

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

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

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

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

How About Buffalo?

When a station's commercial renewals — month in and month out — remain around 97 per cent. it can mean only one thing . . . we are getting highly satisfactory results for all types of advertisers.

W B N Y

Owned and Operated by Roy L. Albertson

B U F F A L O

Studios—485 Main Street

Telephone Cleveland 3365

Full Transradio Press Service!

STATIONS—Continued

WEBR, BUFFALO

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

President: Edward H. Butler. *Station manager:* Louis W. Kaiser. *Commercial manager:* William Doerr, Jr. *Chief engineer:* Lawrence Bailey. *Musical director:* Erwin Gluckman. *Publicity director:* Joe Betzer.

Rep: Edward Petry & Co., Inc. *News:* No service listed. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$72 (½ hr.).

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

WGR, BUFFALO

Operator: Buffalo Broadcasting Corp., Rand Bldg. *Phone:* WA 3100. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* CBS.

Opened: 1922. (Note: Same owners control WKBW, also of Buffalo.)

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

Rep: Free & Peters, Inc. *News:* UP; local. *Seating facilities:* 250 persons (shared with WKBW). *Merchandising:* Complete service available at actual cost. *Foreign language programs:* No information given. *Artists bureau:* No information given. *Base rate:* \$275.

Copy restrictions: All copy subject to station approval.

WKBW, BUFFALO

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

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

ARTIST'S MANAGEMENT BUREAU, Inc.

17 E. 45th St., New York
MU. 2-1888

Personal Representative

PAUL WHITEMAN
JIMMY BRIERLY
JIMMY LOU ELLIS
JOHNNY MERCER
KING'S MEN
BOB LAWRENCE
VIVIANNE SEGAL
HARRY ROSENTHAL

● The Salesway To The Rich Chautauqua Region

NEW POWER! NEW
STUDIOS! NBC BLUE
NETWORK AFFILIA-
TION! The only station
in the Chautauqua area ...
Now serving nearly a half
million "Willing to Spend"
listeners in New York and
Pennsylvania. Tap this
rich market at low cost!

For Information on Coverage, Results,
Rates and Complete Information . . .
Write, Wire or Phone.



JAMESTOWN, N.Y.

“Showmanship” . . .

When Roger Baker leases a line to broadcast direct from the Buffalo Bison training camp in Florida—that’s showmanship!



When BBC opens the Joint Charities and Community Fund Campaign with a mammoth all-star three and one-half hour broadcast—that’s showmanship!



When the tourist from Canada is met at the Peace Bridge with a BBC microphone and a cordial welcome to Buffalo—that’s showmanship!



When 3,000 University of Buffalo graduates stage a monster parade and BBC’s ultra-short-wave equipped truck brings a “play-by-play” description—that’s showmanship!



BBC Showmanship means BBC local dominance in the rich Western New York market. Let us prove it.



WGR . . . WKBW

. . . The Ends of the Dial . . .

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Peters, Inc.

Rep: Free & Peters, Inc. *News:* UP; local. *Seating facilities:* 250 persons (shared with WGR). *Merchandising:* Complete service available at actual cost. *Foreign language programs:* No information given. *Artists bureau:* No information given. *Base rate:* \$275.

Copy restrictions: All copy subject to station approval.

WSVS, BUFFALO

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

WCAD, CANTON

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

Station head: Richard C. Ellsworth, secretary to the University. *Station manager:* Harold K. Bergman. *Program director, publicity director:* Ruth Willard. *Musical director:* Prof. H. Wellington Stewart. *Chief engineer:* Dr. Ward C. Priest.

News: Christian Science Monitor News.

This station is non-commercial; university-owned.

WESG, ELMIRA

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

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

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

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

WGBB, FREEPORT

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

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

No other data available after several requests.

WJTN, JAMESTOWN

Operator: James Broadcasting Co., Inc., Wellman Bldg. *Phone:* 7-151. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* NBC Optional Blue. *Opened:* 1924. (Note: in October, 1936, this station was purchased by H. C. Wilder of WSyr, Syracuse.)

President: H. C. Wilder. *Station manager:* Charles Denny. *Commercial manager:* Simon Goldman. *Program director:* J. Costley. *Chief engineer:* H. K. Kratzent.

Rep: Lists none exclusively. *News:* UP. *Seating facilities:* 1,600 in an auditorium by remote. *Merchandising:* Yes; specific policies not listed. *Foreign language programs:* Accepted. *Artists bureau:* Yes; has no specific list of talent on hand, but will supply performers on request. *Base rate:* \$120.

Copy restrictions: Station reserves right to censor copy in accordance with "good practice," no restrictions on alcoholic beverages; patent medicines restricted in accordance with Federal Trade Commission procedure.

WGNV, NEWBURGH

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

Director: Peter Goelet.

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

WABC, NEW YORK CITY

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

For all other information, see the Columbia Broadcasting System.

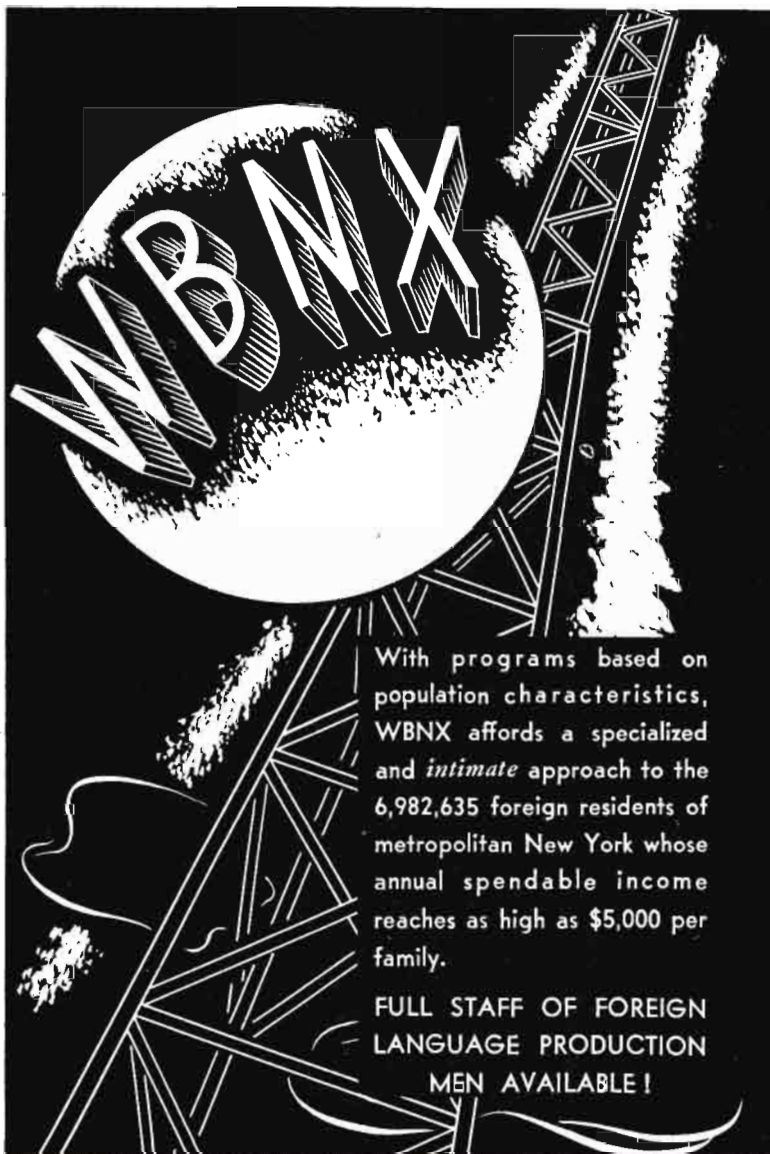
WARD, NEW YORK CITY

Operator: United States Broadcasting Corp., 427 Fulton St. *Phone:* Triangle 5-3301. *Power:* 500 watts on 1400 kc. (divides time with WBBC, WVFW, WLTH). *Affiliation:* None. *Opened:* 1926.

Secretary, treasurer, station manager: Aaron Kronenberg. *Commercial manager:* Oscar Kronenberg. *Chief engineer:* A. Hass.

A *NEW* APPROACH TO THE

NEW YORK MARKET



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

FULL STAFF OF FOREIGN LANGUAGE PRODUCTION MEN AVAILABLE!

VARIETY'S FIRST CHOICE FOR FOREIGN LANGUAGE STATION
Speaks the Language of Your Prospect

STATIONS—Continued

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* WARD specializes in this type of program; has Yiddish, Spanish and Irish programs; translation of programs must be furnished in advance. *Artists bureau:* Yes; has talent available. *Base rate:* \$200.

Copy restrictions: Accept beer; no other alcoholic beverages.

WBBC, NEW YORK CITY

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

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

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

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

WBRR, NEW YORK CITY

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

This station does not sell time; church-owned.

WBNX, NEW YORK CITY

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

Vice-president, general manager: W. C. Alcorn. *Commercial manager:* S. W. Caulfield. *Assistant commercial manager:* William I. Moore. *Program director:* Ned Ervin. *Studio director:* Frank Johnson. *Musical director:* Arno Arriga.

Rep: Van Cronkhite Associates. *News:* None. *Seating facilities:* 100. *Merchandising:* No regular service; helps with produc-

tion of foreign language programs; offers information on buying habits, and statistics. *Foreign language programs:* Specializes in these. *Artists bureau:* None. *Base rate:* \$225.

Copy restrictions: No set rules.

WCNW, NEW YORK CITY

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

Base rate: \$160.

No other data available.

WEAF, NEW YORK CITY

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

For all other information, see the National Broadcasting Co.

WEVD, NEW YORK CITY

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

Managing director: Henry Greenfield. *Director in charge of programs:* Morris S. Novik. *Musical director:* Nicholas L. Saslowsky. *Publicity director:* George Field.

Rep: None. *News:* None. *Seating facilities:* About 30 persons. *Merchandising:* None. *Foreign language programs:* Will accept; commercials limited to 100 words for any one announcement; medical copy subject to approval of Academy of Medicine; such copy also checked for "good taste." *Artists bureau:* None. *Base rate:* \$200.

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

WFAB, NEW YORK CITY

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

Director: Joseph Lang.

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

Copy restrictions: Accept beer, wine and hard liquors.

WHN, NEW YORK CITY

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

Managing director: Louis K. Sidney.

THERE IS A *New*
Easy to Cover

WON

WRAX

WREN

RICH MARKET.....

Easy to Sell

1000 WATTS

DAY
500 WATTS

NIGHT
250 WATTS

There is a new market, 50% of the Italian Market of America, concentrated between New York and Philadelphia. We can put this market in the palm of your hand through WOV in New York and WRAX-WPEN in Philadelphia.

There are more than 1,750,000 Italo-Americans in the New York Metropolitan Area, and 350,000 Italo-Americans in Greater Philadelphia served by 8,000 grocery stores, 1,500 drug stores and numberless outlets for practically every product you wish to sell.

For the last six years WOV and WRAX-WPEN have done a remarkably good job: In 1936 and 1937 95% of WOV advertisers renewed their contracts; 20% of WOV and WRAX-WPEN programs are now running without interruption for more than four years.

Write Today!

If you wish more information about the Italian Market of America, please write today. We are equipped to serve you. A representative of our merchandising department will call at your convenience. No obligation on your part.

WOV

132 West 43rd St., New York, N. Y.

WRAX • WPEN

22nd and Walnut Sts., Philadelphia, Pa.

Over 2 Million Italo - Americans in New York, New Jersey & Philadelphia

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

Rep: E. Katz Special Advertising Agency. *News:* UP. *Seating facilities:* Studio A, 150; studio B, 100; studio C, 100; studio No. 1403, 50. *Merchandising:* None. *Foreign language programs:* No. *Artists bureau:* Complete service; artists booked directly, while there are booking tie-ups through Loew's Theatres and Metro-Goldwyn-Mayer pictures. *Stock:* WHN has no outstanding stock; it is affiliated with the Metro-Goldwyn-Mayer interests including the Loew's Theatres, Marcus Loew Booking Agency, etc. *Base rate:* \$400.

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

WINS, NEW YORK CITY

Operator: Hearst Radio, Inc., 110 East 58th Street. *Phone:* Eldorado 5-6100. *Power:* 1,000 watts on 1180 kc. *Affiliation:* New York Broadcasting System. *Opened:* 1924. (Note: This station is newspaper-owned by the New York Journal and American—Hearst Newspapers.)

Station manager: Burt Squire. *Commercial manager:* Carl Calman. *Program director:* A. A. Grobe. *Chief engineer:* C. H. Pease. *Musical director:* Louis Katzman. *Publicity director:* Sylvia Press.

Rep: Hearst Radio, Inc. *News:* INS. *Seating facilities:* 50 persons. *Merchandising:* Complete service available at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$250.

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

WJZ, NEW YORK CITY

Operator: National Broadcasting Co., Inc. *Phone:* Circle 7-8300. *Power:* 50,000 watts on 760 kc. *Affiliation:* NBC Basic Blue—key station.

For all other information, see the National Broadcasting Co.

WLTH, NEW YORK CITY

Operator: Voice of Brooklyn, Inc., 105 Second Ave., New York City. *Phone:* Orchard 4-1203. *Power:* 500 watts on 1400

kc (divides time with WBBC, WARD, WVFW). *Affiliation:* None. *Opened:* September, 1925.

President, commercial manager: Samuel Gellard. *Program director:* Stanley Field. *Chief engineer:* Norwood Bradshaw. *Musical director:* Sholom Secunda. *Publicity director:* Norman H. Warembud.

Rep: Van Cronkhite Associates. *News:* Yiddish Telegraphic Agency. *Seating facilities:* WLTH Radio Theatre seats 100. *Merchandising:* Station has mailing list of listeners consistently patronizing advertisers which may be used by clients for follow-ups; has organized a Grocer's Association to aid advertisers in merchandising. *Foreign language programs:* Yes; in Jewish, Italian, German, Irish, Polish, Spanish, Norwegian, Arabic. *Artists bureau:* None. *Base rate:* \$175.

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

WLWL, NEW YORK CITY

Operator: Universal Broadcasting Corp., 415 West 59th Street. *Power:* 5,000 watts on 1100 kc. (specified hours with WPG.)

Base rate: \$300.

No other information available after repeated requests.

(Note: At press time this station was reported as sold to Arde Bulova. Call letters will be changed to WBIL.)

WMBQ, NEW YORK CITY

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

No other data available.

WMCA, NEW YORK CITY

Operator: Knickerbocker Broadcasting Co., 1697 Broadway. *Phone:* Circle 6-2200. *Power:* 1,000 watts on 570 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* Feb. 6, 1925.

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

Rep: Ray Linton (Chicago). *News:* INS. *Seating facilities:* Studios, 250 persons. *Merchandising:* Sales promotion depart-



On the screen
it's M-G-M

In the theatre
it's LOEW'S



On the AIR—*it's*
WHN
DIAL
1010



No wonder *Variety* named WHN as New York's Number One Showmanship Station! Our affiliation with Metro-Goldwyn-Mayer Studios and Loew's chain of theatres, our accomplished staff of experienced showmen, our wide range of talented artists, combine to give our advertisers the best possible setting for their sales message . . . And besides, there isn't a more economical or more effective way to reach the World's Richest Market—New York!

"THE STATION OF THE STARS"

first by a large margin!

BY ANY CHECK WNEW RANKS FIRST
AMONG LOCAL STATIONS IN NEW YORK

Take your choice ✓ check at will

✓
Total number of local
accounts on the air . . .

first by a large
margin!

✓
Total number of local
accounts that repeat
year after year—season
in, season out—

first by a large
margin!

✓
Total number of national
accounts using programs
of no less than fifteen
minutes—

first by a large
margin!

✓
Total number of hours
on the air—with the
highest percent of listen-
ing audience among the
local stations (Clark-
Hooper)—

first by a large
margin!

✓
Total number of program
features that belong to
New York—that are New
York—that rank first in
listening audience—

first by a large
margin!

✓
... Best
equipped to
move your goods
at the lowest cost
per buyer . . .

first by a large
margin!

W·N·E·W

Covers New York City and its
environs twenty-four hours a day

1250 KILOCYCLES

2500 WATTS BY DAY 1000 WATTS BY NIGHT

STATIONS—Continued

ment prepares copy for posters, displays, signs, advertisements, etc. *Foreign language programs:* No. *Artists bureau:* Yes; complete roster with about 65 artists available for booking. *Base rate:* \$550.

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

WNEW, NEW YORK CITY

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

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

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

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

WNYC, NEW YORK CITY

Operator: City of New York, 2500 Municipal Bldg. *Phone:* Worth 2-4740. *Power:* 1,000 watts on 810 kc. *Opened:* July 2, 1924.

Station head: K. J. H. Kracke (Commissioner of Plant & Structures). *Program director:* Seymour N. Siegel. *Chief engineer:* Isaac Brimberg. *Artists bureau head:* Bert Dixon. *Musical director:* Herman Newman. *Publicity director:* J. J. Auerhaan. *Studio manager:* T. H. Cowan.

News: Press Radio. *Seating facilities:* Studio, 100 persons; Brooklyn Museum auditorium, 2,000; American Museum of Natural History auditorium, 2,000. *Artists bureau:* Currently being launched.

This station is non-commercial.

WOR, NEW YORK CITY

Operator: Bamberger Broadcasting Service, Inc., 1440 Broadway. *Phone:* Penn-

sylvania 6-8383. *Power:* 50,000 watts on 710 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* February 22, 1922. (Note: This station is licensed as Newark, N. J., but through its affiliation with Radio Quality Group Service maintains studios and general offices in New York City.)

President: Alfred J. McCosker. *Vice-president, general manager:* Theodore C. Streibert. *Sales manager:* William B. Gellatly. *Director of program operations:* Julius F. Seebach, Jr. *Chief engineer:* Jack R. Poppele. *Artists bureau head:* Nat Abramson. *Musical director:* Alfred Wallenstein. *Director of public relations and special features:* G. W. Johnstone.

Rep: Maintain own offices in Chicago. *News:* Transradio. *Seating facilities:* Two studios, seating 75 persons; WOR-Mutual Playhouse also available to clients for slight extra charge. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* WOR Artists Service. *Base rate:* \$925.

Copy restrictions: Accept beer, wine and liquor; minimum length of period—5 minutes; announcements accepted, with restrictions on time of broadcast; reserve right to eliminate all or parts of programs considered contrary to policy or interest, without notice or consent.

WOV, NEW YORK CITY

Operator: International Broadcasting Corp., 132 W. 43d St. *Phone:* Bryant 9-6080. *Power:* 1,000 watts on 1130 kc. (to 6 p.m.). *Affiliation:* None; has had occasional hookups with WOR, WAAB, WRAX, WICC, WEAN, WSPR, New York Broadcasting System. *Opened:* December, 1926.

President, station manager, commercial manager: John Iraci. *Program director:* John Schramm. *Chief engineer:* Robert E. Study. *Musical director:* Julio Occhiboi. *Publicity director:* Charles Berry.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* Regular department; give clients ideas and suggestions for promotional campaigns. *Foreign language programs:* Accept Italian only; own staff of announcers writes copy. *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: Only supportable copy claims allowed; competitive products cannot be criticized; beers and wines accepted; no hard liquors.

WQXR, NEW YORK CITY

Operator: Interstate Broadcasting Co., Inc., 730 Fifth Ave. *Phone:* Columbus 5-6366. *Power:* 1,000 watts on 1550 kc. *Affiliation:* None. *Opened:* 1934.

President: John V. L. Hogan. *Station*

THE W H A M EMPIRE COVERS

1
/
4

**The Vast Empire
State Population!**

* WHAM reaches 2,840,000 potential listeners as measured by the NBC System of Audience Measurement by "Aireas."

3
/
4

**The Rich Empire
State's Area!**

* This measurement does NOT include the station's "Aireas" No. 3 with as high as 49% potential circulation.

**The ONLY 50,000 Watt Station In Western N. Y.
Clear Channel—Full Time—1150 Kilocycles**

ROCHESTER, N. Y.

Owned and Operated by the
STROMBERG-CARLSON
TELEPHONE MFG. CO.

Represented by
Craig & Hollingbery, Inc.
New York, Chicago

ASSOCIATED WITH N. B. C.

manager, commercial manager: Elliott M. Sanger. Chief engineer: Russell Valentine. Musical director: Eddy Brown. Publicity director: Dorothea Beckman.

Rep: None. News: Press-Radio. Seating facilities: Studio, 50 persons. Merchandising: Services rendered at cost. Foreign language programs: Not accepted. Artists bureau: Yes. Base rate: \$250.

Copy restrictions: All programs must appeal to "quality" audience; accounts are solicited on this basis, and the station reserves the right to refuse, discontinue, or modify any sponsored programs conflicting with this policy; accept beer and wines; patent medicines accepted if approved by medical authorities; no hard liquors.

WVFW, NEW YORK CITY

Operator: Paramount Broadcasting Corp. Power: 500 watts on 1400 kc (operates specified hours with WARD, WBBC, and WLTH). Affiliation: None.

Manager: S. J. D'Angelo.

Rep: None. Foreign language programs: Accepted. Base rate: \$175.

No other data available.

WWRL, NEW YORK CITY

Operator: Long Island Broadcasting Corp., 41-30 58th Street. Phone: Newtown 9-3300. Power: 250 and 100 watts on 1500 kc (divides time with WMBQ and WCNW). Affiliation: None. Opened: August, 1926.

President, general and station manager, chief engineer: W. H. Reuman. Commercial manager: Frank R. Clarke. Program director: Lou Cole. Musical director: Edward Feimer. Publicity director: Edith Dick.

Rep: None. News: Local. Seating facilities: None. Merchandising: Co-operate in any service requested, free of charge. Foreign language programs: Will accept; German, Polish, Czechoslovak, Hungarian, Italian and Greek programs current; translation must be furnished in advance for station approval. Artists bureau: None. Base rate: \$60.

Copy restrictions: Accept beer and wine, no hard liquor; recognized patent medicines accepted if copy conforms to station standards; all copy subject to approval of management.

WHDL, OLEAN

Operator: WHDL, Inc., Exchange National Bank Bldg. Phone: 3300. Power: 250 watts on 1400 kc. (daytime). Affiliation: None. Opened: Nov. 4, 1934.

Station manager: Leonard L. Hofmann. Program director: David W. Jefferies. Chief engineer: Hubert M. Hathaway.

Rep: Radio Markets, Inc. News: Supplied by Olean Times-Herald from editorial room. Seating facilities: Have studios in both Olean, N. Y., and Bradford, Pa.; capacities not listed. Merchandising: Have a maintenance merchandising department. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$50.

Copy restrictions: Do not accept beer, wine or hard liquors; no laxatives.

Note: station has studios in Bradford, Pa., and St. Bonaventure College.

WMFF, PLATTSBURG

Operator: Plattsburg Broadcasting Corp., Hotel Cumberland. Phone: 802. Power: 250 and 100 watts on 1310 kc. Affiliation: New York Broadcasting System. Opened: Feb. 3, 1935.

Treasurer, station manager: George F. Bissell. Commercial manager: Earl Baker. Program and publicity director: Burnham Adams. Chief engineer: Ray Ainsworth. Artists bureau head: Malcolm Weaver. Musical director: Gordon Redding.

Rep: Weed & Co. News: Transradio. Seating facilities: None. Merchandising: None. Foreign language programs: Will accept. Artists bureau: Yes; lists about 30 artists. Base rate: \$75.

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

WHAM, ROCHESTER

Operator: Stromberg-Carlson Telephone Mfg. Co., Sagamore Hotel. Phone: Stone 1862. Power: 50,000 watts on 1150 kc. Affiliation: NBC Basic Blue. Opened: 1922.

General manager: William Fay. Studio manager: John Lee. Commercial manager: Frank W. Kelly. Program director: Charles Siverson. Chief engineer: John J. Long. Musical director: Charles Siverson. Publicity director: Art Kelly.

Rep: Craig & Hollingbery, Inc. News: UP. Seating facilities: Auditorium studio, 300 capacity. Merchandising: Give pre-announcements, mail dealer letters, and direct program publicity; other services rendered via outside organizations at cost. Foreign language programs: No announcements accepted; programs accepted if talent passes muster and if announcements are short, with repeats in English. Artists bureau: None. Base rate: \$360.

Copy restrictions: No beer, wine, whiskeys or other alcoholic beverages; all copy must pass requirements of good taste, truthfulness and "public good."

WHEC, ROCHESTER

Operator: WHEC, Inc., 40 Franklin St. Phone: Stone 1320. Power: 1,000 and 500

watts on 1430 kc. *Affiliation:* CBS. *Opened:* Feb. 1, 1922. (Note: WHEC is affiliated with, but not completely owned by, the Rochester Democrat and Chronicle, and the Rochester Times-Union—Gannett.)

Vice-president: Clarence Wheeler. *Station manager:* Gunnar O. Wiig. *Commercial manager:* LeMoine C. Wheeler. *Program director:* Morden Buck. *Chief engineer:* Maurice H. Clarke. *Musical director:* J. Gordon Baldwin. *Publicity director:* Ross Woodbridge.

Rep: Paul H. Raymer Co. *News:* INS. *Seating facilities:* Studio A, 150; Studio B, 50. *Merchandising:* Has column appearing in Rochester Times Union and Democrat and Chronicle highlighting programs, with sponsors named; special announcements anent new programs; secures cooperation from dealers, many groups of which have been given time over the station without charge to publicize their type of industry. *Foreign language programs:* Accept, though few features of this type are carried; must submit English translation in advance. *Artists bureau:* Yes; has a score of artists under contract. *Base rate:* \$175.

Copy restrictions: Alcoholic beverages of any kind not accepted; all programs dealing with internal products or proprietaries

will be judged on the basis of good taste and public value; maximum of three and a half minutes of copy in a quarter-hour program; five minute maximum for half-hours; one minute announcements limited to 120 words, or, if transcribed, to 55 seconds playing time; flash announcements can't exceed 35 words; all programs must be in keeping with ethical standards.

WSAY, ROCHESTER

Operator: Brown Radio Service and Laboratory, Taylor Bldg. *Phone:* Stone 702. *Power:* 100 watts on 1210 kc. (to local sunset). *Affiliation:* New York State Broadcasting System. *Opened:* Sept. 26, 1936.

General manager, chief engineer: Gordon P. Brown. *Commercial manager:* E. K. Johnson. *Program director, musical director:* Ken Sparnon.

Rep: None. *News:* None. *Seating facilities:* Studio, seats about 100 persons. *Merchandising:* Service, as desired by the sponsor, is rendered at cost. *Foreign language programs:* Accepted, providing that copy is in two days in advance, and that any material broadcast in a foreign language be immediately followed by the Eng-



SYRACUSE

*Nationally recognized as the leader
in a nationally-recognized*

"TEST" MARKET

Syracuse—a city of 221,785 population in which no single industrial or commercial interest holds dominant sway . . . a city with 56 separate industries, situated in the heart of a thriving agricultural section.

Measured by per-capita income, by home ownership, by auto registrations, residence phones or radio-equipped homes, Syracuse presents an ideal picture of the average American community.

And by every check . . . by advertising volume and sales records . . . by personal and telephone interviews . . . Syracusans are influenced most by one radio station. That station is WFBL—member of the basic Columbia network.

For complete data regarding Syracuse as a market . . . for further details of the station and program preferences of Syracuse listeners . . . for WFBL rates and time available . . . phone or write to

ONONDAGA RADIO BROADCASTING COMPANY

ONONDAGA HOTEL Phone 2-1147 SYRACUSE, N. Y.

Member Basic Network Columbia Broadcasting System

National Representatives, FREE & PETERS, INC.

110 East 42nd Street
NEW YORK CITY

180 North Michigan Ave.
CHICAGO

403 New Center Bldg.
DETROIT

111 Sutter Street
SAN FRANCISCO

Chamber of Commerce Bldg.
LOS ANGELES

STATIONS—Continued

lish translation. *Artists bureau:* None. *Base rate:* \$66.

Copy restrictions: Beer and wines accepted; no hard liquors; programs subject to approval of management.

WNBZ, SARANAC LAKE

Operator: Earl J. Smith and Wm. Mace, doing business as Smith & Mace. *Power:* 100 watts on 1290 kc (daytime).

No further data available.

WGY, SCHENECTADY

Operator: National Broadcasting Co., Inc. (licensee is the General Electric Co.), 1 River Road. *Phone:* 4-2211. *Power:* 50,000 watts on 790 kc. *Affiliation:* NBC Basic Red. *Opened:* Feb. 20, 1922.

Station manager: Kolin Hager. *Commercial manager:* Ralph Nordberg. *Program director:* A. O. Coggeshall. *Chief engineer:* W. J. Purcell. *Artists bureau head:* Kolin Hager. *Musical director:* Frank Glenn. *Publicity director:* W. T. Meenam.

Rep: National Broadcasting Co., Inc. *News:* UP. *Seating facilities:* three studios, about 40 apiece; General Electric Rice Hall, 400; hotel studio, 300; Albany studio,

40. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; complete roster of artists available. *Base rate:* \$400.

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

WFBL, SYRACUSE

Operator: Onondaga Radio Broadcasting Corp., Onondaga Hotel. *Phone:* 2-1147.

● TOPS!—IN THE CENTER of THE EMPIRE STATE

Four-Fold Power Increase. New—Modern—Progressive! Preferred by Local Advertisers by a Wider Margin. 1,000 Watts—Day and Night—on 570 K. C.—“The Sweet End of the Dial.” For years—the Fastest Growing Medium in Syracuse.

15 OUT OF 16 COUNTIES SAY WSYR
SEND FOR PROOF



SYRACUSE, N. Y.

STATIONS—Continued

Power: 5,000 and 1,000 watts on 1360 kc.
Affiliation: CBS. Opened: January, 1922.

President: Samuel H. Cook. Station manager: Samuel Woodworth. Commercial manager: Charles F. Phillips. Program director, artists bureau head: George M. Perkins. Musical director: Thelma Jean MacNeil. Publicity director: Carolyn Briggs.

Rep: Free & Peters, Inc. News: INS. Seating facilities: Roof garden, seating 350 persons; ballroom, 1,500; two theatres also available for certain hours. Merchandising: Maintain centrally located display window for use of advertisers for one week periods; standard display for pictures, sales messages, for store counters; invitation previews and broadcasts for retailers; newspaper publicity, theatre trailers, pre-announcement letters; direct mail and general promotion schemes. Foreign language programs: No rules. Artists bureau: None. Stock: Principally held by Samuel H. Cook, Oscar F. Soule, Robert G. Soule, Frank C. Soule, Samuel Woodworth and Charles H. Sanford, Jr. Base rate: \$175.

Copy restrictions: All copy for beer, wine, liquor and patent medicines subject to approval and government regulations.

WSYR, SYRACUSE

Operator: Central New York Broadcasting Corp., Starrett Syracuse Bldg., 204 Harrison St. Phone: 3-0158. Power: 1,000 watts on 570 kc. Affiliation: NBC Basic Blue Network. Opened: 1923.

President: H. C. Wilder. Station manager: H. C. Barth. Commercial manager: William T. Lane. Program director: Fred R. Ripley. Chief engineer: Armand Belle Isle. Artists bureau head: Fred Jeske. Musical director: Margaret Kimball. Publicity director: Enoch Squires.

Rep: Paul H. Raymer Co. News: UP. Seating facilities: Studio, seating 900 persons; also have use of two auditoriums, one seating 900, the other 500. Merchandising: Check sales, supply publicity, window displays, counter cards, etc., free of charge; special services rendered at actual cost. Foreign language programs: Will accept, with restrictions. Artists bureau: Yes; lists about 25 artists. Base rate: \$200.

Copy restrictions: Accept beer and wine programs (no announcements); no hard liquor; abides by rules of Syracuse Advertiser's Association, NAB Code of Ethics and recommendations of Proprietary Association.

THREE LITTLE WORDS . Utica, New York FOUR BIG LETTERS **WIBX** FIVE IMPORTANT FACTS:

First in CBS commercials of all basic supplementary stations.
85% of day and night listeners—a proven fact.
Among the first in per capita ability to buy.
One-half million trading area.

PLUS

New Western Electric Transmitter.
204-foot vertical radiator.

WIBX

UTICA, N. Y.

C.B.S.
N.Y.B.S.

Representatives
CRAIG & HOLLINGBERY, INC.
N. Y., Chicago, Detroit

WSYU, SYRACUSE

Operator: Central New York Broadcasting Corp., Starrett-Syracuse Bldg.

Director: Professor Kenneth G. Bartlett.

(Note: This station is owned and operated by WSYR for the exclusive broadcasting of Syracuse University programs; operates one to two hours weekly on a non-commercial basis.)

WHAZ, TROY

Operator: Rensselaer Polytechnic Institute, 110 Eighth St. *Phone:* 6810. *Power:* 500 watts on 1300 kc. (divides time with WBBR, WFAB and WEVD). *Affiliation:* None. *Opened:* August, 1922. (Note: This station is college-owned—Rensselaer Polytechnic Institute.)

Professor of Communication Engineering, station manager: W. J. Williams. *Program and musical director:* A. O. Niles. *Chief engineer:* H. D. Harris. *Publicity director:* F. Tift.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$85.

Copy restrictions: Beer, wine, liquor and patent medicine advertising not accepted; all copy must conform to station standards and government regulations.

WIBX, UTICA

Operator: WIBX, Inc., 187 Genesee Street. *Phone:* 2-2101. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* CBS; New York Broadcasting System. *Opened:* 1926.

President: Scott Howe Bowen. *Station and commercial manager:* Dale Robertson. *Program director:* A. W. Triggs. *Chief engineer:* David Foote. *Musical director:* Walter Griswold. *Publicity director:* John Garfield.

Rep: Craig & Hollingbery, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Cooperate in arranging window displays, counter displays, distribution of window cards, letters to the trade; personal calls on jobbers and retailers; all services rendered at actual cost. *Foreign language programs:* Will accept; subject to station standards. *Artists bureau:* Yes; Elliott Stewart, director. *Base rate:* \$105.

Copy restrictions: Accept beer, wine and liquor advertising any day except Sunday; no patent medicines; all copy subject to station approval.

WFAS, WHITE PLAINS

Operator: Westchester Broadcasting Corp., Hotel Roger Smith. *Phone:* White Plains 8352. *Power:* 100 watts on 1210 kc (divides time with WGBB, WGNV, WBRB). *Affiliation:* None. *Opened:* Aug. 11, 1932.

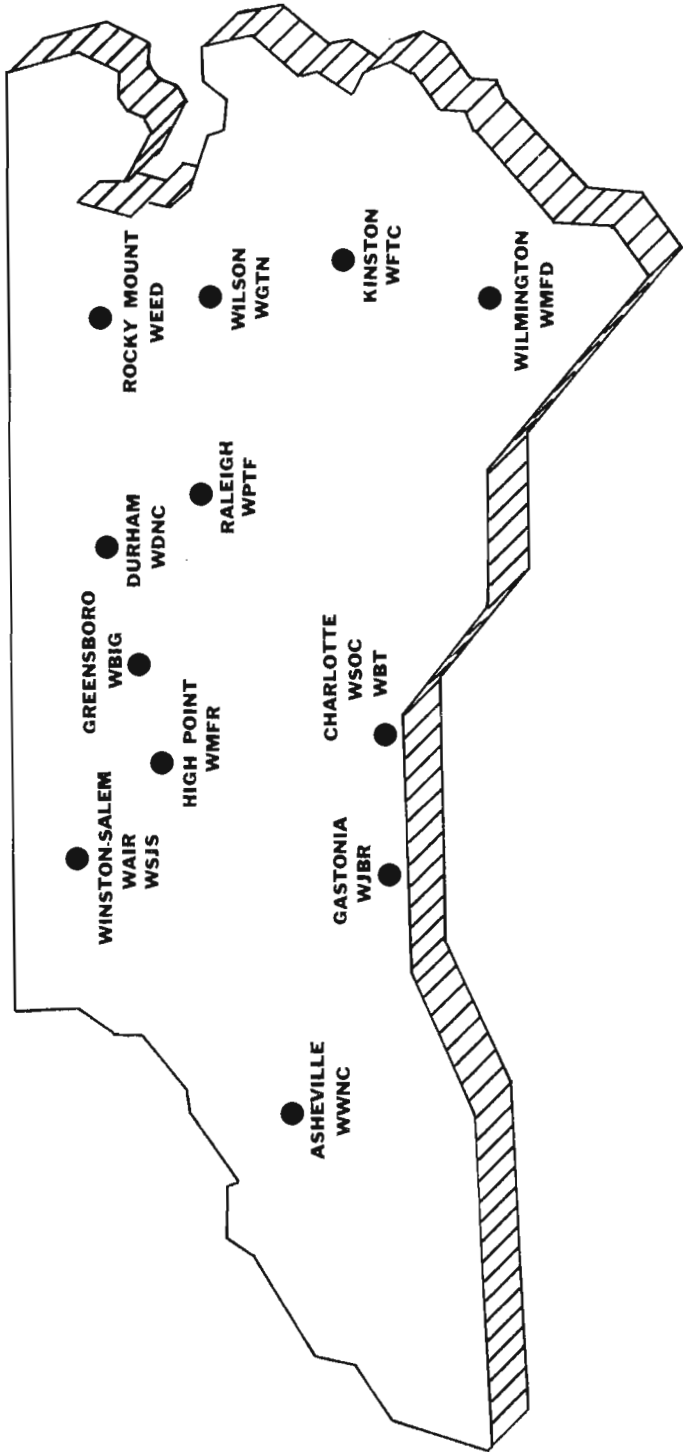
President, program director, artists bureau head, publicity: Frank A. Seitz. *Station manager:* Selma Seitz. *Commercial manager:* B. M. Middleton. *Chief engineer:* H. C. Laubenstein. *Musical director:* Randall Kaler.

Rep: Cox and Tanz; Associated Broadcast Adv. Co. in Greater New York; Northwest Radio Advertising Co. in Seattle. *News:* Christian Science Monitor. *Seating facilities:* About 300; studio audiences not encouraged for general run of programs. *Merchandising:* Furnish lists at \$5 per thousand names; make lay-outs for client's display material; mailings for cost of printing, postage and stationery. *Foreign language programs:* limited acceptance; have German hour currently; plan no expansion. *Artists bureau:* Yes; complete roster. *Base rate:* \$100.

Copy restrictions: Take beer, wines and hard liquors; copy must be in "good usage and truthful."



NORTH CAROLINA



NORTH CAROLINA

(341,800 radio homes)

Radio Homes by Counties

Alamance	6,100	Franklin	2,000	Pamlico	600
Alexander	900	Gaston	8,700	Pasquotank	2,800
Alleghany	500	Gates	600	Pender	900
Anson	2,300	Graham	300	Perquimans	700
Ashe	1,200	Granville	2,400	Person	1,500
Avery	700	Greene	1,100	Pitt	6,300
Beaufort	3,800	Guilford	22,300	Polk	1,000
Bertie	1,700	Halifax	5,100	Randolph	3,000
Bladen	1,500	Harnett	3,400	Richmond	3,600
Brunswick	800	Haywood	2,900	Robeson	6,200
Buncombe	15,200	Henderson	2,700	Rockingham	5,500
Burke	2,700	Hertford	1,300	Rowan	7,600
Cabarrus	5,400	Hoke	1,000	Rutherford	3,600
Caldwell	2,700	Hyde	500	Sampson	2,800
Camden	300	Iredell	4,500	Scotland	1,800
Carteret	1,700	Jackson	1,300	Stanly	3,200
Caswell	900	Johnston	4,400	Stokes	1,100
Catawba	4,900	Jones	600	Surry	3,700
Chatham	1,700	Lee	1,700	Swain	800
Cherokee	1,100	Lenoir	4,600	Transylvania	900
Chowan	1,100	Lincoln	2,100	Tyrrell	300
Clay	400	McDowell	1,900	Union	3,400
Cleveland	5,000	Macon	1,000	Vance	3,200
Columbus	3,000	Madison	1,300	Wake	14,500
Craven	3,500	Martin	2,400	Warren	1,700
Cumberland	5,200	Mecklenburg	24,600	Washington	1,100
Currituck	400	Mitchell	1,100	Watauga	1,100
Dare	500	Montgomery	1,500	Wayne	5,800
Davidson	5,100	Moore	3,000	Wilkes	2,700
Davie	1,000	Nash	4,900	Wilson	5,200
Duplin	2,500	New Hanover	7,400	Yadkin	900
Durham	11,900	Northampton	1,800	Yancey	800
Edgecombe	5,400	Onslow	900		
Forsyth	15,200	Orange	1,900		

WWNC, ASHEVILLE

Operator: Asheville Citizen-Times Company, Battery Park Place. Phone: 6240; 850. Power: 1,000 watts on 570 kc. Affiliation: NBC Optional Southeastern Service. Opened: February 22, 1927. (Note: This station is newspaper-owned by the Asheville Citizen and Times.)

Vice-president, general and station manager: Don S. Elias. Commercial manager: J. W. McIver. Program and musical director: Ezra McIntosh. Chief engineer: Cecil B. Hoskins. Publicity director: Bob Birmingham.

Rep: Hibbard Ayer. News: UP; AP. Seating facilities: None. Merchandising: Cooperate in usual services, including listings and publicity in the Citizen and Times, free of charge; special services rendered at actual cost. Foreign language programs: No set rules; requests have never been received, as foreign population is very small. Artists bureau: None. Base rate: \$125.

Copy restrictions: Accept beer; no wine or hard liquor; abide by NAB Code of Ethics and Federal Trade Commission regulations.

WBT, CHARLOTTE

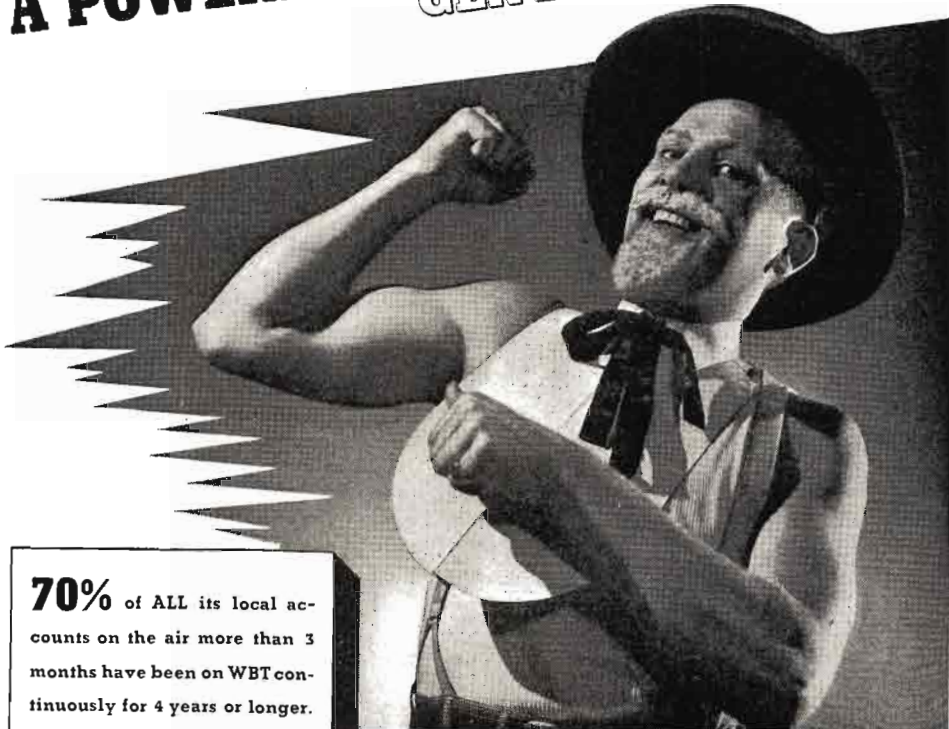
Operator: Columbia Broadcasting System, Inc., Wilder Bldg. Phone: 3-7107. Power: 50,000 watts on 1080 kc. Affiliation: CBS. Opened: 1921.

General manager: William A. Schudt, Jr. Sales manager: D. H. Long. Program director: C. H. Crutchfield. Chief engineer: J. J. Belouney. Publicity director: C. C. Carmichael.

Rep: Radio Sales. News: UP. Seating facilities: Studio, 200; can secure Charlotte City Auditorium, capacity 5,000. Merchandising: Same as Columbia Broadcasting System, Inc. Foreign language programs: Not accepted. Artists bureau: None; however, agreements have been made with 60 artists and musicians for service to the sponsor. Stock: Station is wholly owned

A POWERFUL

**SOUTHERN
GENTLEMAN**



70% of ALL its local accounts on the air more than 3 months have been on WBT continuously for 4 years or longer.

When you mention radio in the Carolinas, everybody thinks *first* of WBT. Those who *buy* goods and those who *sell* them. For WBT is an aristocrat—and a mighty power—in the South.

Situated in almost the exact geographical center of the Carolinas (Charlotte is the big distributing point for both states) WBT, within 100 miles serves a larger population than the city of Detroit.

There isn't another station within 200 miles with more than one-tenth WBT's 50,000-watt power.

But watts hardly tell the story. They never do. VARIETY annually ranks WBT *first* in "Showmanship". The last Price-Waterhouse audience-audit credited WBT with a regular audience rating of 96.4%—one of the very highest in the country. On every count, WBT is a *power* in the South.

WBT—CHARLOTTE—50,000 WATTS—"THE PIONEER RADIO VOICE OF THE SOUTH".
Owned and operated by the Columbia Broadcasting System. Represented
by RADIO SALES: New York, Chicago, Detroit, Los Angeles, San Francisco.

570

by CBS, Inc. *Base rate:* \$300.

Copy restrictions: See rules of Columbia Broadcasting System.

WSOC, CHARLOTTE

Operator: WSOC, Inc., Mecklenburg Hotel. *Phones:* 7130, 7139, 6655. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* NBC Optional Southeastern Service. *Opened:* Oct. 14, 1933.

President, station manager, chief engineer: Earle J. Gluck. *Commercial manager:* William C. Irwin. *Program director, artists bureau head:* Paul W. Norris. *Musical director:* Boe Norris. *Publicity director:* Dick Faulkner.

Rep: Sears & Ayer. *News:* Transradio. *Seating facilities:* 100 persons. *Merchandising:* Free plugs; direct mail, with postage paid by client; distribute window and display cards, contact dealers and distributors for actual expenses. *Foreign language programs:* Do not accept. *Artists bureau:* Yes; lists about 75 artists. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted; no liquor advertising; questionable copy submitted through attorney to Federal Trade Commission and FCC for approval or rejection.

WDNC, DURHAM

Operator: Herald-Sun Papers, Washington Duke Hotel. *Phone:* J-1001. *Power:* 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* April 9, 1934. (Note: This station is newspaper-owned by the Durham Morning Herald and Sun.)

President: C. C. Council. *Station manager:* J. Frank Jarman, Jr. *Commercial manager:* Woody Woodhouse. *Program and publicity director, artists bureau head:* Lee E. Vickers. *Chief engineer:* R. A. Dalton. *Musical director:* Al Harding.

Rep: E. Katz Special Advertising Agency. *News:* AP. *Seating facilities:* Two studios for small audience; specific capacity not given. *Merchandising:* Weekly publicity and program releases; annual remote studios at local expositions; other services through E. Katz Special Advertising Agency. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 40 artists. *Base rate:* \$70.

Copy restrictions: Beer and wine accepted; no liquor advertising; "discretionary restrictions" on commercial copy.

WJBR, GASTONIA

Operator: J. B. Roberts. *Power:* 100 watts on 1420 kc.

At press time this station had a construction permit only.

WBIG, GREENSBORO

Operator: North Carolina Broadcasting Co., Inc., O. Henry Hotel. *Phone:* 6125-6. *Power:* 1,000 watts on 1440 kc. *Affiliation:* CBS. *Opened:* May 26, 1926.

Station director, manager, commercial manager: Edney Ridge. *Program director, artist bureau head, musical director:* Ernie Smith. *Chief engineer:* Earl Allison. *Publicity:* Virginia Wilson McKinney.

Rep: Craig and Hollingbery. *News:* Transradio. *Seating facilities:* Sportrena—capacity, 1,000; admission 20c. on current program. *Merchandising:* Contact distributors and jobbers; contact retail outlets; furnish letters to trade; arrange window displays and check placements; place counter cards; arrange route lists for salesmen; furnish market surveys; house organ. *Artists bureau:* Yes; has 50 under contract. *Base rate:* \$100.

Copy restrictions: No alcoholic beverages except beer; no laxatives, or any product claiming laxative properties; no depilatories, deodorants, and products presenting question of "good taste"; after 6 p.m. commercials may consume 10% of total time, with allowance of additional 40 seconds on 15-minute programs; daytime programs allowed 15% commercial leeway, with 40 extra seconds for 15-minute periods.

WMFR, HIGH POINT

Operator: Radio Station WMFR, Inc. *Power:* 100 watts on 1200 kc (daytime). *Affiliation:* None.

Rep: None. *Base rate:* \$35.

No other information available after repeated requests.

WFTC, KINSTON

Operator: Jones Weiland. *Power:* 250 and 100 watts on 1200 kc.

At press time this station's construction permit had only recently been covered by a license; no further data available.

WPTF, RALEIGH

Operator: WPTF Radio Co., 324 Fayetteville St. *Phone:* 3007. *Power:* 5,000 watts on 680 kc. *Affiliation:* NBC Southeastern Group. *Opened:* 1922.

President: J. R. Weatherspoon. *Station manager:* Richard H. Mason. *Commercial manager:* R. E. Penny. *Program director:* Graham B. Poyner. *Chief engineer:* Henry Hulick. *Musical director:* Raymond Cosby. *Publicity director:* J. B. Clark.

Rep: Free, Johns & Field. *News:* UP, Transradio. *Seating facilities:* 40 persons. *Merchandising:* Limited service offered;

letters to dealers, use of studio window display, and personal calls on dealers. *Foreign language programs:* Foreign population so small that no rules were ever set. *Artists bureau:* None. *Base rate:* \$160.

Copy restrictions: Copy must be in good taste and brief; beer accepted; no other alcoholic beverages; all medical accounts subject to approval of medical director.

WEED, ROCKY MOUNT

Operator: W. Avera Wynne, Box 221. *Phone:* 1420. *Power:* 250 and 100 watts on 1,420 kc. (shares night time with WCHV). *Affiliation:* none. *Opened:* September, 1933.

Station head: W. Avera Wynne. *Station and commercial manager:* B. W. Frank. *Program director:* Don O'Connor. *Chief engineer:* Paul Dillon. *Artists bureau head:* Bernard Proctor. *Musical director:* Ed Burwell.

Rep: none. *News:* none. *Seating facilities:* none. *Merchandising:* none. *Foreign language programs:* not accepted. *Artists bureau:* yes; list about 20 artists. *Base rate:* \$45.

Copy restrictions: beer and wine accepted; no liquor advertising; patent medicine copy subject to station censorship.

WMFD, WILMINGTON

Operator: R. A. Dunlea, Hotel Wilmington. *Phone:* 3. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* April 18, 1935.

Station manager: R. A. Dunlea. *Commercial manager:* W. H. Hancammon, Jr. *Program director:* J. M. Johnston. *Chief engineer:* J. E. McCormick.

Rep: Cox and Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted; population is 98% native born. *Artists bureau:* None. *Base rate:* \$30.

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

WGTN, WILSON

Operator: H. W. Wilson and Ben Farmer. *Power:* 100 watts on 1310 kc (daytime).

At press time this station had a construction permit only.

WAIR, WINSTON-SALEM

Operator: C. G. Hill, George D. Walker and Susan H. Walker. *Power:* 250 watts on 1250 kc (daytime).

At press time this station's construction permit had only recently been covered by a license; no other data available.

WSOC
Charlotte, N. C.
NBC Affiliate

A Friendly Station
in a Friendly City

WSOC consistently covers the Charlotte retail trade area. Recent surveys and census information show that this Charlotte retail trade area stands first in the two Carolinas in both population and retail sales. In fact, it is one of the South's finest and best markets.

Earle J. Gluck
Manager
W. C. Irwin
Commercial Manager
Sears & Ayer
National Representative

Showmanship ?
Naw ! Just Being
A Good Fellow !

When the health department has a message . . .
When a car is stolen . . .
When the National Guard is to be hurriedly mobilized . . .
When the hospitals need volunteers for blood transfusions . . . and when hundreds of other day-to-day jobs must be done quickly and expertly . . .

WBIG is called . . .
And that's why we are known as
'THE FAVORITE STATION
IN THE FAVORED REGION'

WBIG
in Greensboro, N.C.

STATIONS—Continued

WSJS, WINSTON-SALEM

Operator: Winston-Salem Journal Co., 416-420 N. Marshall St. *Phone:* 4141. *Power:* 100 watts on 1310 kc. *Affiliation:* CBS. *Opened:* April 17, 1930. (Note: This station is newspaper-owned by the Winston-Salem Journal.)

General, station and commercial manager: Norris L. O'Neil. *Program director:* John Miller. *Chief engineer:* Douglas J. Lee. *Musical director:* Elsie C. Tuttle. *Pub-*

licity director: Ralph Burgin.

Rep: Kelly-Smith Co. *News:* UP. *Seating facilities:* 40 persons. *Merchandising:* Complete free service including publicity through affiliated newspapers; regular sales surveys. *Foreign language programs:* Policy has been not to accept; but no set policy against such programs. *Artists bureau:* None. *Base rate:* \$100.

Copy restrictions: Accept beer and wine; no hard liquor advertising permissible under state laws.

NORTH DAKOTA

(100,500 radio homes)

Radio Homes by Counties

Adams	1,000	Grant	800	Ransom	1,600
Barnes	3,400	Griggs	900	Renville	1,000
Benson	1,500	Hettinger	1,400	Richland	3,400
Billings	200	Kidder	700	Rol�ette	1,100
Bottineau	1,800	La Moure	1,600	Sargent	1,100
Bowman	900	Logan	700	Sheridan	800
Burke	1,200	McHenry	1,900	Sioux	400
Burleigh	3,100	McIntosh	800	Slope	500
Cass	8,900	McKenzie	900	Stark	2,700
Cavalier	1,400	McLean	2,000	Steele	700
Dickey	1,600	Mercer	1,000	Stutsman	4,100
Divide	1,300	Morton	3,600	Towner	1,000
Dunn	900	Mountrail	1,700	Trail	2,300
Eddy	1,000	Nelson	1,500	Walsh	3,200
Emmons	1,200	Oliver	400	Ward	7,100
Foster	1,200	Pembina	2,000	Wells	1,700
Golden Valley	600	Pierce	1,100	Williams	3,400
Grand Forks	6,900	Ramsey	3,300		

KFYR, BISMARCK

Operator: Meyer Broadcasting Co., 320 Broadway. *Phone:* 19. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* NBC Northwestern Group. *Opened:* September, 1925.

President: P. J. Meyer. *Station manager, commercial manager:* F. E. Fitzsimonds. *Program director, musical director:* R. E. Burris. *Chief engineer:* Ivar Nelson. *Publicity director:* Roy H. Brant.

Rep: Furgason & Aston, Inc. *News:* Transradio. *Merchandising:* Window displays; call on sponsor's dealers wherever possible; notify wholesalers by mail of new programs; length of contract governs amount of merchandising. *Foreign language programs:* Accepted, provided they are accompanied by an English translation. *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; accept restricted list of patent medicines; copy on all commercials must be in accord "with sound broadcasting practices."

KDLR, DEVILS LAKE

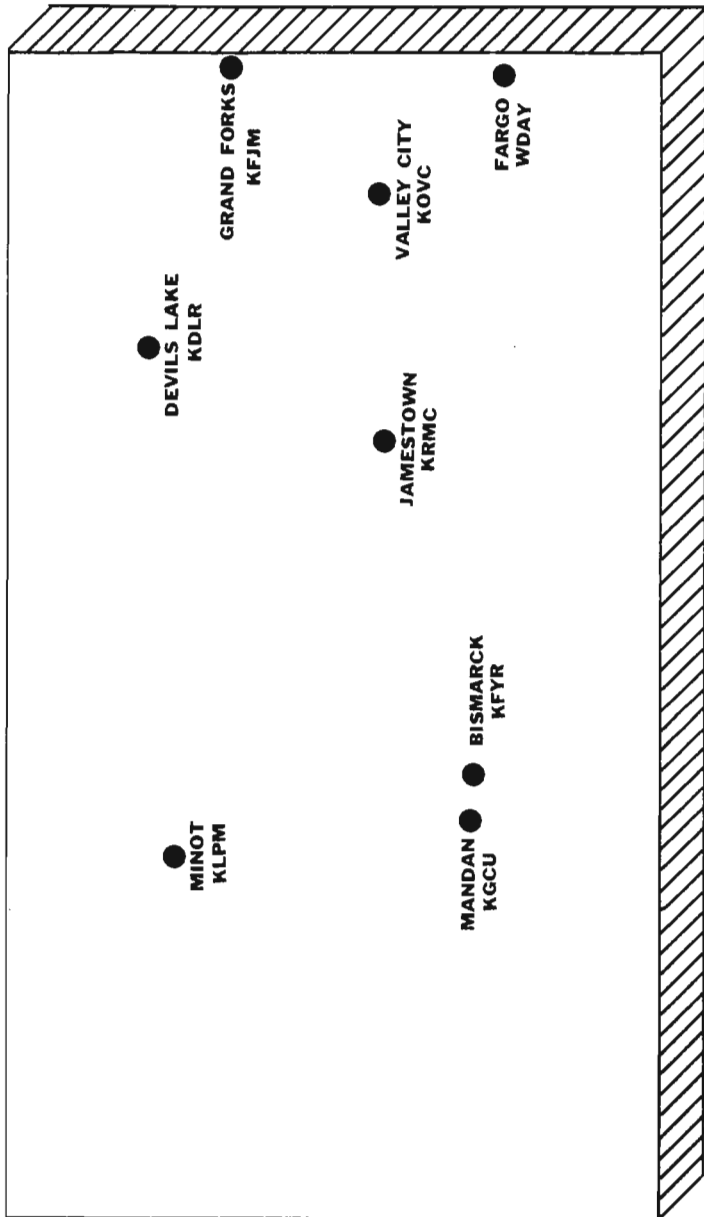
Operator: KDLR, Inc., 1025 Third St. *Phone:* 1090. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* Jan. 25, 1925.

Director, station manager: Bert Wick. *Program director:* LaVell Waltman. *Chief engineer:* Richard Moritz.

Rep: Cox and Tanz (Philadelphia and Chicago); Northwest Radio Advertising (Seattle). *News:* None. *Seating facilities:* Theatre seating 990 persons; 25c. admission. *Merchandising:* Service offered at cost plus 10% for card distribution; tie-in trailers at theatres at cost plus 10%; window displays and general publicity included when available at no extra cost. *Foreign language programs:* Accepted; copy in English must be submitted, and program conform to standards of good taste. *Artists bureau:* None. *Stock:* Principally held by Bert Wick and Hildur Marie Wick. *Base rate:* \$35.

Copy restrictions: Accept beer; no wine or liquor advertising; no "cure-all;" copy must be in good taste and conform to station standards.

NORTH DAKOTA



WDAY, FARGO

Operator: WDAY, Inc., Black Bldg. Phone: 6800. *Power:* 5,000 and 1,000 watts on 940 kc. *Affiliation:* NBC (Northwest). *Opened:* May 22, 1922. (Note: station is affiliated with Fargo Forum.)

President, station manager: E. C. Reineke. *Commercial manager:* Barney J. Lavin. *Program director:* Ken Kennedy. *Chief engineer:* Julius Hetland. *Publicity director:* Dave Henley.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Studio, 150 persons. *Merchandising:* Yes; pre-announce new programs, plus ads in Fargo Forum and an air preview; notify all Fargo and Moorhead dealers of program. *Foreign language programs:* Will accept one-minute transcribed announcements in Scandinavian languages. *Artists bureau:* None. *Stock:* Principal holders are E. C. Reineke, C. H. Reineke, Jenny C. Black, Norman D. Black, H. D. Paulson. *Base rate:* \$150.

Copy restrictions: Take wine, beer, liquor; minute announcements limited strictly to 100 words.

KFJM, GRAND FORKS

Operator: University of North Dakota, First National Bank Bldg. Phone: 1200. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* None. *Opened:* 1923. (Note: This station is owned and operated by the University of North Dakota.)

General and station manager: Dalton Le Masurier. *Commercial manager:* Elmer Hanson. *Program director:* Mrs. Fred Voedisch. *Chief engineer:* Elwin J. O'Brien.

Rep: None. *News:* Transradio. *Seating facilities:* 35 persons. *Merchandising:* Publicity, dealer contacts and checks of window and counter displays and stocks carried out free; out-of-town contacts and surveys, mailing lists and mailings available at actual cost. *Foreign language programs:* Will accept, with no specific restrictions; Scandinavian, Polish and German programs recommended for territory. *Artists bureau:* None. *Base rate:* \$24 (½ hr.).

Copy restrictions: Beer and light wines accepted; no hard liquor or patent medicine advertising; only restriction on copy is that it be in good taste.

KEYR**THE BIGGEST BUY IN THE NORTHWEST!****COMPLETE COVERAGE OF
3,500,000 POTENTIAL LISTENERS!****UNUSUAL LOW COST PER INQUIRY!****MEYER BROADCASTING COMPANY**

BISMARCK, N. D.

FURGASTON & ASTON, National Representatives



"HE'S BIG, ALL RIGHT- BUT HE'S WHITE!"

If you judge **WDAY** by power and number of people covered, we'll probably seem pretty small pickin's by comparison with big stations in populous centers.

But judged by the complexion of results to advertisers, it's another matter . . . **WDAY** doesn't have to reach out over millions of slum-tenants in order to get a few hundred thousand listeners who live on the American plan. We serve a rich area where everybody is a prospect for what you make. The result is that **WDAY** sells a lot more goods, per watt and per radio family. May we send you the **PROOF?**

**FREE &
PETERS, INC.**
National
Representatives

WDAY, INC.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

N. B. C.

FARGO, N. D.
Affiliated with the Fargo Forum

STATIONS—Continued

KRMC, JAMESTOWN

Operator: Roberts MacNab Co. (Arthur L. Roberts, R. B. MacNab and A. J. Breitbach, general manager.) *Power:* 250 and 100 watts on 1310 kc (simultaneous daytime operation, and nighttime sharing with KVOX). *Affiliation:* None.

Base rate: \$60.

KGCU, MANDAN

Operator: Mandan Radio Association, Inc., 111 First Ave., N. W. *Phone:* 631 *Power:* 250 watts on 1240 kc (divides time with KLPM). *Affiliation:* None. *Opened:* 1925.

General manager: J. K. Kennelly. *Program director:* Morton Wiebers. *Chief engineer:* James E. Gilfoy.

Rep: Cox and Tanz. *News:* AP. *Seating facilities:* Visitors' Room, seating 200 persons. *Merchandising:* Reasonable services rendered free of charge; special services at cost, plus 10%. *Foreign language programs:* Will accept; translation must be furnished in advance. *Artists bureau:* None, as such, but maintain register of 6 orchestras and 56 entertainers for convenience of advertisers. *Base rate:* \$30.

Copy restrictions: Accept beer, but no wine or hard liquor; announcements limited to 100 words; all copy subject to station approval.

KLPM, MINOT

Operator: John B. Cooley, Leland-Parker Hotel. *Phone:* 1267. *Power:* 250 watts on 1240 kc (divides time with KGCU). *Affiliation:* None. *Opened:* October 1, 1929.

General and commercial manager: E. H. Cooley. *Station manager, publicity director:* R. J. Schmidt. *Program director:* Floyd Wynn. *Chief engineer:* C. W. Baker. *Artists bureau head:* J. A. Solga. *Musical director:* J. B. Cooley.

Rep: Transamerican Broadcasting and Television Corp.; Sears & Ayer. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Cooperate with advertisers upon request; services worked out between station and individual accounts. *Foreign language programs:* Accept Scandinavian, German and Russian programs. *Artists bureau:* Setup nominal only. *Base rate:* \$30.

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising; copy censored for misleading claims, and commercials restricted to maximum of 3 minutes.

KOVV, VALLEY CITY

Operator: KOVC, Inc., 312 Fifth Ave. *Phone:* 408. *Power:* 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Oct. 19, 1936.

Station director: George B. Bairey. *Program director:* Robert Ingstad. *Musical director:* Belle May. *Chief engineer:* Ernest G. Hendrickson. *Publicity director:* Alfred Monkkonen.

Rep: Cox and Tanz. *News:* Transradio. *Seating facilities:* 1,000 persons. *Merchandising:* Partial; has two display windows for sponsor use. *Foreign language programs:* No restrictions on this type of business. *Artists bureau:* Nominally maintained. *Base rate:* \$40.

Copy restrictions: Will accept beer; no wines or other alcoholic beverages.

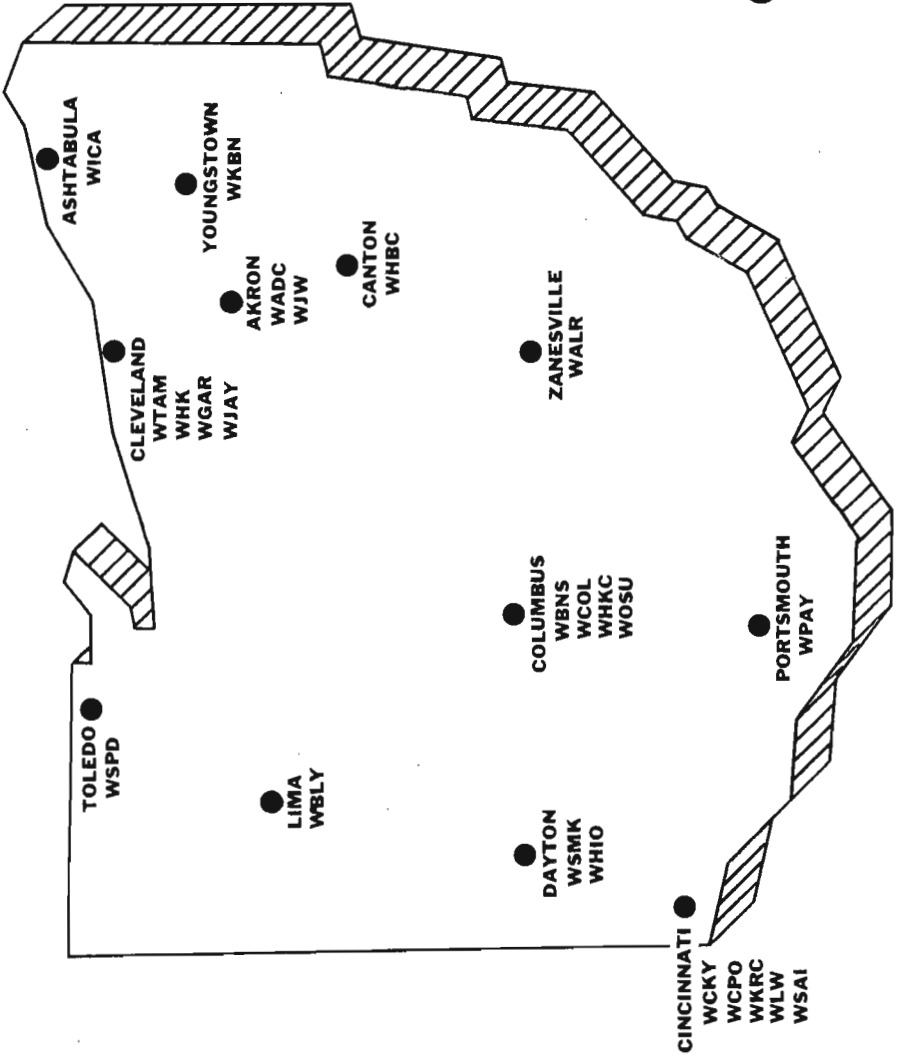
OHIO

(1,396,900 radio homes)

Radio Homes by Counties

Adams	2,300	Delaware	4,600	Jefferson	17,400
Allen	17,000	Erie	9,700	Knox	5,800
Ashland	7,000	Fairfield	8,100	Lake	9,400
Ashtabula	14,900	Fayette	3,700	Lawrence	6,200
Athens	8,400	Franklin	89,100	Licking	12,700
Auglaize	5,600	Fulton	4,800	Logan	6,100
Belmont	18,000	Gallia	3,200	Lorain	23,500
Brown	3,200	Geauga	2,900	Lucas	78,200
Butler	24,200	Greene	5,800	Madison	3,600
Carroll	2,000	Guernsey	7,300	Mahoning	47,000
Champaign	4,600	Hamilton	141,100	Marion	9,800
Clark	18,100	Hancock	7,600	Medina	6,400
Clermont	5,600	Hardin	5,000	Meigs	4,100
Clinton	4,800	Harrison	2,800	Mercer	4,200
Columbiana	18,000	Henry	4,300	Miami	10,100
Coshocton	5,000	Highland	4,700	Monroe	2,400
Crawford	7,600	Hocking	2,800	Montgomery	63,500
Cuyahoga	272,200	Holmes	2,300	Morgan	2,400
Darke	6,400	Huron	8,000	Morrow	1,900
Defiance	4,500	Jackson	3,300	Muskingum	13,900

OHIO



STATIONS—Continued

Noble	2,500	Ross	8,700	Union	2,900
Ottawa	4,100	Sandusky	8,200	Van Wert	4,800
Paulding	2,400	Scioto	14,800	Vinton	1,000
Perry	4,600	Seneca	9,400	Warren	3,900
Pickaway	4,000	Shelby	4,500	Washington	7,800
Pike	1,800	Stark	46,200	Wayne	10,000
Portage	7,500	Summit	76,900	Williams	5,200
Preble	3,800	Trumbull	21,700	Wood	7,100
Putnam	4,400	Tuscarawas	12,000	Wyandot	3,600
Richland	14,000				

WADC, AKRON

Operator: Allen T. Simmons, P. O. Box 830. *Phone:* Hemlock 5151-2-3. *Power:* 5,000 and 1,000 watts on 1320 kc. *Affiliation:* CBS. *Opened:* April 8, 1925.

Owner, general manager, station manager: Allen T. Simmons. *Promotion, publicity director:* E. A. Marchal. *Program director, musical director:* H. L. Hageman. *Chief engineer:* John Aitkenhead, Jr. *Artists bureau head:* R. B. Wilson.

Rep: None. *News:* Transradio. *Seating facilities:* O'Neil's Auditorium—seats 1,000. *Merchandising:* Complete service; also devotes certain space in local paper under WADC signature relative to advertisers' programs. *Foreign language programs:* No restrictions on acceptance. *Artists bureau:* No talent listed, though nominally there is an artists setup. *Base rate:* \$195.

Copy restrictions: Federal Trade Commission rulings and regulations observed; copy must be in "good taste"; alcoholic beverages accepted.

WJW, AKRON

Operator: WJW, Inc., 41 S. High St. *Phone:* Jefferson 6111. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* October, 1932.

President: John F. Weimer. *Station manager:* S. W. Townsend. *Commercial manager:* E. J. Palmer. *Program director, artists bureau head, musical director:* Arthur W. Graham. *Chief engineer:* Gerald Roberts. *Publicity director:* J. A. Griffith.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* None listed. *Foreign language programs:* Accepts announcements; extra charge of \$1 per announcement if station announcer is used. *Artists bureau:* No talent listed, although a setup is nominally maintained. *Stock:* Held by John F. Weimer, W. F. Jones, S. W. Townsend. *Base rate:* \$75.

Copy restrictions: Commercials for beer, wines and alcoholic beverages accepted only after 9 p.m.

WICA, ASHTABULA

Operator: C. A. Rowley. *Power:* 250 watts on 940 kc (daytime).

At press time this station had a construction permit only.

WHBC, CANTON

Operator: Edward P. Graham, 319 W. Tuscarawa Street. *Phone:* 5385. *Power:* 100 watts on 1200 kc. *Affiliation:* None. *Opened:* May 1, 1925.

General and station manager: C. W. Hayes. *Commercial manager:* Ralph Bruce. *Program director, artists bureau head:* George Beebut. *Chief engineer:* Kenneth Sliker.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* Complete service rendered at actual cost. *Foreign language programs:* Will accept; translation must be submitted for approval. *Artists bureau:* Setup nominal only. *Base rate:* \$27.50 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicine copy must be worded in a manner acceptable to average listener, and is subject to station approval.

WCKY, CINCINNATI

Operator: L. B. Wilson, Inc., Sixth and Madison, Covington, Ky. *Phone:* Hemlock 7655. *Power:* 10,000 watts on 1490 kc. *Affiliation:* NBC Basic Blue. *Opened:* Sept. 16, 1929. (Note: FCC license issued for Covington, Ky.).

President, general manager, station manager: L. B. Wilson. *Director of sales and merchandising:* Lloyd George Venard. *Commercial manager:* G. H. Moore. *Program director:* Lee Goldsmith. *Chief engineer:* Charles Topmiller. *Musical director:* Mabel Fields. *Publicity director:* Elmer H. Dressman.

Rep: None. *News:* INS; Universal. *Seating facilities:* Studio, 75 persons. *Merchandising:* Available at no cost to clients using 26 or more quarter-hours; distribute displays, write letters to dealers and jobbers; make comparative surveys. *Foreign language programs:* No. *Artists bureau:* None. *Base rate:* \$425.

Copy restrictions: All commercial copy must be okayed by continuity department; accept beer and wine; no whiskey; medical copy passed on by continuity department.

What ?

The Flood's Still Rising in Akron ? ?

AKRON

CANTON



WADC

AKRON, OHIO

ALLEN T. SIMMONS

Owner and Operator

CLEVELAND

YOUNGSTOWN

Correct! The flood of radio waves from WADC is now entering 96% of the radio homes in the huge Akron territory, and still rising!—as indicated in a recent Price-Waterhouse Survey.

This Columbia outlet (5,000 day-1,000 night) gives the advertiser four markets for the price of one — Akron, Youngstown, Canton, Cleveland—nearly two million listeners in the primary area alone!

WADC

**Akron
Ohio**

**5,000 w. Day
1,000 w. Night**

BASIC STATION

COLUMBIA BROADCASTING SYSTEM

WCPO, CINCINNATI

Operator: Scripps-Howard Radio, Inc., Hotel Sinton. *Phone:* Parkway 1111. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* Oct. 1, 1935. (Note: operator is a division of the Scripps-Howard Newspapers; local S-H paper is The Cincinnati Post.)

Production manager: William Kirken-dale. *Sales production manager:* George B. Hart. *Chief engineer:* Glen A. Davis.

Rep: None. *News:* 14 periods daily. *Seating facilities:* Three studios, capacity about 75. *Merchandising:* Maintains complete department; also ties in with merchandising facilities of The Cincinnati Post. *Foreign language programs:* Accepted; no controversial subjects allowed. *Artists bureau:* Yes. *Base rate:* \$85.

Copy restrictions: All continuity subject to station approval; beer and wine advertising accepted.

WKRC, CINCINNATI

Operator: Columbia Broadcasting System, Inc., Hotel Alms. *Phone:* Woodburn 7640. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* CBS. *Opened:* May 4, 1924.

General manager: John McCormick. *Production manager,* Ruth Lyons. *Commercial manager:* Wm. J. Williamson. *Program and musical director:* Ruth Lyons. *Chief engineer:* Frank Dieringer. *Publicity director:* Margaret Maloney.

Rep: Radio Sales, Inc. *News:* UP. *Seating facilities:* Auditorium studio seating 125 persons. *Merchandising:* No special service; sales department will contact dealers by mail, if advertiser pays postage. *Foreign language programs:* No rules. *Artists bureau:* None. *Base rate:* \$300.

Copy restrictions: See CBS program policies.

WLW, CINCINNATI

Operator: Crosley Radio Corp., 1329 Arlington Street. *Phone:* Kirby 4800. *Power:* 500,000 watts on 700 kc. *Affiliation:* NBC Optional Basic Service, Red or Blue; Mutual Broadcasting System; WLW Line. *Opened:* 1921.

President: Powel Crosley, Jr. *Vice-president, general manager:* William S. Hedges. *Commercial manager:* Frank M. Smith. *Program director:* Robert L. Kennett. *Chief engineer:* R. J. Rockwell. *Artists bureau head:* Alvin Plough. *Musical director:* William Stoess. *Publicity director:* Bill Bailey.

Rep: Transamerican Broadcasting & Television Corp.; J. Ralph Corbett, Inc. *News:* UP; INS. *Seating facilities:* Two auditorium studios, one seating 300 per-

sons, the other 400 (shared with WSAI). *Merchandising:* Supply publicity in newspapers, radio publications and trade journals; work out window displays, etc.; all services free. *Foreign language programs:* Not accepted. *Artists bureau:* Yes. *Base rate:* \$1,200.

Copy restrictions: Accept beer; no other alcoholic beverages; some patent medicines accepted after investigation of products; commercials must be limited to minimum number of words and conform to standards of good taste; all copy subject to station approval.

WSAI, CINCINNATI

Operator: Crosley Radio Corp., Union Central Annex. *Phone:* Parkway 4500. *Power:* 2,500 and 1,000 watts on 1330 kc. *Affiliation:* NBC Basic Red; Mutual Broadcasting System; WLW Line. *Opened:* 1921. (Note: Same ownership as WLW, also of Cincinnati.)

President: Powel Crosley, Jr. *Vice-president, general manager:* William S. Hedges. *Station and commercial manager, program director:* Robert G. Jennings. *Chief engineer:* R. J. Rockwell. *Artists bureau head:* Alvin R. Plough. *Musical director:* William C. Stoess. *Publicity director:* Bill Bailey.

Rep: Transamerican. *News:* INS, UP. *Seating facilities:* Two auditorium studios, one seating 300 persons, the other 400. *Merchandising:* Supply publicity in newspapers, radio publications and trade journals; work out window displays, etc.; all services free. *Foreign language programs:* Not accepted. *Artists bureau:* Yes. *Base rate:* \$240.

Copy restrictions: Accept beer; no other alcoholic beverages; some patent medicines accepted after investigation of products; commercials must be limited to minimum number of words and conform to standards of good taste; all copy subject to station approval.

WGAR, CLEVELAND

Operator: WGAR Broadcasting Co., Hotel Statler. *Phone:* Prospect 0200. *Power:* 1,000 and 500 watts on 1450 kc. *Affiliation:* CBS. *Opened:* Dec. 15, 1930.

President: G. A. Richards. *General manager:* John F. Patt. *Assistant manager:* Eugene Carr. *Commercial manager:* Ellis Vanderpyl. *Program director, artists bureau head:* Worth Kramer. *Production manager:* Carl George. *Chief engineer:* R. Morris Pierce. *Musical director:* Walberg Brown. *Publicity director:* Graves Taylor.

Rep: Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* Ball-

MORE

Radio Homes in America Because of WLW

Pioneering throughout the years in power increases has brought radio to thousands of homes which might otherwise have been denied its benefits.

Constant experimentation in the field of program improvements has attracted the attention of others whose interest in radio could not have been aroused otherwise.

★

PUBLIC INTEREST in WLW programs, and the

CONVENIENCE afforded through a clear signal projected by high power make WLW service a daily

NECESSITY to millions of radio listeners and . . .

WLW — THE NATION'S STATION

• THE OLD REFRAIN

No matter what words are chosen to tell the story of WLW's high place in the radio firmament, they lead to the inevitable conclusion that WLW's power, service, showmanship, program resources give it the well deserved distinction of being . . .

THE NATION'S STATION

THE STATION THEY'RE TALKING ABOUT

Programed to the taste of over one million people in the second largest market in the fourth largest state. WSAI has corralled a major portion of this wealthy audience through its civic, baseball, and network features.

WSAI is the Cincinnati buy.

- Basic Red Network, N. B. C.
- Mutual Broadcasting System
- The WLW Line

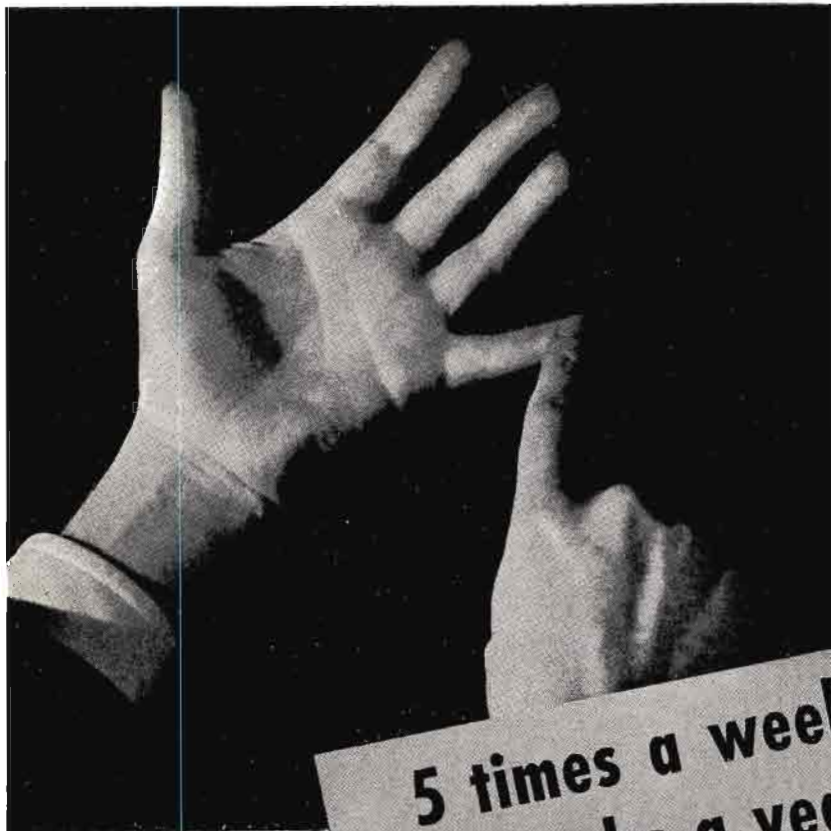
Robert G. Jennings, in Charge of Programs and Sales, Cincinnati.

Representatives: Transamerican—J. Ralph Corbett
Chicago and New York

CINCINNATI'S OWN STATION

WSAI

THE CROSLY RADIO CORPORATION



**5 times a week
52 weeks a year**

That's what Cincinnati advertisers think of WKRC

WKRC has more local advertisers than any other Cincinnati station.

More than half of them use WKRC *five times every week*.

Sixty-nine per cent of them use WKRC *fifty-two weeks a year*.

Upon such facts as these WKRC has built its reputation as Cincinnati's *first* local station. If you want more facts, consult WKRC or any office of RADIO SALES.

"FIRST ON YOUR DIAL" — IN CINCINNATI

WKRC

CINCINNATI, 5000 Watts, Day; 1000 Watts, Night.

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York • Chicago • Detroit • Los Angeles • San Francisco

room Hotel Statler, 1,000; studio A, 100; studio B, 75; Carnegie Hall auditorium, 400; Public Auditorium, 15,000; Music Hall, Public Auditorium, 2,500. *Merchandising*: Complete service; keep lists and mail announcements of new air campaigns; circularize retail outlets for cost; send speakers to sales meetings; help introduce products; check product sales; for cost of printing, will deliver street cars cards and get them placed; send talent for retail store gatherings; preview air shows for dealers; etc. *Foreign language programs*: Will accept without restrictions as to day or evening hours; also announcements. *Artists bureau*: Yes; with complete talent roster. *Stock*: Privately held by G. A. Richards, Leo Fitzpatrick, P. M. Thomas, and John F. Patt. *Base rate*: \$300.

Copy restrictions: Beer accepted at any time; liquor and wine taken only after 10 p.m., with commercials limited to brand name and manufacturer; patent medicine acceptance limited insofar as restricted by government agencies; all copy subject to station approval and governmental regulations.

WHK, CLEVELAND

Operator: Radio Air Service Corp., 1311 Terminal Tower. *Phone*: Prospect 5800. *Power*: 2,500 and 1,000 watts on 1390 kc. *Affiliation*: NBC Basic Blue. *Opened*: July 26, 1921 as 8ACS; March 5, 1922 as WHK. (Note: WHK is newspaper-owned: The Cleveland Plain Dealer.)

Vice-president, general manager: H. K. Carpenter. *Commercial manager*: C. A. McLaughlin. *Production manager*: John T. Vorpe. *Chief engineer*: E. L. Gove. *Program director*: Mendel Jones. *Artists bureau head, musical director*: Louis Rich. *Publicity director*: Bev Dean

Rep: Free & Peters, Inc. *News*: UP. *Seating facilities*: Two largest studios seat 350-400 apiece. *Merchandising*: Supply lists of retailers and wholesalers; mail out letters and/or printed matter, station to furnish letter heads and labor, advertiser paying for postage and furnished printing matter; make surveys by phone or personal contact (advertiser to pay traveling expense on personal calls if more than 20 miles from station); introduce salesmen to key buyers; arrange for window display space; distribute displays; arrange audition of program for important local outlets (advertiser to pay for talent); personal calls informing dealers, etc. of campaign. *Foreign language programs*: Accepted provided literal English translation is furnished in advance to Stanley Altschuler, foreign program director. *Artists bureau*: Yes; all station personalities under its con-

trol for outside appearance. *Stock*: All stock held by the United Broadcasting Co.; this company also holds all stock of WJAY, Cleveland; WHK holds all stock of WHKC, Columbus; WKBN, Youngstown, is a UBC affiliate. *Base rate*: \$300.

Copy restrictions: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (cooperate with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis, poisonous, or body odor," or any violation of good taste; no fortune telling, numerology, etc.; beer and wines okay if copy does not intend to spread further use of these beverages; no hard liquors.

WJAY, CLEVELAND

Operator: Cleveland Radio Broadcasting Corp., 1311 Terminal Tower. *Power*: 500 watts on 610 kc. (to local sunset). *Affiliation*: Mutual Broadcasting System. *Opened*: Jan. 1, 1927. (Note: WJAY is newspaper-owned: The Cleveland Plain Dealer.)

Vice-president, general manager: H. K. Carpenter. *Commercial manager*: C. A. McLaughlin. *Production manager*: John T. Vorpe. *Program director*: Mendel Jones. *Chief engineer*: E. L. Gove. *Artists bureau head, musical director*: Louis Rich. *Publicity director*: Bev Dean.

Rep: Free & Peters, Inc. *News*: UP. *Seating facilities*: Two largest studios seat 350-400 apiece. *Merchandising*: See description of WHK, Cleveland. *Foreign language programs*: See WHK, Cleveland. *Artists bureau*: See WHK, Cleveland. *Stock*: See WHK, Cleveland. *Base rate*: \$112.50.

Copy restrictions: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (cooperate with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis, poisonous, or body odor," or any violation of good taste; no fortune telling, numerology, etc.; beer and wines okay if copy does not intend to spread further use of these beverages; no hard liquors.

STATIONS—Continued

WTAM, CLEVELAND

Operator: National Broadcasting Co. (under lease from WTAM, Inc.), NBC Building. *Phone:* Cherry 0942. *Power:* 50,000 watts on 1070 kc. *Affiliation:* NBC Basic Red. *Opened:* September, 1923.

Station manager: Vernon H. Pribble. *Program director:* Hal Metzger. *Chief engineer:* S. E. Leonard. *Artists bureau head:* E. Alcott. *Musical director:* Walter Logan. *Publicity director:* Bob Dailey.

Rep: National Broadcasting Co. *News:* UP. *Seating facilities:* Studio A, 300 persons. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; complete roster of talent is listed. *Base rate:* \$400.

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

one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; patent medicines subject to NBC rules.

WBNS, COLUMBUS

Operator: WBNS, Inc., 33 N. High St. *Phone:* Adams 9265. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* CBS. *Opened:* 1921. (Note: affiliated with Ohio State Journal and Columbus Dispatch.)

General manager, station manager: Richard A. Borel. *Commercial manager:* W. I. Orr. *Program director:* Jack Price. *Chief engineer:* Lester Nafzger. *Musical director:* John McGeary. *Promotion director:* Jim Yerian.

Rep: John Blair & Co. *News:* Transradio. *Seating facilities:* Homemakers Club Studio seats 300 (organizations invited to use facilities for parties free). *Merchandising:* Have working agreement with Columbus Dispatch giving WBNS and clients access to news and radio columns with frequent editorials on public service rendered; full-time merchandising staff; installation of window posters and counter displays; call



L.B. Wilson
PRESENTS

STATIONS—Continued

letters and time stickers supplied by station; mails informative letters on new programs, contests, etc., to distributors; tear-sheet service, complete exploitation files maintained; personal contacts; special efforts advised by clients will be made. *Foreign language programs*: Will accept; but has none running currently. *Artists bureau*: None. *Base rate*: \$175.

Copy restrictions: Beer advertising accepted; no wines or alcoholic beverages; patent medicine ads accepted only after station approves copy; no rules in print; "good taste angle carefully guarded."

WCOL, COLUMBUS

Operator: WCOL, Inc., 33 North High St. *Phone*: Adams 8207. *Power*: 100 watts on 1210 kc. *Affiliation*: NBC (Red and Blue). *Opened*: September, 1934. (Note: original call letters were WMAN; in 1929 the station was sold, and the letters changed to WSEN; another change was made in 1934.)

President: Kenneth B. Johnston. *Station manager*: C. Robert Thompson. *Commercial manager*: Neal A. Smith. *National sales manager*: Jack Kelly. *Program and publicity director*: Ed Bronson. *Continuity*

and production manager: Bob Seal. *Chief engineer*: Lester Nafzger.

Rep: Joseph Hershey McGillvra. *News*: INS. *Seating facilities*: 40 persons. *Merchandising*: Has a department equipped for this service; mail sent out; displays set up; inspection of goods on counters. *Foreign language programs*: None. *Artists bureau*: None. *Base rate*: \$125.

Copy restrictions: Must comply with FCC restrictions; Better Business Bureau of Columbus consulted on copy claims; beer acceptable any time; wines and liquors only after 10 p.m.; patent medicines accepted after approval by Ohio Medical Assn. as to merits or demerits of product in question.

WHKC, COLUMBUS

Operator: Associated Broadcasting Corp., 22 E. Gay Street. *Phone*: Adams 1101. *Power*: 500 watts on 640 kc. (to sunset in Los Angeles). *Affiliation*: Mutual Broadcasting System. *Opened*: 1921. (Note: This station is owned by the Cleveland Plain Dealer; also owners of WHK and WJAY, Cleveland, and WKBN, Youngstown.)

General and station manager: Carl M.

The **NEW..GREATER** and **MORE POWERFUL..**

WCKY

To an AUDIENCE OF MORE
THAN TWO MILLION
LISTENERS IN THE
RICH OHIO VALLEY

10,000 watts

WGAR ~~has~~ IS

showmanship in Cleveland

Radio Free-for-All
Planned by Lewis
for **WGAR** Dialers

Sportscaster to Start Question Series Tomorrow; Fanny Brice Will Attend Opening of Expo Aquacade

VOX POP Jr.

WGAR's new program for children; or how to die young though a radio announcer.

Ideas for children's programs are rarer than pearls. Either they're based on comic strips (Little Orphan Annie, Popeye, Dick Tracy) or they're straight Frank Merriwell blood and thunder (Bobby Benson, Jack Armstrong).

That's why radio men last month anxiously eyed a new wrinkle in radio kid-appeal—Curtiss Candy's Vox Pop Jr.

The idea is a brain child of **WGAR's** (Cleveland) Vice-President & General Manager John F. Patt. He spent the last few months sounding out members of Cleveland's Board of Education, school principals & teachers. They nodded approval. WGAR promptly sold Curtiss Candy on the idea. And last month "Vox Pop Jr." literally got moving. WGAR trotted their brand

THE AD CLUB SHOW

A FEW years ago a young fellow came to town to take over the management of Station **WGAR**.

In that brief period of time he has become a very conspicuous citizen of Cleveland, both by virtue of his business position and by his interest in civic affairs.

John F. Royal used to be Cleveland's showman par excellence. After yesterday's show put on before the joint meeting of the Cleveland Advertising and Rotary clubs in connection with the Ad Club's 35th anniversary, we nominate John F. Patt to take an rank along with John F. Royal.

To those who assisted Mr. Patt including Walberg Brown, Harper Garcia Smyth and others, appreciation is also due.

John Patt's "Parade of the Years," composed of movies, running comment, orchestral music, singing and lighting and other sound effects, was one of the best performances we've seen hereabouts on any stage.

The whole Ad Club anniversary meeting yesterday noon was lively and most ingeniously arranged. It will be long remembered.

Cleveland Press

WGAR

CLEVELAND'S FRIENDLY STATION

Bob Feller's Graduation
on **WGAR**

JOHN F. PATT,
Vice Pres. & Gen. Mgr.
EDWARD PETRY & CO.,
Nat'l Rep.

From Dusty Garret
WGAR Will Draw
"Morgue of Music"

And That Should Make Possible New Type
of Popular Program for Station's
Commercial Anniversary Broadcasts

A memorial program for the late John D. Rockefeller will be broadcast by **WGAR** tomorrow night at 9. Dr. D. R. Sharpe, executive secretary of the Cleveland Baptist Association, and Dr. Charles F. Thwing, president emeritus of Western Reserve University, will eulogize Rockefeller. The Euclid Avenue Baptist Church Choir, under the direction of George Krueger, and Walberg Brown's Ensemble will also be heard on the program.

By JACK WARFEL
Have you ever considered the financial value of music? Neither have I. But John Patt of **WGAR** has.



"Time Marches On"

Just a few short years ago, when radio was in its infancy, a handful of broadcasting stations served the entire country. Localized advertising was impossible then.

But today all this is changed. Every community has its own station and the measure of each station's influence is the number of listeners who set their dials to it, confident that programs will be worthwhile, hour after hour.

It is such listener confidence that has made the four stations of the United Broadcasting Company outstanding in Cleveland, Columbus and Youngstown.

If you want to reach any or all of these rich markets your first choice is WHK or WJAY in Cleveland, WHKC in Columbus and WKBN in Youngstown.

"United for Service"

WHK - WJAY CLEVELAND	UNITED BROADCASTING COMPANY	WHKC Columbus	WKBN Youngstown
<p>*****</p> <p>C. A. McLaughlin, Sales Mgr. J. T. Yorge, Production Manager</p>		<p>*****</p> <p>H. K. CARPENTER Vice President</p>	
		<p>*****</p> <p>C. M. Everson, Gen. Mgr. H. H. Hoesly, Sales Mgr.</p>	
		<p>*****</p> <p>W. P. Williamson, Pres. & Gen. Mgr. L. E. Evans, Sales Mgr.</p>	

FREE & PETERS, Inc.

National Representatives - New York - Chicago - Detroit

Columbia "net"
WBNS

COLUMBUS OHIO

The ONLY CBS Outlet
in Central Ohio

THE MARKET

As of Jan. 1, 1937

POPULATION

1,377,207

FAMILIES

359,964

RADIO HOMES

331,100

RETAIL SALES

\$368,969,000

NBC Red & Blue
WCIO

COLUMBUS OHIO

The ONLY Red and Blue NBC
Outlet in Central Ohio

THE MARKET

As of Jan. 1, 1937

POPULATION

416,152

FAMILIES

106,433

RADIO HOMES

98,240

RETAIL SALES

\$134,269,000

Everson. *Commercial manager:* Harry H. Hoessly. *Program and publicity director:* Robert S. French. *Chief engineer:* J. E. Anderson. *Musical director:* John K. Agnew.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Newspaper ads on new programs for two-week period, gratis; work out direct mail campaigns, window cards, truck posters, window displays, at actual cost; distribution is handled free. *Foreign language programs:* Will accept, but seldom requested as foreign element is very small; translation must accompany copy. *Artists bureau:* None. *Stock:* Owned entirely by Radio Air Service Corp., Cleveland. *Base rate:* \$110.

Copy restrictions: Beer and wine accepted; no hard liquor; medical copy must meet specifications of Federal Trade Commission and all copy is subject to station approval.

WOSU, COLUMBUS

Operator: Ohio State University. *Power:* 1,000 and 750 watts on 570 kc. (shares time with WKBN).

This station is non-commercial; university-owned.

WHIO, DAYTON

Operator: Miami Valley Broadcasting Corp., 39 S. Ludlow. *Phone:* Adams 2261. *Power:* 5,000 and 1,000 watts on 1260 kc. *Affiliation:* CBS. *Opened:* Feb. 9, 1935. (Note: this station is newspaper owned—The Dayton Daily News, which also owns the Springfield News and Sun.)

President: J. M. Cox, Jr. *Station manager:* J. Leonard Reinsch. *Commercial manager:* D. A. Brown. *Program director:* A. H. Robb. *Chief engineer:* Ernest L. Adams. *Musical director:* Thomas Dunkelberger. *Publicity director:* Chuck Gay.

Rep: John Blair & Co. *News:* AP. *Seating facilities:* None; do not approve of audiences seeing broadcast. *Merchandising:* Has a man whose sole job is to contact wholesale and retail trade in the station territory; check on sales, etc. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$180.

Copy restrictions: No wines or alcoholic beverages, but will take beer advertising; patent medicines carefully checked; all copy must be in "good taste."

WSMK, DAYTON

Operator: WSMK, Inc., Loew's Theatre Bldg. *Phone:* AD 3288. *Power:* 200 watts on 1380 kc. *Affiliation:* None. *Opened:* 1922. (Note: This station is newspaper-

affiliated with, but not owned by, the Dayton Herald and Journal).

President, station manager: S. M. Krohn, Jr. *Commercial manager:* Chester Hinkle. *Program director:* Helen Blue. *Chief engineer:* Paul Braden. *Artists bureau head, publicity director:* Sid Ten Eyck. *Musical directors:* Helen Blue, Henry Sange.

Rep: None. *News:* Transradio. *Seating facilities:* 200 persons. *Merchandising:* No specific set-up; salesmen act as merchandising advisers. *Foreign language programs:* Would accept, though none have been requested to date. *Artists bureau:* Setup nominal only. *Stock:* Principally held by S. M. Krohn, Sr., S. M. Krohn, Jr., and Sidney Ten Eyck; 20% of shares outstanding. *Base rate:* \$90.

Copy restrictions: Accept beer, and patent medicines of long standing; no wine or hard liquor; commercials strictly limited to "reasonable" length, and are subject to station standards.

WBLY, LIMA

Operator: Herbert Lee Blye, 117 S. McDonnell St. *Phone:* Main 4632. *Power:* 100 watts on 1210 kc. (daytime). *Affiliation:* None. *Opened:* Dec. 15, 1936.

Owner: Herbert Lee Blye. *Commercial manager:* J. R. Payne. *Program director, publicity director:* Nellie Pollack. *Chief engineer:* Andrew L. Shaffer.

Rep: None. *News:* INS; also local. *Base rate:* \$25.

No other data available due to the short time this station has been in operation. Policies not completely set at time of query.

WPAV, PORTSMOUTH

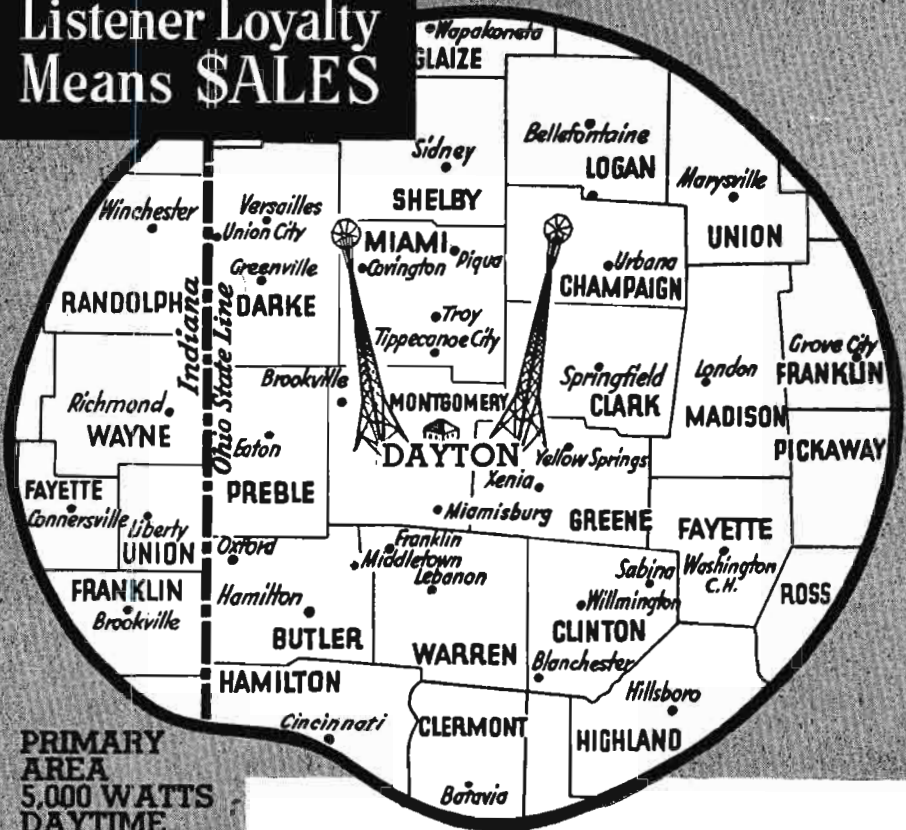
Operator: Vee Bee Corp., 821 Chilli-cothe St. *Phone:* 1010. *Power:* 100 watts on 1370 kc. *Affiliation:* Buckeye Network. *Opened:* April 15, 1935.

General manager, commercial manager: Marie Vandegrift. *Program director, musical director:* Orville E. Fields. *Chief engineer:* P. J. Eubanks. *Assistant manager:* Gwen Williams.

Rep: None. *News:* Christian Science Monitor News. *Seating facilities:* Auditorium, up to 2,000. *Merchandising:* No set service; have sent cards to dealers and made telephone contacts with them for clients. *Foreign language programs:* Accepted, though such business is not solicited. *Artists bureau:* None; there is a nominal setup for procuring talent, however. *Stock:* M. F. Rubin is president of the Vee Bee Corp. *Base rate:* \$75.

Copy restrictions: No beer, wine, or other alcoholic beverage advertising; na-

Where WHIO Listener Loyalty Means \$SALES



**PRIMARY
AREA
5,000 WATTS
DAYTIME**

FOR STATISTICAL INFORMATION
ON WHIO'S PRODUCTIVE AREA

See Previous Page

**THE TEST STATION
OF
THE NATION
DAYTON, OHIO**

National Representative JOHN BLAIR & CO.



STATIONS—Continued

tionally advertised patent medicines accepted.

WSPD, TOLEDO

Operator: The Fort Industry Co., Commodore Perry Hotel. *Phone:* Adams 3175. *Power:* 5,000 and 1,000 watts on 1340 kc. *Affiliation:* NBC Basic Blue. *Opened:* 1921.

President: George B. Storer. *Vice-president, general manager:* J. Harold Ryan. *Commercial manager:* Edward Y. Flanigan. *Program director, artists bureau head:* Russell A. Gohring. *Chief engineer:* Vern C. Alston. *Publicity director:* G. L. Young.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Studio, 50 persons. *Merchandising:* Any reasonable assistance rendered; market surveys, wholesaler and dealer contacts, distribution of displays, letters to merchants, etc.; other special services rendered at cost. *Foreign language programs:* Accepted, if run during daytime; must be transcriptions; accepted only through Van Cronkhite Associates, foreign language reps. *Artists bureau:* Setup maintained nominally only. *Stock:* Principal holders are George B. Storer, Mary P. Storer, Mabel M. Storer, J. Harold

Ryan, and Frances S. Ryan; stock denotes ownership also in subsidiaries and minority interests. *Base rate:* \$220.

Copy restrictions: Beer and light wines at all times; hard liquors only after 10:30 p.m.; patent medicine copy carefully checked.

WKBN, YOUNGSTOWN

Operator: WKBN Broadcasting Corp., 17 N. Champion St. *Power:* 500 watts on 570 kc (operates specified hours with WOSU). *Affiliation:* CBS. *Opened:* 1926. (Note: This station is newspaper-affiliated with the Cleveland Plain Dealer.)

President: W. P. Williamson, Jr. *Station manager:* J. Lothaire Bowden.

Rep: Free & Peters, Inc. *News:* Transradio. *Seating facilities:* 300. *Foreign language programs:* Accepted if copy is limited. *Merchandising:* Complete service. *Base rate:* \$160.

Copy restrictions: Alcoholic beverage advertising accepted, if not broadcast earlier than 10 p.m., while programs must not be of less than five minutes' duration, nor plug anything but institutional angles and brand names.

"Nothing Succeeds Like Success"

"The Hoofers" . . . "Tarzan" . . . "Once Upon a Time"
"Charlie Chan" . . . "Unsolved Mysteries"

ALL SUCCESSES

And Now

THRILLS—The Great Hit Show on
NBC Pacific Coast Network

This Tested Show Available to Advertisers
for Use in All Territory East of Rockies

NOTE: Advertisers and Advertising Agencies—The experience and dependability of AMERICAN RADIO FEATURES can be of real service to you in the production of a new show idea, the creation and production of a new show or in doctoring an ailing show.

ALL Production—Personal Supervision

FREDERICK C. DAHLQUIST

5658 Wilshire Blvd., Los Angeles, California

To Cover Northwestern
Ohio and Southern Michigan

Use **WSPD**
TOLEDO

A BASIC STATION
of the NBC Blue Network

109 National advertisers used WSPD in 1936. They know from experience that to cover this rich Northwestern Ohio and Southern Michigan market WSPD is the No. 1 station.

5,000 Day — 1,000 Night

WSPD

JOHN BLAIR & CO., National Representatives

STATIONS—Continued

WALR, ZANESVILLE

Operator: WALR Broadcasting Company, 17½ S. 4th Street. *Phone:* Main 5044. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* April, 1924.

Managing director, station and commercial manager: Don Ioset. *Program and publicity director, artists bureau head:* Wayne Johnson. *Chief engineer:* Gene Alden. *Musical director:* Louise Prior.

Rep: None. *News:* UP. *Seating facilities:* None. *Merchandising:* Offer complete service, including publicity, window displays, etc.; cost varies with contract. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Stock:* 250 shares outstanding; principal holders, Frazier Reams, E. B. Graham and S. L. Townsend. *Base rate:* \$50.

Copy restrictions: Beer, wine, liquor and patent medicines accepted.

OKLAHOMA

(335,000 radio homes)

Radio Homes by Counties

Adair	1,100	Grant	2,300	Nowata	1,500
Alfalfa	2,300	Greer	2,300	Okfuskee	2,600
Atoka	1,100	Harmon	1,600	Oklahoma	50,100
Beaver	1,000	Harper	1,000	Okmulgee	7,400
Beckham	3,900	Haskell	1,300	Osage	5,600
Blaine	2,700	Hughes	3,100	Ottawa	4,100
Bryan	3,600	Jackson	4,000	Pawnee	2,200
Caddo	5,800	Jefferson	2,000	Payne	5,600
Canadian	4,200	Johnston	1,100	Pittsburg	5,400
Carter	6,800	Kay	9,200	Pontotoc	3,800
Cherokee	1,400	Kingfisher	2,300	Pottawatomie	7,900
Choctaw	2,200	Kiowa	4,100	Pushmataha	1,100
Cimarron	600	Latimer	900	Roger Mills	1,200
Cleveland	3,700	Le Flore	3,600	Rogers	2,200
Coal	1,100	Lincoln	3,800	Seminole	7,300
Comanche	5,400	Logan	4,100	Sequoyah	1,400
Cotton	1,900	Love	900	Stephens	4,100
Craig	2,000	McClain	1,800	Texas	1,600
Creek	8,200	McCurtain	2,900	Tillman	3,500
Custer	4,200	McIntosh	1,900	Tulsa	43,400
Delaware	800	Major	1,500	Wagoner	1,700
Dewey	1,500	Marshall	1,100	Washington	5,000
Ellis	1,200	Mays	1,500	Washita	3,200
Garfield	9,800	Murray	1,400	Woods	2,800
Garvin	3,300	Muskogee	10,100	Woodward	2,100
Grady	6,500	Noble	2,100		

KADA, ADA

Operator: C. C. Morris, 115½ S. Rennie. *Phone:* 1212. *Power:* 100 watts on 1200 kc (daytime). *Affiliation:* Mutual Broadcasting System; Oklahoma Network. *Opened:* Sept. 26, 1934.

Owner, station head: C. C. Morris. *Station manager:* Joseph W. Lee. *Commercial manager:* W. H. Bailey. *Program director:* Paul J. Hughes. *Chief engineer:* J. Leiland Seay.

Rep: None. *News:* Transradio. *Seating facilities:* Limited; capacity not listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$45.

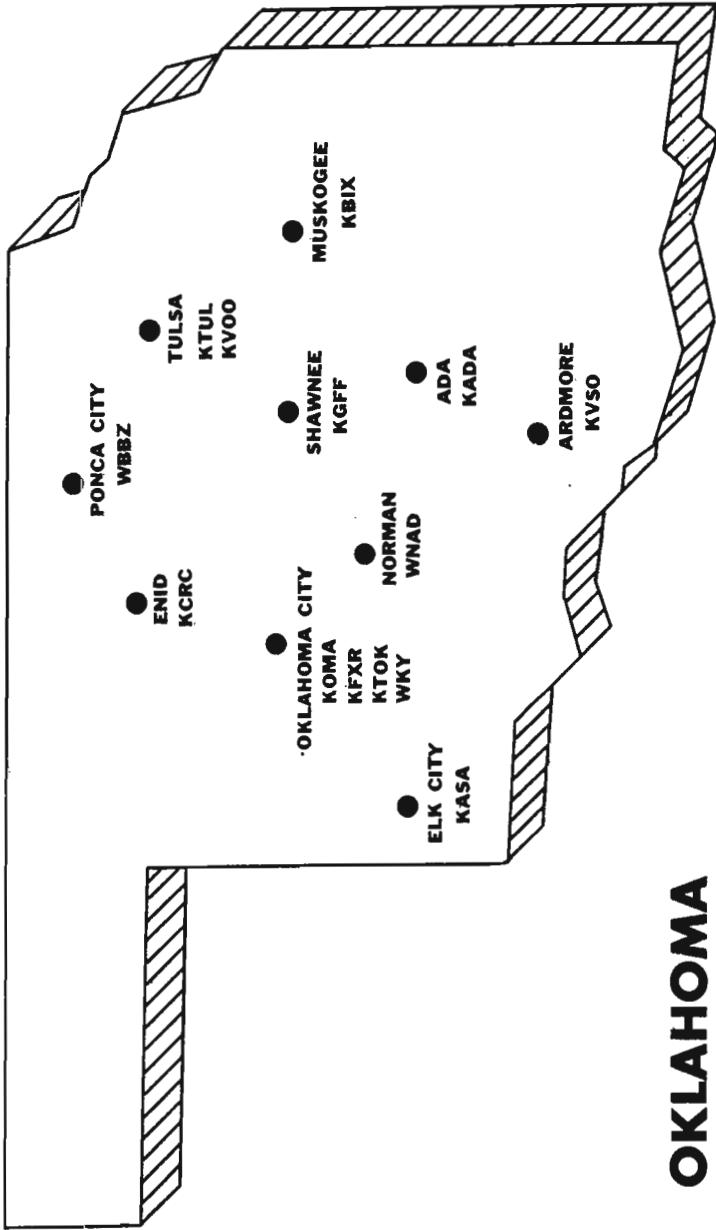
Copy restrictions: Accept beer, wine and hard liquor advertising; no commercials accepted for Sunday broadcasting.

KVSO, ARDMORE

Operator: Ardmoreite Publishing Company, Chickasaw & Northwest Blvd. *Phone:* 3030. *Power:* 100 watts on 1210 kc. *Affiliation:* Mutual Broadcasting System; Oklahoma Network. *Opened:* August 4, 1935. (Note: This station is newspaper-owned by the Ardmore Daily Ardmoreite.)

General manager: Albert Riesen. *Station and commercial manager:* Fred Humphrey. *Program director:* Dolly Dutton. *Chief engineer:* Paul Ross. *Artists bureau head:* Paul Duncan. *Musical director:* Weldon Wallace. *Publicity director:* James Griffith.

Rep: none. *News:* four broadcasts daily; service not listed. *Seating facilities:* 100 persons. *Merchandising:* publicity in Sunday radio page in Daily Ardmoreite, features on both local and national adver-



OKLAHOMA

tisers also run daily in connection with program schedule. *Foreign language programs*: no rules; such programs have never been requested. *Artists bureau*: setup nominal only. *Base rate*: \$60.

Copy restrictions: beer and wine accepted; no liquor advertising; no soliciting of funds; all copy must be approved by station and conform to government regulations.

KASA, ELK CITY

Operator: E. M. Woody, Casa Grande Hotel. *Power*: 100 watts on 1210 kc. *Affiliation*: Oklahoma Network; Mutual Broadcasting System.

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

Copy restrictions: No alcoholic beverages, except 3.2 beer.

No further data available.

KCRC, ENID

Operators: Enid Radiophone Co., Tower Studios. *Phone*: 447. *Power*: 250 watts on 1360 kc. *Affiliation*: Oklahoma Network; Mutual Broadcasting System. *Opened*: April 1, 1928. (Note: station is interlocked in ownership with Enid News & Eagle newspaper.)

Manager-director: Craig Campbell. *Commercial manager*: Steve Kotapish. *Program director*: Ralph Rogers. *Chief engineer*: A. B. Clopton.

Rep: None. *News*: None. *Seating facilities*: Two studios, capacity 250. *Merchandising*: Tie-up with News and Eagle affords program mention in columns; station has billboards and tire covers. *Foreign language programs*: No rules; German programs would best fit foreign audience and would be accepted. *Artists bureau*: None. *Stock*: Closed corporation; only stockholders are Wm. Taylor, president; M. C. Garber, vice-president; Lucy Garber, secretary. *Base rate*: \$60.

Copy restrictions: Will accept all beverages or drinks; only approved patent medicines accepted.

KBIX, MUSKOGEE

Operator: Oklahoma Press Publishing Co., Barnes Bldg. *Phone*: 302. *Power*: 100 watts on 1500 kc. *Affiliation*: Mutual Broadcasting System. *Opened*: May 1, 1936. (Note: This station is newspaper-owned by the Muskogee Daily Phoenix and Times-Democrat.)

Vice-president: Tams Bixby, Jr. *Office manager*: Franklin Whitehead. *Assistant program director*: Bill Hillhouse. *Chief engineer*: Wesley Brock.

Rep: The Branham Co. *News*: AP. *Seating facilities*: Reception room, seating 50

persons. *Merchandising*: Offered through Radiad Service, Radio Merchandising Service and Vincent Edwards & Co. *Foreign language programs*: No set rules; none currently on station. *Artists bureau*: None. *Base rate*: \$55.

Copy restrictions: Accept beer, wine, liquor and some patent medicine advertising; all copy must conform to station standards, federal and state regulations.

WNAD, NORMAN

Operator: University of Oklahoma. *Phone*: 900, stations 123 and 124. *Power*: 1,000 watts on 1010 kc (divides time with KGGF). *Opened*: 1922.

Director: T. M. Beard. *Studio manager*: Jack Wilson. *Program director*: H. R. Heck. *Chief engineer*: Clyde Farrar. *Musical director*: Ruth Davis.

This station is non-commercial; university-owned.

KFXR, OKLAHOMA CITY

Operator: Exchange Avenue Baptist Church of Oklahoma City, Hightower Bldg. *Phone*: 3-1775; 3-4333; 3-0419. *Power*: 250 and 100 watts on 1310 kc. *Affiliation*: None. *Opened*: 1925. (Note: This station is church-owned.)

Manager: B. C. Thomason. *Commercial manager*: Bob Elliston. *Program director*: Mary Louise Thomason. *Chief engineer*: Tom Banks, Jr. *Artists bureau heads*: Velma Evans and F. A. Godsoe. *Musical director*: Loretta Miller. *Publicity director*: Harold Sparks.

Rep: Cox and Tanz. *News*: No service listed. *Seating facilities*: No specific information given, although station notes that it has several hundred visitors daily. *Merchandising*: No information given. *Foreign language programs*: Accepted when accompanied by full English translation. *Artists bureau*: Yes; lists several orchestras and singers. *Base rate*: \$50.

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicines taken only if recognized nationally.

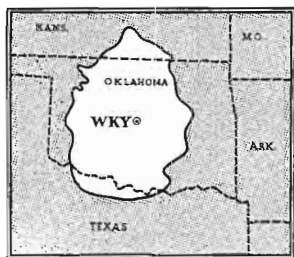
KTOK, OKLAHOMA CITY

Operator: Oklahoma Broadcasting Company, 1800 W. Main Street. *Phone*: 3-8352. *Power*: 100 watts on 1370 kc. *Affiliation*: Mutual Broadcasting System. *Opened*: April 1, 1937.

President: H. V. Hough. *Station manager*: J. R. Wetzel. *Commercial manager*: W. E. Robiseek. *Program and musical director, artists bureau head*: Paul Buening. *Chief engineer*: Clifford Easum.

Rep: None. *News*: Local. *Seating facilities*: None listed. *Merchandising*: Have

**GIVE
YOUR DEALERS
A FORCE
THEY CAN
FEEL**



● Within WKY's 0.5 n.w. contour (daytime) are 63½% of Oklahoma's radio homes and within this area is spent 64½c out of every retail dollar spent in the state.

● Oklahoma dealers know that when your advertising is on WKY you are doing your best to sell *FOR* them what you sell *TO* them.

The customer-influence of WKY in Oklahoma is a force dealers can feel, a force they can see in action every day. So when your salesmen talk WKY in Oklahoma, they're talking business. WKY is a sales argument dealers can understand.

Use WKY to influence more dealers and more customers in Oklahoma. It's the station you and your dealers will feel most forcibly at the sales counter.

WKY OKLAHOMA CITY



● AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN ● NATIONAL REPRESENTATIVE-E. KATZ SPECIAL ADVERTISING AGENCY

STATIONS—Continued

tie-up with local window display company. *Foreign language programs:* None. *Artists bureau:* No information given. *Base rate:* \$50.

Copy restrictions: Beer advertising accepted, no further information given.

KOMA, OKLAHOMA CITY

Operator: Hearst Radio, Inc., Oklahoma Biltmore Hotel. *Phone:* 2-3291. *Power:* 5,000 watts on 1480 kc. *Affiliation:* CBS. *Opened:* 1923. (Note: This station is owned and operated by Hearst Radio.)

Station manager: Neal Barrett. *Assistant manager:* Buryl Lottridge. *Program director:* Waymond Ramsey. *Chief engineer:* P. E. Bostaph. *Artists bureau head, musical director:* Margie Speer. *Publicity director:* W. S. Lukenbill.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* 100 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* Setup nominal only. *Base rate:* \$250.

Copy restrictions: Beer and light wines accepted; no liquor advertising; all copy subject to station approval or revision.

WKY, OKLAHOMA CITY

Operator: WKY Radiophone Co., Skirvin Tower Hotel. *Phone:* 3-4306. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* NBC Southwestern Group. *Opened:* 1920 (present company since Nov. 11, 1928). (Note: WKY is affiliated with the Oklahoma Publishing Co. under the Gaylord interests; same owners control KLZ, Denver, and KVOR, Colorado Springs.)

Secretary-treasurer: Edgar T. Bell. *Station manager:* Gayle V. Grubb. *Commercial manager:* M. H. Bonebrake. *Program director:* Daryl McAllister. *Musical director:* Allan Clark. *Publicity director:* E. C. Sutton.

Rep: E. Katz Special Advertising Agency. *News:* AP. *Seating facilities:* Main studio, 275; studio B, 100; Radio Kitchen, 100; auditorium, 1,200. *Merchandising:* Call on "reasonable" amount of tradesmen; assist in distributing sponsor's merchandising material; send out special letters to mailing list for cost of postage; station has a column in the Daily Oklahoman and Oklahoma City Times; two pages of advertising in Saturday afternoon's Times and Sunday's Oklahoman, featuring several programs each issue. *Foreign language programs:* No demand for these in this section. *Artists bureau:* None. *Base rate:* \$240.

Copy restrictions: Beer advertising accepted; no wines or hard liquors; "old es-

tablished patent medicines, with copy edited by station, can be accepted."

WBBZ, PONCA CITY

Operator: Adelaide L. Carrell (representative of C. L. Carrell Estate), 615 W. Grand Avenue. *Phone:* 2300. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* Mutual Broadcasting System; Oklahoma Network. *Opened:* 1927.

Managing director, station manager: Adelaide L. Carrell. *Commercial manager, publicity director:* John Esau. *Program director:* Ted Compton. *Chief engineer:* Don Mitchell.

Rep: None. *News:* None. *Seating facilities:* Small studio; capacity not listed. *Merchandising:* Supply publicity and window displays, distribute mailing pieces gratis. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$35 (½ hr., 13 times).

Copy restrictions: Accept beer, wine and liquor advertising; no patent medicines accepted; short, concise copy demanded; all copy is subject to station approval.

KGFF, SHAWNEE

Operator: KGFF Broadcasting Co., Inc., Aldridge Hotel. *Phone:* 4390. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* Oklahoma Network; Mutual Broadcasting System. *Opened:* Dec. 10, 1930. (Note: Station has interlocking control with the Shawnee News and Star newspaper.)

Vice-president, manager: Ross Porter. *Commercial manager:* Jack Whitney. *Program director:* Edith Page. *Chief engineer:* John Malloy.

Rep: None. *News:* AP; UP. *Seating facilities:* Shawnee municipal auditorium, capacity 3,000. *Merchandising:* None. *Foreign language programs:* No rules against such programs, but no demand due to low percentage of foreign born population in trade area. *Artists bureau:* None. *Stock:* Held by Stauffer Publication Co., Arkansas City, Kansas. *Base rate:* \$60.

Copy restrictions: Beer accepted; no wines or hard liquors; copy considered "in bad taste" or "repulsive" is refused.

KTUL, TULSA

Operator: Tulsa Broadcasting Co., National Bank of Tulsa Bldg. *Phone:* 4-8188. *Power:* 1,000 and 500 watts on 1400 kc. *Affiliation:* CBS. *Opened:* Jan. 22, 1934.

Vice-president: William C. Gillespie. *Station manager:* Fenton Jeffers. *Commercial manager:* Lawson Taylor. *Program director:* Robert Holt. *Chief engineer:* Nathan Wilcox. *Artists bureau head, pub-*

OREGON

