

# ALABAMA

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

## Radio Homes by Counties\*

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

## WHMA, ANNISTON

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

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

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

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

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

## WAPI, BIRMINGHAM

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

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

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

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

Commentators: Lionel Baxter and Fred

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

## ALABAMA STATIONS—Continued

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

### WERC, BIRMINGHAM

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

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

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

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

### WSGN, BIRMINGHAM

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

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

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

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

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

### WMSL, DECATUR

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

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

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

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

### WAGF, DOTHAN

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

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

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

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

## ALABAMA STATIONS—Continued

### WJBY, GADSDEN

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

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

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

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

### WBHP, HUNTSVILLE

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

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

No further information available after repeated requests.

### WALA, MOBILE

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

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

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

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

### WMOB, MOBILE

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

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

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

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

### WCOV, MONTGOMERY

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

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

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

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

## ALABAMA STATIONS—Continued

reports); Harwood Hull (farm extension service).

### WSFA, MONTGOMERY

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

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

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

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

### WJHO, OPELIKA

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

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

### WHBB, SELMA

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

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

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

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

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

### WMSD, SHEFFIELD

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

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

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

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

### WJRD, TUSCALOOSA

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

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

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

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

# ARIZONA

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

## Radio Homes by Counties

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

## KSUN, BISBEE-LOWELL

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

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

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

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

## KWJB, GLOBE

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

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

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

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

## KCRJ, JEROME

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

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

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

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

## KOY, PHOENIX

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

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

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

## ARIZONA STATIONS—Continued

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

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

### KPHO, PHOENIX

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

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

### KTAR, PHOENIX

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

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

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

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

### KYCA, PRESCOTT

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

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

### KGLU, SAFFORD

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

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

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

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

### KTUC, TUCSON

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

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

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

## ARIZONA STATIONS—Continued

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

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

### KVOA, TUCSON

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

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

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

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

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

### KYUM, YUMA

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

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

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

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

## ARKANSAS

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

### Radio Homes by Counties

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

## ARKANSAS STATIONS—Continued

### KLCN, BLYTHEVILLE

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

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

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

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

### KELD, EL DORADO

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

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

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

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

### KFPW, FORT SMITH

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

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

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

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

### KTHS, HOT SPRINGS

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

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

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

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



## ARKANSAS STATIONS—Continued

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

### KWFC, HOT SPRINGS

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

At press time this station had a construction permit only.

### KBTM, JONESBORO

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

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

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

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

### KARK, LITTLE ROCK

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

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

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

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

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

### KGHI, LITTLE ROCK

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

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

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

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

### KLRA, LITTLE ROCK

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

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

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

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

### KOTN, PINE BLUFF

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

## ARKANSAS STATIONS—Continued

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

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

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

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

### KUAO, SILOAM SPRINGS

Operator: KUAO, Inc., Siloam Springs.

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

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

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

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

## CALIFORNIA

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

### Radio Homes by Counties

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

### KERN, BAKERSFIELD

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

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

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

## CALIFORNIA STATIONS—Continued

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

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

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

### KPMC, BAKERSFIELD

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

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

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

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

### KRE, BERKELEY

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

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

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

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

### KMPC, BEVERLY HILLS

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

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

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

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

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

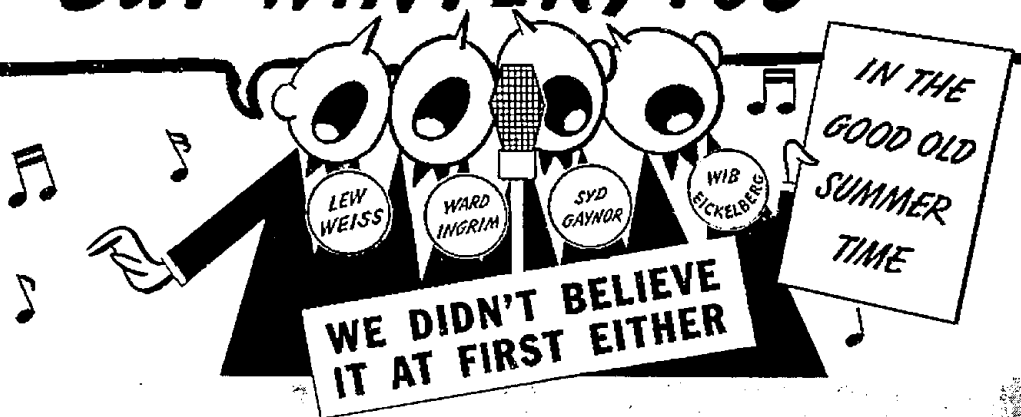
### KHSL, CHICO

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

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

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

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



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



**MUTUAL DON LEE**

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

THE NATION'S GREATEST REGIONAL NETWORK

## CALIFORNIA STATIONS—Continued

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

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

### KXO, EL CENTRO

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

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

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

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

### KIEM, EUREKA

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

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

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

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

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

### KARM, FRESNO

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

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

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

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

### KMJ, FRESNO

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

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

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

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

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

**KFI**

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

**KECA**

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

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

KFI *Frank C. Anthony, Inc.* KECA

141 North Vermont Avenue, Los Angeles

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

## CALIFORNIA STATIONS—Continued

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

### KIEV, GLENDALE

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

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

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

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

### KFOX, LONG BEACH

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

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

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

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

### KGER, LONG BEACH

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

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

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

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

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

### KECA, LOS ANGELES

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

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

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

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

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

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

P.S. Let Paul Raymer  
tell you more  
about  
K.F.H.B. -  
250  
on the dial



## CALIFORNIA STATIONS—Continued

tales); Naomi Reynolds (cultural comment); Homer Griffin (psychology).

### KFAC, LOS ANGELES

**Operator:** Los Angeles Broadcasting Co., Inc., 645 So. Mariposa Ave. **Phone:** Fitzroy 1231. **Power:** 1,000 watts on 1300 kc. **Affiliation:** None. **Opened:** 1931.

**President, general manager:** Calvin J. Smith. **Program director, artists bureau head:** Van Des Autels. **Chief engineer:** H. W. Andersen. **Traffic manager:** Lucile Blake.

**Rep:** None. **Seating facilities:** Audience room, seating 300 persons. **Merchandising:** No set procedure; service varies with individual cases. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Stock:** Entirely held by E. L. Cord. **Base rate:** \$75.

**Copy restrictions:** No alcoholic beverages or medicines of any kind; copy carefully checked by station. **E. T. library:** None listed. **News:** UP. **Commentators:** Van Des Autels (newscaster); Mike Frankovich (sports); Lucile Jones (fashions; cooking; women's features).

### KFI, LOS ANGELES

**Operator:** Earle C. Anthony, Inc., 141 No. Vermont Ave. **Phone:** Fairfax 2121. **Power:** 50,000 watts on 640 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** April 16, 1922. (Note: Same operator also owns KECA, Los Angeles.)

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

**Rep.** Edward Petry & Co., Inc. **Seating facilities:** 300 persons (shared with KECA). **Merchandising:** 100 pre-announcement letters sent to trade gratis, when requested by advertiser. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$660.

**Copy restrictions:** Beer and wine accepted after 10:30 P.M.; patent medicines investigated for effectiveness and copy checked for truthfulness and good taste; commercials limited to 300 words per quarter-hour; spot announcements limited to one minute, station breaks limited to 50 syllables. **E. T. library:** Standard; NAB. **News:** UP. **Commentators:** Johnny Murray and Fleetwood Lawton (news com-

mentators); Tom Frandsen, Jimmy Vandiveer, Pat Bishop, and Herb Allen (newscasters); Agnes White (cooking); Mirandy (gardening); Art Baker (general topics of interest to women); Dr. William Casselberry (psychology); Al Williams (physical culture); Robert Lee Johnson (bridge).

### KFSG, LOS ANGELES

**Operator:** Echo Park Evangelistic Association. **Power:** 2,500 and 1,000 watts on 1120 kc (divides times with KRKD).

**This station does not sell time.**

### KFVD, LOS ANGELES

**Operator:** Standard Broadcasting Company, 338 S. Western Ave. **Phone:** Drexel 2391. **Power:** 1,000 watts on 1000 kc (operates 6 A.M. to sunset, and 11 P.M. to 6 A.M.). **Affiliation:** None. **Opened:** 1925.

**General and station manager:** J. Frank Burke, Jr. **Commercial manager:** F. J. Smalley, Jr. **Chief engineer:** John Smithson. **Musical director:** J. Newton Yates. **Publicity director:** Toni Reeder.

**Rep:** None. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** No beer, wine, liquor or patent medicine advertising accepted; all copy subject to station standards and government regulations. **E. T. library:** NAB; Lang-Worth; Davis & Schwegler. **News:** UP. **Commentators:** Howard Gray (news commentator); Bill Kelso (newscaster; sports); Byron Dunham (newscaster); Violet Schram (fashions; cooking); J. Frank Burke (news).

### KFWB, LOS ANGELES

**Operator:** Warner Brothers Broadcasting Corp., 5833 Fernwood Ave. **Phone:** Hempstead 5151. **Power:** 5,000 watts on 950 kc. **Affiliation:** None. **Opened:** March 4, 1925.

**General and station manager:** Harry Maizlish. **Commercial manager:** Jack O. Gross. **Program director:** Manning Ostroff. **Chief engineer:** Harry Myers. **Musical director:** Leon Leonardi. **Sales promotion and merchandising:** William Ray; David Davidson.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Two theatres, seating 530 persons each; one large studio seating 4,500. **Merchandising:** Completely organized facilities to further sales promotion of products advertised. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$225.

## CALIFORNIA STATIONS—Continued

**Copy restrictions:** Accept beer and wine any time; no hard liquors; accept certain patent medicines, such as cough syrups, etc.; spot announcements limited to 100 words during daytime hours, 60 words during evening hours; all copy subject to station standards and government regulations. **E. T. library:** Associated. **News:** INS. **Commentators:** John J. Colbert (news commentator; newscaster); Manning Ostroff (news commentator); Frank Goss (newscaster; sports commentator); Sid Ziff, Neal Reagan, and Joe Hernandez (sports commentators); Rita Murray (films); Al Jarvis (comments on recordings); Chef Milani (cooking).

### KGFJ, LOS ANGELES

**Operator:** Ben S. McGlashan, 1417 S. Figueroa Street. **Phone:** Prospect 2434. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** December, 1926.

**Owner, general and station manager:** Ben S. McGlashan. **Assistant manager, commercial manager:** H. Duke Hancock. **Program director:** Al Warner. **Publicity director:** Thelma Kirchner.

**Rep:** Cox and Tanz. **Seating facilities:** Can accommodate 1,500 persons when necessary. **Merchandising:** "No definite policy." **Foreign language programs:** Spanish, Jewish and Italian programs current. **Artists bureau:** None. **Base rate:** On request from station.

**Copy restrictions:** Accept beer and wine, but no hard liquor or patent medicine advertising; commercials limited to 1 minute per 10-minute program, 2 minutes per quarter-hour, 3 minutes per half-hour, 5 minutes per hour; all copy subject to approval of local Better Business Bureau. **News:** INS. **Commentators:** Allan McKee, George Dvorak, Albert Warner, and Alfred Hunter (newscasters); Richard W. Dabney (stock market).

### KHJ, LOS ANGELES

**Operator:** Don Lee Broadcasting System, 1076 W. 7th St. **Phone:** Vandike 7111. **Power:** 5,000 and 1,000 watts on 900 kc. **Affiliation:** Mutual Broadcasting System; Don Lee Broadcasting System. **Opened:** April 13, 1922.

**President:** Thomas S. Lee. **Vice-president, general manager:** Lewis Allen Weiss. **Vice-president, assistant manager:** Willet H. Brown. **Sales manager of the Don Lee network:** Wilbur Eickelberg. **Commercial manager KHJ:** Sydney Gaynor. **Chief engineer:** Frank Kennedy. **Musical directors:** Guest conductors. **Publicity and public relations director:** Mark Finley.

**Rep:** John Blair & Co. **Seating facilities:** Studio auditorium seats 300 persons; Filmmarte Theatre seats 600; Ambassador Theatre seats 650. **Merchandising:** Limited service includes check of retail outlets, publicity releases to all newspapers and trade publications. **Foreign language programs:** No set rules; acceptance would depend on product and program, and time of broadcast would be restricted. **Artists bureau:** None. **Base rate:** \$300.

**Copy restrictions:** Beer and wine accounts accepted under supervision; no hard liquor; accept some patent medicines; all copy subject to station standards and government regulations. **E. T. library:** World. **News:** INS; City News of Los Angeles. **Commentators:** James Doyle (news commentator; newscaster); Robert Young, Norman Nesbitt, Roly Thomas, Glennon Hardy, and Hugh Brundage (newscasters); Sam Balter (sports); Norma Young (cooking); George Fisher (Hollywood news).

### KMPC

See under Beverly Hills, Calif.

### KMTR, LOS ANGELES

**Operator:** KMTR Radio Corp., 1000 Cahuenga Blvd. **Phone:** Hillside 1161. **Power:** 1,000 watts on 570 kc. **Affiliation:** None. **Opened:** 1924.

**President:** Victor E. Dalton. **Station manager, program and publicity director:** Kenneth O. Tinkham. **Chief engineer:** Carrol Hauser. **Musical director:** Salvatore Santaella. **Traffic manager:** Jean Wool.

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** 200 persons. **Merchandising:** Publicity service rendered. **Foreign language programs:** Accepted. **Artists bureau:** Maintains complete artist staff. **Base rate:** \$125.

**Copy restrictions:** Beer and wine advertising accepted; no advertising medicos, lotteries, fortune tellers or astrology; all copy checked with station attorney. **E. T. library:** Radio News Reel. **News:** Transradio; Radio News Reel; Christian Science Monitor. **Commentators:** Art Balinger (news commentator; newscaster); Bob Short (news commentator); Hank Weaver and Ken Barton (news commentators; newscasters; sports); Mel Angle and Howard Culver (newscasters); B. Atkinson (fashions; cooking; beauty hints); Rheba Crawford (political news); Erwin Allen (entertainment and film news and gossip).

## CALIFORNIA STATIONS—Continued

### KNX, LOS ANGELES

**Operator:** Columbia Broadcasting System, Inc., Columbia Square (Sunset Blvd. and Gower St.), Hollywood. **Phone:** Hollywood 1212. **Power:** 50,000 watts on 1050 kc. **Affiliation:** CBS. **Opened:** Oct. 10, 1924.

**Vice-president, general manager:** Donald W. Thornburgh. **Sales manager:** Harry W. Witt. **Comptroller:** Charles D. Ryder, Jr. **Chief engineer:** Lester H. Bowman. **Program director:** Russ Johnston. **Musical director:** Wilbur Hatch. **Production manager:** Edith Todesca. **Sales promotion manager:** George L. Moskovics. **Publicity director:** Hal B. Rorke. **Public affairs and special events director:** Fox Case. **Traffic manager:** Alan N. Cormack. **Educational director:** Frances Wilder.

**Rep:** Radio Sales. **Seating facilities:** Columbia Square Playhouse, seating 918 persons; Vine St. Playhouse, seating 960; Music Box Theatre, seating 1,070; Earl Carroll Theatre Restaurant, 1,035; Studio 1, seating 200; Studio 2, seating 200; Studio 3, seating 75; Studio 4, seating 75. **Merchandising:** Maintain, on non-profit basis, complete promotion and publicity departments. **Foreign language programs:** Not accepted. **Artists bureau:** Columbia Management of California, Inc. **Base rate:** \$575.

**Copy restrictions:** CBS Program Policies. **E. T. library:** Associated. **News:** UP. **Commentators:** Bob Garred and Knox Manning (news commentators); Chet Huntley and Richard Joy (newscasters); Tom Hanlon, Braven Dyer, and Tom Breneman (sports); Rita La Roy (fashions); Fletcher Wiley and Phil Stewart (general comment).

### KRKD, LOS ANGELES

**Operator:** Radio Broadcasters, Inc., 312 Spring Arcade Bldg. **Phone:** Tucker 7111. **Power:** 2,500 and 1,000 watts on 1120 kc (divides time with KFSG). **Affiliation:** None. **Opened:** Jan. 10, 1927.

**President:** Frank P. Doherty. **General manager:** John Austin Driscoll. **Assistant secretary and treasurer:** Hazel Ryan Jones. **Program director and studio manager:** Howard R. Bell. **Chief engineer:** Willis O. Freitag. **Publicity director, continuity chief:** Ruth Pritchard. **Assistant publicity director:** Patsy Sheedy.

**Rep:** None. **Seating facilities:** Studio A can accommodate about 100 persons. **Merchandising:** Have specialized merchandising department for direct-sales campaigns. **Foreign language programs:** Will accept, with certain restrictions. **Artists bureau:** None. **Stock:** Principal holder is Frank P. Doherty. **Base rate:** \$55.

**Copy restrictions:** Not more than 3 min-

utes of commercial copy in every quarter-hour, nor over 4½ minutes in a half-hour, nor over 9 minutes per hour; patent medicine copy must be within scope of law. **E. T. library:** None. **News:** UP; INS. **Commentators:** Doug Douglas, Howard Bell, and Archie Hall (newscasters); Joe Micciche (sports).

### KMYC, MARYSVILLE

**Operator:** Marysville Yuba City Broadcasters, Inc. **Power:** 100 watts on 1420 kc.

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

### KYOS, MERCED

**Operator:** Merced Broadcasting Company, P. O. Box 662. **Phone:** 1430. **Power:** 250 watts on 1040 kc (daytime). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** October 13, 1936. (Note: This station is newspaper-owned by the Merced Sun-Star).

**General manager:** Hugh McClung\*. **Station and commercial manager:** David S. Ballou. **Production manager:** Ralph Bryan. **Chief engineer:** Larue Curd.

**Rep:** John Blair & Co. **Seating facilities:** About 100. **Merchandising:** Regional accounts merchandised within radius of 50 miles; service is free. **Foreign language programs:** Will accept, with restrictions; translation must be furnished in advance. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Accept beer and wine, but no hard liquor; commercial copy limited to 14 minutes per hour program, 7 minutes per half-hour, 3½ minutes per quarter-hour and 100 words per 5-minute program. **E. T. library:** MacGregor. **News:** UP. **Commentators:** Larue Curd (newscaster); Ralph Bryan (sports).

\* Also general manager of KHSL, Chico, Calif., KVCV, Redding, Calif., KMYC, Marysville, Calif., and KWLK, Longview, Wash.

### KTRB, MODESTO

**Operator:** KTRB Broadcasting Co., P. O. Box 405. **Phone:** 774. **Power:** 250 watts on 740 kc (operates daytime). **Affiliation:** None. **Opened:** June 11, 1934.

**General and commercial manager:** William H. Bates, Jr. **Program director:** Cecil Lynch.

**Rep:** None. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** No service listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$36.

## CALIFORNIA STATIONS—Continued

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicines subject to approval of Medical Assn. of California; all copy subject to approval of management.

**E. T. library:** None listed. **News:** UP; local. **Commentators:** Doug McCreary (news commentator); Cecil Lynch, Wayne Berthold, and Seldon Palmer (newscasters); Leonard Bartlett and Charley Griffith (sports).

### KDON, MONTEREY

**Operator:** Monterey Peninsula Broadcasting Co., 275 Pearl St. **Phone:** Monterey 8111. **Power:** 100 watts on 1210 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Nov. 9, 1935. (Note: This station is affiliated with the Monterey Peninsula Herald of Monterey, and the Salinas Newspapers, Inc., of Salinas.)

**Station and commercial manager:** Howard V. Walters. **Chief engineer:** Omer Wright. **Musical director:** Robert Pinkerton.

**Rep:** John Blair & Co. **Seating facilities:** Monterey Studio, 30; Salinas, Studio, 50; Santa Cruz Studio, 400. **Merchandising:** Newspaper publicity; aids in securing window and counter displays; free quarter cards. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held by Allen Griffin and Salinas Newspapers, Inc. **Base rate:** \$35.

**Copy restrictions:** Beer and wine accepted; no hard liquor; all copy subject to station approval and government regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Reed Pollock, William O'Donnell, Robert Pinkerton, and Leonard Shreve (newscasters); Mrs. Ruth Fisher (home economics); Muriel Hess (women's features).

### KLS, OAKLAND

**Operator:** E. N. and S. W. Warner doing business as Warner Bros., 327 21st St. **Phone:** Higate 1212. **Power:** 250 watts on 1280 kc. **Affiliation:** None. **Opened:** 1921.

**Station manager:** S. W. Warner. **Production manager:** F. Wellington Morse. **Program director:** Jan Kenyon. **Chief engineer:** Russell Butler.

**Rep:** None. **Seating facilities:** Main studio, 100; studio B, 50; radio court of Warner Bros. Radio Village, 300 persons. **Merchandising:** Have display windows in the Radio Village which are available for a nominal fee. **Foreign language programs:** Accepted; Portuguese, Spanish, and Italian programs current. **Artists bureau:** None. **Base rate:** \$43.20.

**Copy restrictions:** Beer and wine copy acceptable; no hard liquors; station reserves right to refuse or discontinue any contract. **E. T. library:** Transco. **News:** INS. **Commentators:** Hugh Turner and Russ Shephard (newscasters); Byron (Speed) Reilly (sports); Jan Kenyon and Mary Dorr (women's features).

### KLX, OAKLAND

**Operator:** Tribune Building Co., Tribune Tower. **Phone:** Templebar 6000. **Power:** 1,000 watts on 880 kc. **Affiliation:** None. **Opened:** 1922. (Note: This station is newspaper-affiliated with the Oakland Tribune.)

**President (Tribune Building Co.):** J. R. Knowland, Jr. **Station and commercial manager:** Preston D. Allen. **Program director:** Charles Lloyd. **Chief engineer:** R. S. Smith.

**Rep:** None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$70.

**Copy restrictions:** Beer and wine advertising accepted; no hard liquors. **E. T. library:** World. **News:** AP. **Commentators:** Charles Lloyd, Herb Kennedy, Jack Desch, Don Staley, and Bill Nelson (newscasters); Art Cohn, Bill Tobitt, and Alan Ward (sports); Rose Patterson (cooking); Elaine Fibush (fashions).

### KROW, OAKLAND

**Operator:** Educational Broadcasting Corp., Radio Center Bldg. **Phone:** Glen-court 6774. **Power:** 1,000 watts on 930 kc. **Affiliation:** None. **Opened:** 1925. (Note: KROW also maintains complete studios in the Hotel Bellevue, San Francisco.)

**Vice-president, general manager:** Philip G. Lasky. **Program director:** Keith Kerby. **Production manager:** M. Scott Weakley. **Chief engineer:** C. E. Downey. **Publicity director:** Don Logan.

**Rep:** Free & Peters, Inc. **Seating facilities:** Can accommodate up to 125 persons in Oakland or San Francisco. **Merchandising:** Publicity sent to local shopping news, and neighborhood and regional newspapers; screen trailers in four local theatres, three of which are downtown houses; extensive merchandising available at cost. **Foreign language programs:** Portuguese and Italian programs current; English translation must be submitted with prospective foreign language programs. **Artists bureau:** None. **Base rate:** \$75.

**Copy restrictions:** Announcements may not exceed 100 words; commercials limited to N.A.B. standards. **E. T. library:**

## CALIFORNIA STATIONS—Continued

Standard. News: INS. Commentators: John Potter (newscaster); George Tolin (sports); Elma Latta Hackett (homemaking); Melba Reed (club and society news); Don Logan (films and entertainment).

### KPPC, PASADENA

Operator: Pasadena Presbyterian Church. Power: 100 watts on 1210 kc (shares time with KFXM.)

This station is non-commercial.

### KCVC, REDDING

Operator: Golden Empire Broadcasting Co., Inc., P. O. Box 447. Phone: 900. Power: 250 watts on 1200 kc. Affiliation: Mutual; Don Lee Broadcasting System. Opened: Nov. 25, 1936. (Note: Same owners also control KHSL, Chico, Calif.)

Vice-president: Hugh McClung. Station manager: Frank H. Coffin. Commercial manager, publicity director: Carl A. Winther. Program director: Orville F. Burda. Chief engineer: Leon Stauffer.

Rep: John Blair & Co. Seating facilities: Studio can accommodate about 75 persons. Merchandising: Will put up window cards, etc., and call attention to the program via radio announcements and mentions; all services rendered gratis. Foreign language programs: Programs and announcements accepted, provided an exact English translation is rendered, and a file copy is submitted 24 hours in advance. Artists bureau: None. Base rate: \$40.

Copy restrictions: Beer and wine advertising accepted; no hard liquor; patent medicines accepted only after careful investigation; advertising copy must be submitted to station 24 hours in advance of broadcast; copies of all addresses must be submitted for filing purposes. E. T. library: MacGregor. News: No service listed. Commentators: John Bornn (newscaster); Frank H. Coffin (sports).

### KFBK, SACRAMENTO

Operator: The McClatchy Broadcasting Co., 708 Eye St. Phone: Main 5000. Power: 10,000 watts on 1490 kc. Affiliation: NBC Pacific Coast Blue; California Radio System. Opened: 1921. (Note: This station is newspaper-owned by the Sacramento Bee, a McClatchy newspaper.)

General manager: G. C. Hamilton. Station and commercial manager: Howard Lane. Program and musical director: George Breece. Chief engineer: Norman D. Webster. Publicity director: Henry Jacobson.

Rep: Paul H. Raymer Co. Seating facilities: Auditorium studio, seating 300 persons. Merchandising: Complete service available; includes retail and wholesale dealer contacts, window displays and special publicity. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$168.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicine advertising subject to copy acceptance. E. T. library: NBC Thesaurus. News: UP. Commentators: Gene Desimone (news commentator); Tony Koester (newscaster; sports); Verne Partlow and Larry Robertson (newscasters); Katherine Kitchen (women's features); Elizabeth Hoyt (gossip).

### KROY, SACRAMENTO

Operator: Royal Miller, Sacramento Hotel. Phone: Main 666. Power: 100 watts on 1210 kc. Affiliation: CBS. Opened: March 15, 1937.

Station head: Royal Miller. Station and commercial manager: Will Thompson, Jr. Chief engineer: Milton Cooper.

Rep: Joseph Hershey McGillvra; Walter Biddick Co. (Coast). Seating facilities: Studio seats 50 persons; reception room, 50. Merchandising: All forms of merchandising surveys made without charge for national advertisers. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$67.

Copy restrictions: Accept beer and wine; no liquor advertising; other rules and regulations as per Federal Trade Commission and N.A.B. Code of Ethics. E. T. library: Standard. News: INS; also gather own locally. Commentators: Bert Barry (news commentator; newscaster); Robert Tutt (newscaster); Elton Rule (sports); Evangeline Baker (fashions; society); Martha Morton (home economics); Garland Schuler (agriculture).


### KFXM, SAN BERNARDINO

Operator: Lee Bros. Broadcasting Co., 512 Fifth St. Phone: 4761. Power: 250 watts on 1210 kc (shares certain hours with KPPC). Affiliation: Mutual; Don Lee Broadcasting System. Opened: Oct. 29, 1929.

Station manager: J. Clifford Lee. Commercial manager: Gene W. Lee. Program director: Howard Baichly. Chief engineer: Richard Sampson. Musical director: Maury Vroman. Publicity director: E. W. Lee.

Rep: John Blair & Co. Seating facilities: Main studio accommodates 200; audience

# PULL

A high-contrast, grainy black and white photograph of a hand pulling a large metal padlock. The hand is positioned at the bottom left, gripping the shackle of the padlock. The padlock is oriented diagonally, with its top towards the upper right. The background is a textured, light-colored surface. The word 'PULL' is printed in large, bold, outlined letters at the top of the image, partially overlapping the padlock.

The only regional network with stations in the first eight markets of California.

KFWB Hollywood  
KFOX Long Beach  
KSAN San Francisco  
KFSD San Diego  
KFBK Sacramento  
KMJ Fresno  
KWG Stockton  
KERN Bakersfield  
KTMS Santa Barbara

# CRS

**THE CALIFORNIA RADIO SYSTEM**  
SACRAMENTO, CALIFORNIA

## CALIFORNIA STATIONS—Continued

room adjacent to studio accommodates 100. **Merchandising:** Pre-plug programs, place window displays, mail circulars to dealers and distributors, send publicity to newspapers. **Foreign language programs:** English translation must be submitted in advance, and the programs must be non-controversial; have Spanish staff announcers; acceptance of other languages subject to availability of announcers versed in the tongue wanted. **Artists bureau:** None. **Stock:** Company is a partnership of J. C. and E. W. Lee. **Base rate:** \$50.

**Copy restrictions:** Accept beer and wine copy, but not "general run" of liquors; accept medicines "of known merit only," but do not encourage this type of account; all copy subject to local and Federal laws. **E. T. library:** Standard. **News:** UP. **Commentators:** Ellis Spackman (European affairs commentator); J. C. Lee and H. B. Baichly (newscasters); Hugh Mosher (newscaster; stock market reports; entertainment news; local gossip); Sid Justice (sports); Gene Lee (entertainment news; local gossip).

### KFSD, SAN DIEGO

**Operator:** Airfan Radio Corp., Ltd., 326 Broadway. **Phone:** Franklin 6353. **Power:** 1,000 watts on 600 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** March, 1926.

**President, station manager:** Thomas E. Sharp. **Commercial manager:** John Babcock. **Program and publicity director:** Leah McMahon.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Reception room available, seating 100 persons. **Merchandising:** Pre-plug programs with announcements; send publicity to local papers and 35 other papers and magazines in the station area; at request will make a "reasonable" number of phone calls to local wholesale and retail outlets, and distribute at cost a "reasonable" number of letters to such outlets; will handle any other service at cost; surveys (personal, not phone) generally are conducted on the basis of 15c per call within city limits. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Beer and wine copy accepted; no hard liquors; all copy subject to approval of the station. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Paul Jones, Morrison Parker, Dick Cutting, and Dick Miller (newscasters); Major Tom Akers, and Howard Craghead (sports); Oscar Otis (sports; racing); Ann Gibson and Leah McMahon (women's features); Thomas Brooks (books); George Troutt (bridge).

### KGB, SAN DIEGO

**Operator:** Don Lee Broadcasting System, 1012 First Ave. **Phone:** Franklin 6151. **Power:** 5,000 watts on 1330 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May, 1931.

**General manager:** Lewis Allen Weiss. **Station manager:** S. W. Fuller. **Commercial manager:** D. J. Donnelly. **Program director:** James Dillon. **Chief engineer:** Milam Cater.

**Rep:** John Blair & Co. **Seating facilities:** Yes; "limited audience." **Merchandising:** Contact dealers; arrange window displays; ads in San Diego Shopping News. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Beer and wine accepted; no liquor or patent medicine advertising; no stock-selling, advertising medicos; no lotteries, fortune tellers, astrologists. **E. T. library:** World. **News:** INS; Transradio; local. **Commentators:** Frank M. Lowe, Jr. (news commentator); Dan Bowers (sports); Marian Randall (home economics); Katherine Crabtree (news; women's affairs); Wallace Bruce Ramsay (books); Joseph Henry Blake (magazines; literature).

### KFRC, SAN FRANCISCO

**Operator:** The Don Lee Broadcasting System, 1000 Van Ness Ave. **Phone:** Prospect 0100. **Power:** 5,000 watts on 610 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1924.

**Station manager:** William D. Pabst. **Commercial manager:** Ward Ingram. **Program director:** Ben Harkins. **Studio supervisor:** Bob Bence. **Musical director:** Cy Trobbe. **Publicity director:** Pat Kelly.

**Rep:** John Blair & Co. **Seating facilities:** Studio, 350 persons. **Merchandising:** Check on retail outlets; publicity releases; station plugs; advertising in newspapers and trade publications; 450 cab cards; trailers in two theatres. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

**Copy restrictions:** Standards of "good taste" carefully observed; beer and wine accepted; no other alcoholic beverages; patent medicines subject to their general standing and the copy they wish to use. **E. T. library:** World. **News:** INS. **Commentators:** John B. Hughes (news commentator); Mel Venter (news commentator; sports); Tobe Reed (news commentator); Phil Stearns, Mark Goodson and Jack Murphy (newscasters); Emily Barton (home economics; cooking); Bess Bye (market and shopping information); Trudy Packer (home economics); Jim Lynch (stock quotations).

## CALIFORNIA STATIONS—Continued

### KGO, SAN FRANCISCO

**Operator:** National Broadcasting Co. (on a lease from the General Electric Co.), 111 Sutter St. **Phone:** Sutter 1920. **Power:** 7,500 watts on 790 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** 1924; under NBC operation since Oct. 1, 1929. (Note: NBC owns and operates KPO, also San Francisco.)

**General manager:** Al E. Nelson. **Sales manager:** W. B. Ryan. **Promotion manager:** Bob McAndrews. **Program manager:** Glenn Dolberg. **Chief engineer:** Curtis Peck. **Publicity director:** Milton Samuel. **Director of education and agriculture:** Jennings Pierce. **Production manager:** Bob Seal. **Office manager:** Sydney Dorais. **Traffic manager:** George Fuerst.

**Rep:** National Broadcasting Co. **Seating facilities:** Can accommodate about 100 in studios; outside theatre space rented when occasion demands; no admission charged for witnessing any programs thus staged. **Merchandising:** Some 1,200 pictures of KGO-KPO artists distributed in San Francisco, Oakland, and Northern California, in 300 stores as window and counter displays; regular news and feature stories to trade papers, general publications, and such newspapers in station area as still maintain a regular radio column; interviews of artists on 15-minute daily gossip broadcasts; listing of products, contests, and offers in house organ; semi-annual letters to grocers and druggists; availability of station representative to address client's sales meetings; 14 courtesy announcements preceding initial program; sales and publicity department files available to assist in planning merchandising campaigns. **Foreign language programs:** None listed. **Artists bureau:** None listed; can supply talent, however. **Base rate:** \$280.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted for minimum of 15-minute program; no other alcoholic beverages; all copy subject to NBC program policies. **E. T. library:** NBC Thesaurus. **News:** UP; INS; AP. **Commentators:** Robert Ackerley (newscaster; sports); Bill Wood (newscaster); Ira Blue (sports);

Anna Holden (women's features); Lon Hughes (financial).

### KJBS, SAN FRANCISCO

**Operator:** Julius Brunton & Sons Co., 1470 Pine St. **Phone:** Ordway 4148. **Power:** 500 watts on 1070 kc (operates from 10:01 P.M. to sunset following day). **Affiliation:** None. **Opened:** Jan. 3, 1925.

**General manager:** Ralph R. Brunton.\* **Manager:** E. P. Franklin.

**Rep:** Joseph Hershey McGillvra (New York, Chicago, Boston); Homer Owen Griffith (Los Angeles). **Seating facilities:** About 75 persons. **Merchandising:** Theatre trailers calling attention to KJBS programs; pre-program announcements; advertisements on radio page of newspapers; display cards issued by station; syndicated merchandising service available. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** No intoxicating beverages; no patent medicines; announcements must not exceed 100 words—excess words charged for on proportional basis; all commercial continuities must be passed upon by production head of the station as to content and number of words. **E. T. library:** Standard; Lang-Worth; NAB; Davis & Schwegler. **News:** UP; INS. **Commentators:** Jim O'Neil (news commentator and newscaster).

\* Also president of KQW, San Jose.

### KPO, SAN FRANCISCO

**Operator:** National Broadcasting Co., 111 Sutter St. **Power:** 50,000 watts on 680 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** 1922; operated by NBC since July 1, 1932. (Note: NBC also operates on a lease from the General Electric Co., station KGO, San Francisco.)

**Personnel:** See KGO, San Francisco.

**Rep;** seating facilities; merchandising; foreign language programs; artists bureau: Same as KGO, San Francisco, q.v. **Base rate:** \$420.

**Copy restrictions:** See KGO, San Francisco. **E. T. library:** NBC Thesaurus. **News:** INS; UP. **Commentators:** Robert Ackerley (newscaster; sports); Bill Wood (newscaster); Ira Blue (sports); Gladys Cronkhite (food); Herb Caen (gossip).

### KSAN, SAN FRANCISCO

**Operator:** Golden Gate Broadcasting Co., 1355 Market St. **Phone:** Market 8171. **Power:** 250 watts on 1420 kc. **Affiliation:** California Radio System. **Opened:** 1923.



## CALIFORNIA STATIONS—Continued

**Station manager:** S. H. Patterson. **Commercial manager:** William C. Grove. **Program director:** Bernice Sullivan. **Chief engineer:** William C. Grove. **Promotion manager:** C. E. Hopkins. **Publicity director:** Les Malloy.

**Rep:** Forjoe & Co. **Seating facilities:** Have remote line to downtown theatre; no facilities at studios. **Merchandising:** Publicity and notices on programs; throw-aways, etc.; theatre trailers. **Foreign language programs:** Accepted; specified hours for same. **Artists bureau:** None. **Base rate:** \$64.

**Copy restrictions:** Hard liquor advertising not accepted; all programs and announcements subject to station approval and Federal Communications Commission rulings; station reserves the right to discontinue any advertising for reasons sufficient to itself. **E. T. library:** MacGregor. **News:** INS. **Commentators:** Dudley Manlove and Lee Goldsmith (newscasters); Al Magazin (sports); Jack Irving (automotive news and chatter).

### KSFO, SAN FRANCISCO

**Operator:** Associated Broadcasters, Inc., Palace Hotel Bldg. **Phone:** Garfield 4700. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** 1925.

**President:** Wesley I. Dumm. **General manager:** Lincoln Dellar. **Program director:** Clifton Howell. **Chief engineer:** R. V. Howard. **Musical director:** Richard Aurdandt. **Publicity director:** Marie Houlahan.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Two studios seating 150 persons each; also have two playhouses, seating 600 apiece, available. **Merchandising:** Will carry out any plans desired by advertiser for cost of production and labor. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$316.

**Copy restrictions:** No false or unwarranted claims; no infringement on another advertiser's rights, programs or ideas; no disparagement of competitors; no lotteries; no vulgarity or offensiveness in any manner; no ambiguous statements that may mislead the listeners; no appeals for funds; no testimonials which cannot be authenticated; no continuity which repelantly describes internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups; no use of broadcasting time for purposes other than advertising of the advertiser's goods; no advertising matter which may, in the opinion of the station, be injurious or prejudicial to the interests of the public, the station, and/or its affili-

ated stations, or honest advertising and reputable business in general; beer okay; no hard liquors accepted; no controversial talks; no time sold for religious purposes. **E. T. library:** NAB; Standard; Lang-Worth. **News:** INS. **Commentators:** Tro Harper, Joe Walters and Bob Andersen (newscasters); Jack Gregson (sports); Galen Drake (women's features).

### KYA, SAN FRANCISCO

**Operator:** Hearst Radio, Inc., Hearst Bldg. **Phone:** Douglas 2536. **Power:** 5,000 and 1,000 watts on 1230 kc. **Affiliation:** None. **Opened:** December, 1926.

**Station and commercial manager:** Reiland Quinn. **Program director:** Richard Ellers. **Chief engineer:** Paul Schulz. **Musical director:** Edward Fitzpatrick, Sr. **Publicity director:** J. Clarence Myers.

**Rep:** International Radio Sales. **Seating facilities:** Studio A, seats 100 persons. **Merchandising:** Offer complete service at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$135.

**Copy restrictions:** All acceptable accounts subject to the same rates; station reserves the right to refuse or cancel any contract for reasons sufficient to itself. **E. T. library:** Associated. **News:** INS. **Commentators:** Darrell Donnell (newscaster); Ernie Smith (sports); Jean Fay (women's features other than domestic science); Charles Friedrichs (animal stories for children).

### KQW, SAN JOSE

**Operator:** Pacific Agricultural Foundation, Ltd., 87 E. San Antonio St. **Phone:** Ballard 2616. **Power:** 5,000 and 1,000 watts on 1010 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1909 for experimental voice communications; established 1912.

**President:** Ralph R. Brunton.\* **General manager:** C. L. McCarthy. **Commercial manager:** H. O. Fiebig. **Program and publicity director:** Ray Lewis. **Chief engineer:** C. V. Davey.

**Rep:** Reynolds-Fitzgerald, Inc. **Seating facilities:** None; can arrange for local theatres and civic auditorium. **Merchandising:** Fox West Coast theatre trailers in five houses may be used by sponsor for cost of trailers; limited newspaper display for program promotion free; other services at cost. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Held by

\* Also general manager of KJBS, San Francisco.

## CALIFORNIA STATIONS—Continued

Ralph R., Sherwood B., and Mott Q. Brunton. Base rate: \$80.

**Copy restrictions:** No whiskey or hard liquor copy accepted; beer and patent medicine advertising accepted subject to copy limitations determined in each instance after investigation through state and federal regulatory agencies. **E. T. library:** Standard; NBC Thesaurus; Davis & Schwegler. **News:** UP; also from San Jose Mercury Herald. **Commentators:** Jim O'Neil (news commentator; newscaster; agricultural information).

### KVEC, SAN LUIS OBISPO

**Owner:** Valley Electric Co., Mt. View and Hill Sts. **Phone:** 1100. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May 8, 1937.

**Owner:** Christina Jacobson. **Station manager:** Les Hacker. **Commercial manager:** John C. Clifton. **Program director:** Aram Rejebian. **Chief engineer:** Earl Travis.

**Rep:** John Blair & Co. **Seating facilities:** Can arrange special remotes from Radio Playhouse, seating 500. **Merchandising:** Service—"if kept within reason"—is rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Spot announcements limited to 35 and 100 words; straight announcements running longer than one minute not accepted; five and 10-minute periods furnished only if available without breaking longer periods. **E. T. library:** Standard. **News:** INS. **Commentators:** John C. Clifton (news commentator); Aram Rejebian (sports); Doris Duffield (shopping); Betty Binns (fashions).

### KVOE, SANTA ANA

**Operator:** The Voice of the Orange Empire, Inc., Ltd., 307 N. Broadway. **Phone:** 4900; 4901-R. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** November, 1926.

**President, station, commercial manager:** Ernest L. Spencer. **Program director, chief engineer:** Wallace S. Wiggins. **Merchandising and promotion manager:** Vic Rowland.

**Rep:** John Blair & Co. **Seating facilities:** Studio, capacity 150. **Merchandising:** Will arrange for window displays gratis; newspaper display advertising thrice-weekly, with program schedules appearing in 10 publications; direct mail, broadsides, etc., billed at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** Beer and light wine advertising accepted; no hard liquors; spot announcements limited to 50 words; no disparagement of competitors or their products; nothing that would offend children, religious and fraternal beliefs, etc.; all copy must be in good taste and is subject to station approval. **E. T. library:** MacGregor. **News:** From network. **Commentators:** Jim Lyons (news commentator).

### KDB, SANTA BARBARA

**Operator:** Santa Barbara Broadcasters, Ltd., 17 E. Haley St. **Phone:** 21427. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual Broadcasting System; Don Lee Broadcasting System. **Opened:** 1924. (Note: KDB is owned by the Don Lee Broadcasting System.)

**Manager:** Earl M. Pollock. **Commercial manager:** Arthur W. Manuel, Jr. **Program director:** Ken Aitken. **Chief engineer:** Robert Arne.

**Rep:** John Blair & Co. **Seating facilities:** Studio seats 25 persons. **Merchandising:** Render any reasonable service, specifically store calls and checks on purchases. **Foreign language programs:** Accepted providing copy is submitted in English in advance. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Accept beer, wine and hard liquors (latter only after 10:30 P.M.); will accept some patent medicines, depending on product; all copy subject to station director's approval and government regulations. **E. T. library:** World. **News:** Transradio. **Commentators:** Jack Newman (sports); Stella Hollowell (home economics).

### KTMS, SANTA BARBARA

**Operator:** News-Press Publishing Co., De La Guerra Plaza. **Phone:** 6111. **Power:** 500 watts on 1220 kc. **Affiliation:** NBC Pacific Coast Blue; California Radio System. **Opened:** Nov. 1, 1937. (Note: This station is newspaper owned by the Santa Barbara News and Press.)

**Station manager:** Frank V. Webb.

**Rep:** None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Will make contacts and send letters to the trade. **Foreign language programs:** Spanish programs accepted. **Artists bureau:** None. **Base rate:** \$75.

**Copy restrictions:** Alcoholic beverage advertising, other than beer and wine, not accepted; copy for medicinal advertising must be submitted for approval with con-

## CALIFORNIA STATIONS—Continued

tract; all copy must conform to station policy, and may be cancelled by the station for reasons sufficient to itself. E. T. library; NBC Thesaurus. News: INS. Commentators: Kenneth Peters (newscaster; sports; stock market reports); Charles Jones (newscaster); Mrs. Georgiana Brown (school programs); Bernie Marcus ("home makers' digest of the air").

### KSRO, SANTA ROSA

Operator: E. L. Finley, Press Democrat Bldg. Phone: 110. Power: 250 watts on 1310 kc. Affiliation: None. Opened: Sept. 19, 1937. (Note: E. L. Finley, owner of KSRO, is also owner and operator of the Santa Rosa Press Democrat and Santa Rosa Republican newspapers.)

Owner: E. L. Finley. Station and commercial manager: Wilt Gunzendorfer. Program director: Gordon Brown. Chief engineer: Howard McCauley. Publicity director: Mike Pardee.

Rep: None. Seating facilities: Audience room seats 75. Merchandising: Publicity placed in newspaper affiliates; surveys, business analyses, etc. Foreign language programs: Accept Italian programs. Artists bureau: None. Base rate: \$45.

Copy restrictions: No hard liquor; commercials limited to 100 words in time signals and weather reports. E. T. library: World. News: UP; INS; AP. Commentators: Gordon Brown and Larry Hays (newscasters; stock market reports); Gil Laing (newscaster); Ralph Stone (sports).

### KGDM, STOCKTON

Operator: E. F. Peffer, 42 S. California St. Phone: 44551. Power: 1,000 watts on 1100 kc (daytime). Affiliation: None. Opened: February, 1927.

Owner: E. F. Peffer. Station manager: Edith Smith. Program director: Don Ralph.

Rep: John Blair & Co. Seating facilities: Two studios, one seating 200 persons, the other 30. Merchandising: No information given. Foreign language programs: Italian, Spanish and Portuguese. Artists bureau: None. Base rate: \$35.

Copy restrictions: Accept beer, wine, liquor and patent medicine advertising, with copy subject to station approval. E. T. library: World. News: INS. Commentators: Don Ralph (news commentator; live-stock and grain reports); Bill Wickman (newscaster); Mabel Rubin (fashions).

### KWG, STOCKTON

Operator: The McClatchy Broadcasting Co., Hotel Wolf. Phone: 2-2727. Power:

100 watts on 1200 kc. Affiliation: NBC Pacific Coast Blue. Opened: October, 1921. (Note: This station is newspaper-owned: McClatchy papers).

Business manager: Howard Lane. Station manager, commercial manager: George Ross. Program director: Nelda Ormiston. Chief engineer: Russell Bennett. Publicity director: Dixie Lee.

Rep: Paul H. Raymer Co. Seating facilities: Studio, about 300 persons. Merchandising: Contact dealers by phone or letter; make personal contacts with dealers and wholesalers; write letters to trade if advertiser pays for postage and stationery; distribute posters. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$42.

Copy restrictions: Beer and wine accepted; no hard liquor; no laxatives; patent medicines subject to strict censorship. E. T. library: Standard. News: UP. Commentators: Dr. Tully C. Knoles and Prof. Malcolm J. Eisen (news commentators); Lester Jacobson and Don Davis (newscasters); George Ross (sports); Nelda Ormiston (women's features).

### KTKC, VISALIA

Operator: Tulare-Kings Counties Radio Associates, Box 511. Phone: 575. Power: 1,000 watts on 890 kc. Affiliation: Mutual; Don Lee Broadcasting System. Opened: July 18, 1937. (Note: Owners of this station also own, severally, the Visalia Times-Delta, the Porterville Recorder, the Tulare Advance-Register and Times, and the Hanford Sentinel and Journal.)

General manager: Charles A. Whitmore. Station manager: Charles P. Scott. Commercial manager: Millard Kibbe. Program director: Charles Foll. Chief engineer: Bert Williamson.

Rep: John Blair & Co. Seating facilities: Can accommodate 75 persons. Merchandising: Yes; no details listed. Foreign language programs: Accepted. Artists bureau: None. Base rate: \$50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicines must be "reputable" to be accepted. E. T. library: NBC Thesaurus; Lang-Worth. News: UP. Commentators: Art Primm (newscaster; stock market and grain reports); Stan Simpson (sports).

### KHUB, WATSONVILLE

Operator: John P. Scripps, Santa Cruz Highway. Phone: 1700. Power: 250 watts on 1310 kc. Affiliation: None. Opened: March 19, 1937. (Note: John P. Scripps,

## CALIFORNIA STATIONS—Continued

owner of KHUB, is also chief stockholder in the Watsonville Register and Pajaronian, Ventura Star and Free Press and Santa Paula Chronicle and Redding Record.)

**Owner:** John P. Scripps. **Station manager:** Marion S. Walker. **Production manager:** Jack R. Wagner. **Chief engineer:** Ed. C. Duty. **Musical director:** Helen Farrell.

**Rep:** Homer Owen Griffith (San Francisco). **Seating facilities:** Yes; capacity not listed. **Merchandising:** Send letters to the

trade. **Foreign language programs:** Accepted; translation must be submitted 24 hours in advance of broadcast. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Hard liquor, beer and wines accepted subject to strict supervision; all programs and announcements subject to owners' approval and FCC regulations; owners reserve the right to refuse, discontinue or cancel any contract for advertising, for reasons sufficient unto themselves. **E. T. library:** World. **News:** UP. **Commentators:** Jack Wagner and Ed Duty (newscasters).

## COLORADO

*(233,500 radio homes, or 81% ownership among the State's total of 288,000 families. Urban ownership is 138,200, or 91% of urban families; rural ownership is 95,300, or 70% of rural families.)*

### Radio Homes by Counties

Adams .....	3,660	Fremont .....	4,000	Montrose .....	2,180
Alamosa .....	1,830	Garfield .....	2,010	Morgan .....	3,370
Arapahoe .....	5,210	Gilpin .....	350	Otero .....	5,090
Archuleta .....	590	Grand .....	490	Ouray .....	450
Baca .....	1,760	Gunnison .....	1,240	Park .....	470
Bent .....	1,620	Hinsdale .....	130	Phillips .....	1,100
Boulder .....	7,980	Huerfano .....	3,330	Pitkin .....	430
Chaffee .....	1,800	Jackson .....	290	Prowers .....	2,810
Cheyenne .....	870	Jefferson .....	4,600	Pueblo .....	14,800
Clear Creek .....	640	Kiowa .....	690	Rio Blanco .....	570
Conejos .....	1,540	Kit Carson .....	1,660	Rio Grande .....	1,910
Costilla .....	970	Lake .....	1,220	Routt .....	2,000
Crowley .....	1,070	La Plata .....	2,680	Saguache .....	1,200
Custer .....	460	Larimer .....	7,480	San Juan .....	380
Delta .....	2,770	Las Animas .....	7,150	San Miguel .....	480
Denver .....	78,500	Lincoln .....	1,440	Sedgwick .....	1,000
Dolores .....	300	Logan .....	3,640	Summit .....	280
Douglas .....	720	Mesa .....	5,430	Teller .....	1,150
Eagle .....	800	Mineral .....	180	Washington .....	1,590
Elbert .....	1,180	Moffat .....	1,040	Weld .....	12,090
El Paso .....	13,190	Montezuma .....	1,420	Yuma .....	2,420

### KGIW, ALAMOSA

**Operator:** E. L. Allen, P. O. Box 26. **Phone:** 26. **Power:** 100 watts on 1420 kc (operates 7 A.M. to 7:30 P.M.). **Affiliation:** None. **Opened:** 1926; moved to Alamosa in 1933.

**Manager:** Lloyd Allen. **Chief engineer:** W. M. Thomas.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Facilities—not described—are offered to national advertisers. **Foreign language programs:** Spanish accepted. **Artists bureau:** None. **Base rate:** \$15 (½ hr.).

**Copy restrictions:** All copy subject to NAB Code of Ethics. **News:** Transradio.

### KVOR, COLORADO SPRINGS

**Operator:** Out West Broadcasting Co., Antlers Hotel. **Phone:** Main 278. **Power:** 1,000 watts on 1270 kc. **Affiliation:** CBS. **Opened:** 1922. (Note: This station is affiliated with the Colorado Springs Gazette-Telegraph; it is under the same ownership as WKY, Oklahoma City, and the Oklahoma Publishing Co., and is under affiliated management with KLZ, Denver.)



## SOMETHING DOING EVERY MINUTE!

• There's no smell of sawdust, no sound of galloping horses, under the big top of The Oklahoma Publishing Company . . . yet day after day it presents a three-ring show that plays to SRO audiences, wins thundrous applause. All of the circus showmanship, drama, thrills and excitement are there, but in addition there's something doing every minute for advertisers. Sales records are being hung up that can come only when every seat in the house is filled at every performance . . . when the audience is bubbling over with enthusiasm.

THE  
OKLAHOMA PUBLISHING  
COMPANY

OWNS AND OPERATES  
STATIONS WKY AND KVOR  
OPERATES STATION KLZ  
UNDER AFFILIATED MANAGEMENT  
PUBLISHES THE DAILY OKLAHOMAN  
OKLAHOMA CITY TIMES  
AND THE FARMER-STOCKMAN  
REPRESENTED BY THE KATZ AGENCY, INC.

## COLORADO STATIONS—Continued

**President:** E. K. Gaylord. **Station and commercial manager:** Dudley Tichenor. **Program director, publicity director:** Lucille Santarelli. **Chief engineer:** H. C. Strang. **Musical director:** Duane Osborn.

**Rep:** The Katz Agency. **Seating facilities:** Two studios, 50 each; auditorium, 800. **Merchandising:** Provide information on market routes, product distribution, etc.; get dealer cooperation, distribute window displays, notify dealers of new programs, and other "reasonable" services. **Foreign language programs:** Not suited to market. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer and light wines okay; no hard liquors; patent medicines accepted depending on copy. **E. T. library:** NBC Thesaurus; MacGregor; Lang-Worth; Standard. **News:** AP; also local. **Commentators:** Henry B. Parsons (news commentator); Michael Dillon (newscaster); Henry P. Joslyn (newscaster; sports); Jane Gordon (cooking; homemaking); Carolyn (fashions); Dick Albright (grain; livestock).

### KFEL, DENVER

**Operator:** Eugene P. O'Fallon, Inc., Albany Hotel. **Phone:** Keystone 0178. **Power:** 1,000 watts on 920 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** 1923.

**Station head and manager:** Gene O'Fallon. **Assistant station manager:** Frank Bishop. **Local commercial manager:** Holly Moyer. **Production manager:** Herbert Trackman. **Chief engineer:** J. P. Veatch. **Traffic manager:** Don McCaig. **News manager:** Bill Welsh.

**Rep:** John Blair & Co. **Seating facilities:** Albany Hotel Cathedral Ballroom, seating 1,350 persons. **Merchandising:** Complete service offered to local, spot and national accounts; details not listed. **Foreign language programs:** Will accept, but foreign population is described as very small. **Artists bureau:** None. **Stock:** Principally held by Gene O'Fallon. **Base rate:** \$120.

**Copy restrictions:** Beer and wine accepted any time; hard liquor copy not accepted; all copy subject to station approval and government regulations. **E. T. library:** World; Lang-Worth; Standard; Davis & Schwegler; NAB. **News:** Transradio. **Commentators:** Bill Welsh (newscaster; sports); Henry Orbach, Stuart Heinemann, and Mark Hansen (newscasters); Joe Myers (sports); Dorothy Crandall (women's features); Joe Emerson (films).

### KLZ, DENVER

**Operator:** KLZ Broadcasting Co., Shirley-Savoy Hotel. **Phone:** Main 4271.

**Power:** 5,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** June, 1920. (Note: This station is owned by interests controlling the Oklahoma Publishing Co., WKY in Oklahoma City, and KVOR, Colorado Springs.)

**Station manager:** F. W. Meyer. **Sales manager:** Hugh B. Terry. **Program director:** Arthur Wuth. **Chief engineer:** T. A. McClelland. **Production manager:** Derby Sproul.

**Rep:** The Katz Agency. **Seating facilities:** Largest studio accommodates 150; auditorium with capacity of 1,400 available; Orpheum and Denham theatres available when necessary. **Merchandising:** Prior to beginning of program KLZ writes dealer letters, assists in preparing dealer and jobber advertising material, prepares addresses for sales meetings, and plugs the program via trailers, releases, posters, etc.; after program is on the air KLZ assists in similar fashion; KLZ maintains full time merchandising and promotion man with comprehensive merchandising cooperation. **Foreign language programs:** Not accepted. **Artists bureau:** None; but production department can arrange for artists. **Base rate:** \$210.

**Copy restrictions:** Copy on announcements limited to 25 words between 6 and 10:30 P. M., on chain breaks; 50 words between all sustainers, and 100 words on all participating programs; beer accepted, but no wines or hard liquors; patent medicines accepted if copy is free from "offensive statements" or "untruthful claims." **E. T. library:** Associated. **News:** INS. **Commentators:** Bud Thorpe (newscaster); Jack Fitzpatrick (newscaster; sports); Robert Harris, W. M. Harrison, Jr., and Austin Williams (newscasters); Roger Rambeau (sports); Wauhilla LaHay (Margaret Moore) (home economics); Mrs. Elliott Todhunter Dewey (books); Richard Albright (live-stock markets).

### KMYR, DENVER

**Operator:** F. W. Meyer (also manager of KLZ, Denver). **Power:** 250 and 100 watts on 1310 kc.

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

### KOA, DENVER

**Operator:** National Broadcasting Co., Inc. (General Electric Co. is licensee), 1625 California St. **Phone:** Main 6211. **Power:** 50,000 watts on 830 kc. **Affiliation:** NBC Red Mountain Group. **Opened:** Dec. 15, 1924.

**General manager:** Lloyd E. Yoder. **Assistant manager, chief engineer:** Robert H.

## COLORADO STATIONS—Continued

Owen. **Manager spot sales and promotion:** James R. MacPherson. **Manager local sales:** A. W. Crapsey. **Program director:** C. C. Moore. **Production manager:** Jack B. Lyman, Jr. **Artists bureau head:** Duncan McColl.

**Rep:** National Broadcasting Co., Inc. **Seating facilities:** Studio A seats 325; studio B seats 150; admission by courtesy tickets. **Merchandising:** Window display space provided in the KOA building lobby; letters sent to dealers when new programs are scheduled (postage paid by advertiser); KOA screen trailers in 12 Fox Intermountain theatres in Denver, with subsequent showings in 97 Fox Intermountain theatres in five states; banners on Yellow Cabs. **Foreign language programs:** None listed; 98% of population is English-speaking. **Artists bureau:** Yes; complete roster of announcers, conductors, writers, producers, directors, and players available. **Base rate:** \$240.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets complete station approval. **E. T. library:** NBC Thesaurus. **News:** UP; INS; also from the Denver Post. **Commentators:** Tor Torland, Starr Yelland (newscasters; sports); Gilbert Verba and Bob Young (newscasters); Joe Myers (sports news and reviews); Louise Wadsworth (interviews; women's features); Alberta Pike (fashions; society; cooking; travel); Jim Campbell (farm specialties); Clarence C. Moore (civic and educational affairs); John Stanton (fashions; Hollywood).

### KPOF, DENVER

**Operator:** Pillar of Fire, 1845 Champa St. **Power:** 1,000 watts on 880 kc (shares time with KFKA). **Opened:** 1928.

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

### KVOD, DENVER

**Operator:** Colorado Radio Corp., Midland Savings Bldg. **Phone:** Tabor 2291. **Power:** 1,000 watts on 630 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** 1925.

**President:** William D. Pyle. **Station and commercial manager:** Thomas C. Ekrem. **Program director, production manager:** J. E. Finch. **Chief engineers:** W. D. Pyle, T. C. Ekrem. **Publicity director:** Ben H. Stanton.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio, 50 persons. **Merchandising:** Station lists publicity in mailed programs and newspapers and in pre-announcements over the station. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Each piece of copy "handled separately as to truth and basic ethics." **E. T. library:** Associated. **News:** UP. **Commentators:** Joe Finch, Fred Graham, Ed Brady, Tom Page, and Ralph Paul (newscasters).

### KIUP, DURANGO

**Operator:** The San Juan Broadcasting Co., 2800 Main Avenue. **Phone:** 117. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** December 10, 1935.

**Station and commercial manager, program director:** Raymond M. Beckner. **Chief engineer:** G. L. Schmehl.

**Rep:** None. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** Advance publicity; dealer tie-ins and window display services; rates upon request. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Beer, wine and liquor advertising accepted after 9 P.M.; all copy subject to station approval; reserve right to refuse all announcements which do not "maintain a level of quality and character creditable alike to station and advertiser." **E. T. library:** Davis & Schwegler. **News:** Transradio. **Commentators:** Ray Beckner (newscaster); Wm. J. Codding and Paul Stevenson (sports).

### KFXJ, GRAND JUNCTION

**Operator:** Western Slope Broadcasting Co., La Court Hotel. **Phone:** 126. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** May 1, 1925.

**General and station manager:** Rex Howell. **Commercial manager:** Charles Howell. **Sales manager:** Marv. Mulvihill. **Chief engineer:** Fred Mendenhall. **Pro-**

## COLORADO STATIONS—Continued

duction and publicity director: Alice Barber. Radio Press Bureau: Cecil Caves.

**Rep:** None. **Seating facilities:** Studio A accommodates about 250 persons. **Merchandising:** Send out advance publicity releases and news stories, gratis, augmented by articles, pictures, etc., in house organ; cooperate in placing show cards, lobby displays, and in making dealer contacts, surveys and summaries both before and after campaign. **Foreign language programs:** No set rules; as foreign population is very small, question has never arisen, though sustaining programs in Spanish and German have been presented. **Artists bureau:** None. **Stock:** Equally held by Charles and R. G. Howell. **Base rate:** \$40.

**Copy restrictions:** Stipulations of NAB code of ethics observed. **E. T. library:** MacGregor; World. **News:** Transradio. **Commentators:** Rex Howell (news commentator); Marv. Mulvihill (newscaster; sports); David Wolper (newscaster); Alice Barber and Reba Wakefield (women's features).

### KFKA, GREELEY

**Operator:** The Mid-Western Radio Corp., 820 Eighth Ave. **Phone:** 450. **Power:** 1,000 and 500 watts on 880 kc. (shares time with KPOF). **Affiliation:** Mutual Broadcasting System. **Opened:** May 21, 1921.

**Managing director:** H. E. Green. **Station manager:** Francis Price. **Commercial manager:** Rush Johnston.

**Rep:** Furgason & Walker, Inc. **Seating facilities:** None. **Merchandising:** Newspaper, magazine and film publicity, plus window cards, etc., rendered without charge. **Foreign language programs:** Acceptance depends on type of program desired. **Artists bureau:** None. **Base rate:** \$70.

**Copy restrictions:** Beer and wine copy accepted; patent medicines subject to station approval and the rules of "common decency." **E. T. library:** Lang-Worth. **News:** UP. **Commentators:** H. E. Green (news commentator); Willard E. Simms, Gordon Clark, and Mahlon B. Johnson (newscasters); Maude Sheridan (fashions; cooking); Carl Jordan, and Dick Albright (live-stock markets).

### KOKO, LA JUNTA

**Operator:** Southwest Broadcasting Co. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1937.

**Base rate:** \$15 (½ hr.).

No other information available.

### KIDW, LAMAR

**Operator:** The Lamar Broadcasting Corp., 129 W. Elm St. **Phone:** 16. **Power:** 100 watts on 1420 kc (operates 7 A.M. to 6 P.M.; 9:30 P.M. to midnight). **Affiliation:** None. **Opened:** Aug. 1, 1932.

**General manager:** Harold Anderson.

**Rep:** None. **Seating facilities:** Lounge with view of studio. **Merchandising:** Service rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** Can supply talent. **Base rate:** \$15 (½ hr.).

**Copy restrictions:** All products advertised must meet with approval of the Federal Trade Commission. **E. T. library:** MacGregor. **News:** Local.

### KGHF, PUEBLO

**Operator:** Curtis P. Ritchie, 113 Broadway. **Phone:** 3877. **Power:** 500 watts on 1320 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** January, 1928.

**Owner:** Curtis P. Ritchie. **Station manager, commercial manager:** J. H. McGill. **Program director, musical director, publicity:** F. L. Amos.

**Rep:** Howard H. Wilson Co. **Seating facilities:** Reception room seats 100. **Merchandising:** No specific service listed; "try to be of service to clients in promoting the sale of their products." **Foreign language programs:** Accepted—only occasional announcements with no long term contracts; very little foreign language advertising in this area. **Artists bureau:** None. **Base rate:** \$90.

**Copy restrictions:** Beer accepted; no wines or hard liquors; patent medicines accepted "if proven to be okay." **E. T. library:** World; MacGregor. **News:** AP from the Pueblo Star-Journal and Chieftain.

### KGEK, STERLING

**Operator:** Elmer G. Beehler, Fleming Road. **Phone:** 679. **Power:** 100 watts on 1200 kc (specified hours). **Affiliation:** None. **Opened:** December, 1925.

**General and station manager, chief engineer, publicity director:** Elmer G. Beehler. **Program director:** Percy H. Shea.

**Rep:** None. **Seating facilities:** None listed. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Accept alcoholic beverages, if usual standards of good taste are observed in program and copy. **News:** AP.



# CONNECTICUT

(402,100 radio homes, or 92% ownership among the State's total of 437,000 families. Urban ownership is 281,400, or 92% of urban families; rural ownership is 120,700, or 92% of rural families.)

## Radio Homes by Counties

Fairfield .....	97,620	Middlesex .....	12,410	Tolland .....	7,340
Hartford .....	104,450	New Haven .....	115,870	Windham .....	13,760
Litchfield .....	21,060	New London .....	29,590		

## WICC, BRIDGEPORT

**Operator:** The Yankee Network, Inc., Stratfield Hotel, Bridgeport; also 1110 Chapel St., New Haven. **Phones:** Bridgeport 6-1121; New Haven 7-2266. **Power:** 1,000 and 500 watts on 600 kc. **Affiliation:** NBC Basic Blue; Yankee Network; Colonial Network; Mutual. **Opened:** 1926.

**President:** John Shepard III. **Station manager:** Joseph Lopez. **Commercial manager:** Fred L. Rowe. **Program and publicity director:** Florence Ballou. **Chief engineer:** Garo W. Ray. **New Haven supervisor:** Judson La Haye.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Bridgeport, 40; broadcasts with larger audience allowed when outside facilities are rented; New Haven, about 150. **Merchandising:** Furnish lists of potential dealers; cooperate in any other merchandising service at cost. **Foreign language programs:** Based entirely on individual merit of each program and client. **Artists bureau:** Through Yankee Network (see WNAC, Boston). **Base rate:** \$160.

**Copy restrictions:** Commercials must conform to ethics of good broadcasting; all continuity on patent medicines submitted to Proprietary Association; wine and beer advertising accepted when it conforms to laws of city and state. **E. T. library:** Associated. **News:** Yankee Network News Service; also local news. **Commentators:** Bill Elliot, Lou La Haye, and Ken RapiEFF (newscasters); Virginia Miller (fashions; food news); Jeanne Poli and Bill Farley (coming radio features and guest artists).

## WDRG, HARTFORD

**Operator:** WDRG, Inc., 750 Main St. **Phone:** 7-1188. **Power:** 5,000 watts on 1330 kc. **Affiliation:** CBS. **Opened:** 1922.

**General manager, station manager:** Franklin M. Doolittle. **Commercial manager:** William F. Malo. **Program director:**

Walter Haase. **Chief engineer:** Italo Martino. **Educational director:** S. V. Couch.

**Rep:** Paul H. Raymer Co. **Seating facilities:** 50 persons. **Merchandising:** Package service available to advertisers at cost; includes letters, display cards, display windows, personal contact publicity via station and fan papers, research; minimum of 13 weeks must be used to be eligible for this service; station reserves right to decline service where air time is deemed insufficient. **Foreign language programs:** None accepted. **Artists bureau:** None. **Base rate:** \$190.

**Copy restrictions:** No liquor advertising is accepted; all other copy subject to station approval. **E. T. library:** None. **News:** UP. **Commentators:** Ray Barrett, Bob Provan, Harvey Olson and Gil Bayek (newscasters).

## WTHT, HARTFORD

**Operator:** The Hartford Times, Inc., 983 Main Street. **Phone:** 7-6481. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual; Yankee and Colonial Networks. **Opened:** August 12, 1936. (Note: This station is newspaper-owned by the Hartford Times).

**Station head:** Francis S. Murphy, head and general manager of the Hartford Times. **Station manager:** Cedric W. Foster. **Commercial manager:** C. Glover Delaney. **Chief engineer:** Richard K. Blackburn. **Program director:** Laureat H. Martineau. **Assistant program director:** John S. Lloyd.

**Rep:** J. P. McKinney & Son. **Seating facilities:** About 300 persons. **Merchandising:** Publicity and listings in Hartford Times. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** No beer, wine or liquor advertising accepted; all copy subject to station approval and government regulations. **E. T. library:** Standard. **News:** AP; Yankee Network News Service. **Com-**

**EXTRA BUSINESS FOR YOU . .**

**IN THE  
WTIC  
MARKET!**



Take a second look at the WTIC Market. You'll find a market that has come through these last distressful years with per capita retail purchases consistently—and substantially—above the national average.

You'll find a market today with the money to spend and what's more important the willingness to spend it. For instance, Connecticut ranks second only to the District of Columbia in increase of effective buying income for 1939. Second only to Michigan in increase of retail sales for 1939 over 1938.\*

In short, this is a market where payrolls are a matter of good, hard spending dollars that circulate freely. A market where freedom from sales and income taxes leaves more money to buy things people WANT. The inside track for your share of the extra business this market offers is Station WTIC. Use it—beginning now!

\* Sales Management figures.

**WTIC 50,000  
WATTS**

**A "MUST" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET**

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network  
Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco

## CONNECTICUT STATIONS—Continued

mentators: Cedric W. Foster (news commentator); Frederick Bieber (newscaster); Harold Ogden and John Lloyd (sports); Una King (fashions; cooking).

### WTIC, HARTFORD

**Operator:** The Travelers Broadcasting Service Corp., 26 Grove St. **Phone:** 2-3181. **Power:** 50,000 watts on 1040 kc. **Affiliation:** NBC Basic Red; Yankee Network. **Opened:** Feb. 10, 1925.

**General manager:** Paul W. Morency. **Sales manager:** Walter Johnson. **Program manager:** Thomas C. McCray. **Sales promotion, publicity:** James F. Clancy. **Musical director:** Moshe Paranov. **Chief engineer:** J. Clayton Randall.

**Rep:** Weed & Co. **Seating facilities:** Observation room accomodates 200. **Merchandising:** Rendered at cost. **Foreign language programs:** No set rules; currently has dance program in Polish from the Polish National Home. **Artists bureau:** None. **Base rate:** \$400.

**Copy restrictions:** Contracts and manuscripts must be submitted a week in advance subject to station or government regulation; beer and wines, as well as certain patent medicines, accepted in the past; no hard liquor. **E. T. library:** World; Lang-Worth; Davis & Schwegler. **News:** Transradio. **Commentators:** Andre Schenker (news commentator); Gordon Wilcox, Robert Rissling, Philip Becker, George Bowe, Bruce Kern, and Bernard Mullins (newscasters); Robert Steele (newscaster; sports); Mary Larkin (cooking; home economics; women's features).

### WNBC, NEW BRITAIN-HARTFORD

**Operator:** State Broadcasting Corp., 272 Main St., New Britain; 54 Pratt St., Hartford. **Phone:** Hartford, 7-9131. **Power:** 1,000 watts on 1380 kc. **Affiliation:** NBC Basic Blue Supplementary Group. **Opened:** July 15, 1935.

**General manager:** Richard W. Davis. **Program director:** L. C. Edwardson. **Chief engineer:** Rogers B. Holt. **Publicity director:** Milton Berkowitz.

**Rep:** Headley-Reed Co. **Seating facilities:** Studio, 100 persons. **Merchandising:** Arrangements made at cost for all types of merchandising and tie-up service; station has tie-ups with local theatres. **Foreign language programs:** Accepted. **Artists bureau:** None; station talent available, however. **Base rate:** \$120.

**Copy restrictions:** Accept beer and wine; all copy subject to station approval and government regulation. **E. T. library:** Associated. **News:** UP. **Commentators:** Milton Berkowitz.

### WELL, NEW HAVEN

**Operator:** City Broadcasting Corp., 221 Orange St. **Phone:** 8-1133. **Power:** 500 and 250 watts on 930 kc. **Affiliation:** None. **Opened:** Oct. 10, 1935.

**General manager, station manager, commercial manager:** James T. Milne. **Program director:** Charles Wright. **Chief engineer:** J. Gordon Keyworth. **Artists bureau head, musical director:** Miss Marion Reynolds. **Publicity director:** Vincent E. Palmeri.

**Rep:** William G. Rambeau Co. **Seating facilities:** Arrangements can be made with Hotel Taft for ballroom; also local theatres. **Merchandising:** Assist in distributing merchandise to local stores for about 50c. a call; notify merchants of new programs, either by phone or mail; other services rendered at slight additional charge. **Foreign language programs:** Accepted; scripts must be submitted in advance for translation and approval; talent must be live talent, and if instrumental must belong to Musicians' Union; Italian programs currently carried. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

**Copy restrictions:** Beer and wine accepted; no hard liquor; copy must be submitted week in advance and conform to NAB Code of Ethics. **E. T. library:** World. **News:** UP; also local. **Commentators:** Bill Dukeshire (news commentator; news editor); Michael J. Goode (political commentator); Carey Cronan (newscaster); Philip Buxbaum, Jr. (sports); Janet Slayton (fashions; news); Marion Reynolds (gardening; cooking); Elida B. Sterling (books).

### WNLC, NEW LONDON

**Operator:** Thames Broadcasting Corp., Mohican Hotel. **Phone:** 4900. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Yankee and Colonial Networks. **Opened:** Sept. 13, 1936.

**President:** Roderick L. Morey. **Station manager:** Gerald J. Morey. **Commercial manager:** Ivon B. Newman. **Program director:** Leonard Stevens. **Chief engineer:** Francis Garufy. **Musical director:** Richard Benvenuti. **Publicity director:** Edwin J. Morey.

**Rep:** None. **Seating facilities:** Two studios, seating 20 persons each. **Merchandising:** Limited mailing to merchants and distribution of window cards and sales data; listings in printed programs distributed weekly. **Foreign language programs:** Accept programs, but not straight announcements. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

**Copy restrictions:** None, other than that copy be in good taste and not of an "ob-

## CONNECTICUT STATIONS—Continued

jectionable nature." E. T. library: None listed. News: Yankee Network News Service; local. Commentators: Len Stevens, and Ted Hodge (newscasters); Mort Lubow (sports).

### WATR, WATERBURY

**Operator:** WATR Co., Inc., 71 Grand Street. Phone: 3-5161. Power: 250 watts on 1290 kc. **Affiliation:** Yankee Network; Colonial; Mutual. **Opened:** June 15, 1934.

**General and station manager:** Harold Thomas.\* **Business manager:** Samuel Elman. **Program director, artists bureau head:** James Parker. **Chief engineer:** John Burke. **Publicity director:** Charles Cutler.

**Rep:** Furgason & Walker, Inc. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** Furnish displays, posters, etc. **Foreign language programs:** Has Italian, Lithuanian and Polish programs. **Artists bureau:** Yes. **Base rate:** \$100.

**Copy restrictions:** Accept beer, wine and liquor; patent medicines must meet approved standards. **E. T. library:** Standard. **News:** Yankee Network News Service. **Commentators:** Chase Kimbell (news commentator); William Derwin and John Cluney (sports); Fay Clark (fashions; cooking).

\*Also operator of WBRK, Pittsfield, Mass.

### WBRY, WATERBURY-NEW HAVEN

**Operator:** American-Republican, Inc., 136 Grand St., Waterbury (New Haven, Conn., address: 152 Temple St.). Phone: 3-1125; (New Haven: 7-1243). Power: 1,000 watts on 1530 kc. **Affiliation:** CBS. **Opened:** Nov. 3, 1934. (Note: WBRY is newspaper-owned by the Waterbury American and Republican.)

**President:** William J. Pape. **Station manager:** Erwin J. Frey. **Commercial manager:** Murray L. Grossman. **Program director:** Jack Henry. **Chief engineer:** Frank Hales. **Musical Director:** Waldo S. Newbury. **Publicity director:** E. Christy Erk.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Theatre room, capacity 150. **Merchandising:** Advice on copy, and type of program; show cards and newspaper ads to satisfaction of client. **Foreign language programs:** Accepted; have Italian, Lithuanian, and Polish live talent series. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** Accept beer, wines, and whiskey, with copy subject to good taste; patent medicine copy watched carefully; other restrictions not specific, other than demanding that "grade A" requirements be observed. **E. T. library:** NBC Thesaurus. **News:** AP; local. **Commentators:** E. Christy Erk (news commentator); Charles Batters (newscaster; sports).

## DELAWARE

(57,600 radio homes, or 86% ownership among the State's total of 67,000 families. Urban ownership is 30,800, or 90% of urban families; rural ownership is 26,800, or 81% of rural families.)

### Radio Homes by Counties

Kent ..... 7,990    New Castle ..... 38,260    Sussex ..... 11,350

### WDEL, WILMINGTON

**Operator:** WDEL, Inc., 10th & King Sts. Phone: 7268. Power: 1,000 and 250 watts on 1120 kc. **Affiliation:** NBC Basic Red; Mason-Dixon Radio Group. **Opened:** 1922.

**Station executive:** Clair R. McCollough.\* **Station and commercial manager:** J. Gorman Walsh. **Program and musical director:** Edward Browning. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Mary

\* See footnote to WGAL, Lancaster, Pa.

McCauley. **Publicity director:** Robert Roberts.

**Rep:** Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Usual services offered, including publicity and listings in newspaper logs. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$125.

**Copy restrictions:** All copy must conform to station standards. **E. T. library:** Lang-Worth; Transco. **News:** Transradio. **Commentators:** Horn Reitzes (sports); Mary McCauley (fashions; cooking; etc.).

## DELAWARE STATIONS—Continued

### WILM, WILMINGTON

**Operator:** Delaware Broadcasting Co., Inc., 920 King St. **Phone:** 7268. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual Broadcasting System; Mason-Dixon Radio Group. **Opened:** 1922.

**Station executive:** Clair R. McCollough.\*  
**Station and commercial manager:** J. Gor-

\* See footnote to WGAL, Lancaster, Pa.

man Walsh. **Program director:** Harvey Smith. **Chief engineer:** J. E. Mathiot.

**Rep:** Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Offer usual services, including publicity and listings in newspaper logs. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

**Copy restrictions:** All copy must conform to station standards. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentator:** Bob Kelly (sports).

## DISTRICT OF COLUMBIA

(152,900 radio homes, or 91% ownership among the District's total of 163,000 families.)

### WINX, WASHINGTON

**Operator:** Lawrence J. Heller. **Power:** 250 watts (with 50 watt amplifier) on 1310 kc.

At press time this station had a construction permit only.

### WJSV, WASHINGTON

**Operator:** Columbia Broadcasting System, Earle Bldg., 13th and E Streets, N.W. **Phone:** Metropolitan 3200. **Power:** 50,000 watts on 1460 kc. **Affiliation:** CBS. **Opened:** October 20, 1932.

**Vice-president:** Harry C. Butcher. **General manager:** A. D. Willard, Jr. **Program and educational director:** Lloyd Dennis, Jr. **Sales manager:** William D. Murdock. **Chief engineer:** Clyde Hunt. **Special events director:** Ann Gillis. **Musical director:** Paul Kain. **Production manager:** Barry Blake. **Promotion manager:** John Heiney. **Publicity director:** Paul Glynn.

**Rep:** Radio Sales. **Seating facilities:** Audiences from 100 to 1,200 can be seated. **Merchandising:** Services of publicity department offered without charge; letters to distributors, dealers or groups of individuals at cost of multigraphing, stamping, addressing and mailing; contact dealers by personal calls or phone at cost; research service among dealers, distributors or general public at cost. **Foreign language programs:** No rules; no demand for same, as foreign population is very small. **Artists bureau:** None, as such, but has contracts with artists appearing regularly on station. **Base rate:** \$375.

**Copy restrictions:** CBS program policies. **E.T. library:** World. **News:** UP. **Com-**

**mentators:** Albert Warner (news commentator); Hugh Conover (newscaster); Arch McDonald (sports); Elinor Lee (women's features); Lucille Cohan (shopping news—as Nancy Dixon); Vesta Eales (book reviews); Albert N. Dennis (labor news).

### WMAL, WASHINGTON

**Operator:** National Broadcasting Co., Inc. (owned by M. A. Leese Radio Corp. capital stock of which is owned by the Washington Star), 724-14th St., N. W. **Phone:** Republic 4000. **Power:** 5,000 watts on 630 kc. **Affiliation:** NBC Basic Blue. **Opened:** 1926.

**Vice-president:** Frank M. Russell. **General manager:** Kenneth H. Berkeley. **Commercial manager:** John Dodge. **Program directors:** Carleton D. Smith and Fred Shawn. **Chief engineer:** A. E. Johnson. **Publicity director:** Marion Gale.

**Rep:** National Broadcasting Co. **Seating facilities:** One studio can accommodate 200 persons; two others have 100 capacity combined. **Merchandising:** Advisory service only. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$200.

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

## DISTRICT OF COLUMBIA STATIONS—Continued

two weeks in advance of initial program and the program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; other policies conform to NBC Program Policies. E.T. library: NBC Thesaurus. News: UP; INS. Commentators: Earl Godwin and Hilmar R. Baukhage (news commentators); William Crago and Raymond Michael (newscasters; sports commentators); Don Gardiner, George Gunn, Bryson Rash, Edwin Rogers, Jack Roney, Dorian St. George and Roger von Roth (newscasters); Bill Coyle (sports); Mary Mason (women's features).

### WOL, WASHINGTON

**Operator:** American Broadcasting Company, 1627 K St., N.W. **Phone:** Metropolitan 0012. **Power** 1,000 watts on 1230 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** December 10, 1924.

**Vice-president, general manager:** William B. Dolph. **Commercial manager:** James Fishback. **Program director:** Madeline Ensign. **Chief engineer:** Henry H. Lyon. **Musical director:** Arthur W. Brown. **Publicity director:** Walter Knobloch.

**Rep:** International Radio Sales. **Seating facilities:** 200 persons. **Merchandising:** Supply lists of retailers and wholesalers; mail limited number of letters or printed matter, with advertiser paying postage and

furnishing printed matter, station furnishing letter heads and labor; introduce salesmen to key buyers; arrange audition of program for important local outlets, advertiser to pay for talent; personal calls informing chain stores, etc., of campaign. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$180.

**Copy restrictions:** Beer and wine advertising accepted weekdays only; all copy subject to station approval and regulations of FCC, Federal Trade Commission and Better Business Bureau; spot announcements limited to 100 words, chain breaks to 25 words; commercial continuity must comply with NAB code as to length and content. E. T. library: Associated, Davis & Schwegler; Lang-Worth; NAB. News: Transradio. Commentators: Fulton Lewis, Jr. (news commentator); Walter Compton and Frank Blair (newscasters); Tony Wakeman (sports); Frances Northcross (homemaking).

### WRC, WASHINGTON

**Operator:** National Broadcasting Co., Inc. (owner and operator), 724-14th St., N. W. **Phone:** Republic 4000. **Power:** 5,000 watts on 950 kc. **Affiliation:** NBC Basic Red. **Opened:** Aug. 1, 1923.

**For officers, services and copy restrictions, see WMAL, Washington, D. C.**

**Base rate:** \$240. E.T. library: NBC Thesaurus. News: UP; INS. Commentators: See WMAL, Washington, D. C.

## FLORIDA

*(297,900 radio homes, or 67% ownership among the State's total of 443,000 families. Urban ownership is 189,500, or 80% of urban families; rural ownership is 108,400, or 53% of rural families.)*

### Radio Homes by Counties

Alachua .....	5,660	Escambia .....	10,110	Jefferson .....	1,960
Baker .....	870	Flagler .....	430	Lafayette .....	620
Bay .....	2,120	Franklin .....	1,190	Lake .....	4,560
Bradford .....	1,260	Gadsden .....	3,870	Lee .....	3,190
Brevard .....	2,670	Gilchrist .....	520	Leon .....	3,960
Broward .....	4,530	Glades .....	430	Levy .....	1,880
Calhoun .....	970	Gulf .....	520	Liberty .....	610
Charlotte .....	780	Hamilton .....	1,270	Madison .....	2,050
Citrus .....	930	Hardee .....	1,640	Manatee .....	4,490
Clay .....	1,150	Hendry .....	600	Marion .....	4,920
Collier .....	430	Hernando .....	800	Martin .....	980
Columbia .....	2,250	Highlands .....	2,010	Monroe .....	2,810
Dade .....	38,000	Hillsborough .....	32,990	Nassau .....	1,520
De Soto .....	1,480	Holmes .....	1,480	Okaloosa .....	1,350
Dixie .....	1,100	Indian River .....	1,210	Okeechobee .....	670
Duval .....	36,730	Jackson .....	4,050	Orange .....	11,730

## FLORIDA STATIONS—Continued

Osceola .....	2,220	St. Lucie .....	1,470	Union .....	790
Palm Beach .....	12,250	Santa Rosa .....	1,900	Volusia .....	10,340
Pasco .....	1,910	Sarasota .....	2,720	Wakulla .....	800
Pinellas .....	17,420	Seminole .....	3,760	Walton .....	1,990
Polk .....	14,230	Sumter .....	1,570	Washington .....	1,590
Putnam .....	3,420	Suwannee .....	2,140		
St. Johns .....	3,910	Taylor .....	2,120		

### WMFJ, DAYTONA BEACH

**Operator:** W. Wright Esch, 126½ Magnolia Ave. **Phone:** 91. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC Blue. **Opened:** April, 1935.

**Owner-manager:** W. W. Esch. **Commercial manager, artists bureau head, publicity director:** Ed Sims. **Program director:** Billie B. Esch. **Chief engineer:** Webster Ellenwood.

**Rep:** None listed. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Complete service offered. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; have about half a dozen orchestras, vocalists, actors, announcers.

**Stock:** Owned by W. W. Esch. **Base rate:** \$75.

**Copy restrictions:** No hard liquor; copy should "not offend good taste." **E. T. library:** Associated. **News:** Transradio; also local. **Commentators:** Ray Clancy (news commentator; newscaster); Ed Sims (sports); Kathleen Addison (fashions).

### WFTL, FORT LAUDERDALE

**Operator:** Tom M. Bryan, 2700 S. Andrews Ave. **Phone:** 1300. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Dec. 3, 1939.

**President:** Tom M. Bryan. **Station manager:** Robert M. Tigert. **Program director:** William M. Johns. **Chief engineer:** Francis G. Carroll.

**Rep:** Sears & Ayer, Inc. **Seating facilities:** Can accommodate about 80 persons. **Merchandising:** Dealer contracts, window cards, and direct mail furnished at cost. **Foreign language programs:** Not considered feasible in this area. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer and light wine copy accepted; no hard liquors; patent medicines subject to Federal Trade Commission approval. **E. T. library:** Associated; Standard. **News:** UP. **Commentators:** Robert M. Tigert (news commentator); Gordon Eaton, Marion Moore, and Jim Knox (newscasters); Jack Robbins, and Bob Elmer (sports); Vilma Blair

(fashions; women in the news); Bill Johns (gossip).

### WFTM, FORT MYERS

**Operator:** Fort Myers Broadcasting Co., 51 E. First St. **Phone:** 818. **Power:** 250 watts on 1210 kc. **Affiliation:** Florida Broadcasting System. **Opened:** March 1, 1940.

**President, station manager:** W. E. Bennis, Jr. **Commercial manager, publicity director:** Mrs. W. E. Bennis, Sr. **Program director:** Margaret Williams. **Chief engineer:** Bill Pickering. **Artists bureau head, musical director:** Buster Willis.

**Rep:** None. **Seating facilities:** None listed. **Merchandising:** None. **Foreign language programs:** No policy listed. **Artists bureau:** Setup nominal only. **Base rate:** \$37.50.

**Copy restrictions:** Beer and wine advertising accepted; no hard liquors; all advertising subject to approval of the station. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Bill Pickering (news commentator; newscaster; sports); Franklin Evans (newscaster; sports).

### WRUF, GAINESVILLE

**Operator:** University of Florida. **Phone:** University 55. **Power:** 5,000 watts on 830 kc (to sunset in Denver). **Affiliation:** None. **Opened:** August, 1928.

**Director:** Garland Powell. **Office manager:** John L. Berry. **Commercial department:** Francis Kearney. **Technical department:** Dean Joseph Weil. **Engineer:** F. Banks Duncan.

**Rep:** Burn-Smith Co. **Seating facilities:** University auditorium 2,000. **Merchandising:** None. **Foreign language programs:** None; no need for them in this community. **Artists bureau:** None; staff composed entirely of non-pro artists. **Base rate:** \$75.

**Copy restrictions:** No alcoholic beverage advertising accepted; all programs subject to approval by station management, rules and regulations of state and federal government, and policies of the Board of Control of Higher Learning of Florida; no business on a "per inquiry" basis. **E. T.**

## FLORIDA STATIONS—Continued

library: World; Lang-Worth. News: AP. Commentators: David Russell (newscaster; sports); Raymond Kennedy and John Tanscy (newscasters); Jayne Crane (women's features); Jefferson Thomas (farm news and comment).

### WJAX, JACKSONVILLE

Operator: City of Jacksonville, 1 Broad-  
cast Place. Phone: 5-5821. Power: 5,000  
and 1,000 watts on 900 kc. Affiliation:  
NBC Florida Group. Opened: Nov. 25,  
1925.

Station and commercial manager, chief  
engineer: John T. Hopkins III.

Rep: John Blair & Co. Seating facilities:  
100 persons. Merchandising: Rendered at  
actual cost of stamps, letterheads, etc.; in-  
stall window displays, contact dealers by  
phone or personal calls, mail out circulars,  
etc. Foreign language programs: Not ac-  
cepted. Artists Bureau: None. Base rate:  
\$190.

Copy restrictions: All copy subject to  
station approval. E. T. library: NBC The-  
saurus. News: INS. Commentators: George  
Weeks, Jack Rathbun and Frank Ingels  
(newscasters).

### WJHP, JACKSONVILLE

Operator: The Metropolis Co. Power:  
250 watts on 1290 kc.

At press time this station had a con-  
struction permit only.

### WMBR, JACKSONVILLE

Operator: Florida Broadcasting Co., 118  
W. Adams St. Phone: 5-4387. Power: 250  
watts on 1370 kc. Affiliation: CBS. Opened:  
1927.

President, general manager, commercial  
manager: Frank King. Production man-  
ager, secretary, treasurer: Glenn Marshall,  
Jr. Program director, musical director:  
Charles Stone. Chief engineer: H. B.  
Greene.

Rep: Paul H. Raymer Co. News: UP.  
Seating facilities: Studio, seating 100 per-  
sons. Merchandising: Contact distributors;  
conduct monthly cross-section survey of  
food and drug outlets. Foreign language  
programs: Never any occasion for such  
programs to date; probably would take,  
after investigation of company and check  
of translated copy. Artists bureau: Yes,  
lists about 30 artists. Base rate: \$130.

Copy restrictions: Accept beer and wine;  
no liquor advertising; all commercial copy  
checked for good taste and truthfulness  
and must not exceed 3 minutes per quar-  
ter-hour. E. T. library: NAB; Standard.

News: UP. Commentators: Charlie Stone  
(news commentator; newscaster; sports;  
entertainment news); Larry Scarborough  
(newscaster; sports); Carroll Gardner  
(sports).

### WLAK, LAKELAND

Operator: Lake Region Broadcasting Co.,  
New Florida Hotel. Phone: 2127. Power:  
250 watts on 1310 kc. Affiliation: NBC  
Florida Group. Opened: May 15, 1936.

Station manager: Bert Arnold. Com-  
mercial manager: D. M. Brown. Program  
director: Gordon Fletcher. Chief engineer:  
W. P. Hunter. Musical director: E. B. Wil-  
son.

Rep: John Blair & Co. Seating facilities:  
Two studios, about 25 persons each. Mer-  
chandising: Complete service available;  
get dealer co-operation; furnish program  
promotion and tie-in material without cost  
unless special work is required. Foreign  
language programs: Not accepted. Artists  
bureau: None. Stock: Principally held by  
J. P. Marchant. Base rate: \$75.

Copy restrictions: Beer and wine adver-  
tising accepted, providing "high standard  
of advertising is maintained"; patent medi-  
cines and health advertising accepted only  
if rigidly complying with Federal Trade  
Commission regulations, and providing  
copy does not offend the listener. E. T.  
library: NBC Thesaurus. News: UP. Com-  
mentators: Prof. I. G. MacKay (news com-  
mentator); Thomas Matthews (newscaster);  
Gordon Fletcher (sports); Mrs. Lillian  
Whipple (cooking; fashions).

### WIOD, MIAMI

Operator: Isle of Dreams Broadcasting  
Corp., News Tower, 600 Biscayne Blvd.  
Phone: 36444. Power: 5,000 watts on 610  
kc. Affiliation: NBC Florida Group.  
Opened: January, 1926. (Note: This station  
is newspaper-owned by the Miami Daily  
News.)

vice-president, general manager: Hal  
Leyshon. Station manager, program direc-  
tor: Martin S. Wales. Commercial man-  
ager: S. A. Vetter. Chief engineer: Milton  
C. Scott, Jr. Musical director: Isabel  
Shaffer. Publicity director: Boarman Byrd.

Rep: George P. Hollingbery. Seating  
facilities: Studio, seating 200 persons; spec-  
tators' gallery, 100. Merchandising: Co-  
operate, upon request, in supplying news-  
paper and other publicity, window dis-  
plays, etc.; all services rendered at actual  
cost. Foreign language programs: Ac-  
cepted, but must be accompanied by Eng-  
lish translation. Artists bureau: Yes. Base  
rate: \$160.



## FLORIDA STATIONS—Continued

**Copy restrictions:** Beer, wine and certain types of patent medicines accepted; no liquor advertising; all copy must be in good taste and present "true picture of product advertised." **E. T. library:** NBC Thesaurus; Associated. **News:** INS; UP. **Commentators:** Frank Malone, Francis P. Locke, and Blanca Estrella (news commentators); Sam Parker, Noah Tyler, and Blanca Estrella (newscasters); Bill Hightower (newscaster; sports); Jack Bell, Luther Voltz, and Hornton Fisher (sports); Jane Butler (women's features).

### WQAM, MIAMI

**Operator:** Miami Broadcasting Co., Postal Bldg. **Phone:** 26121. **Power:** 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** 1921.

**President:** Fred W. Borton. **Station manager:** Fred Mizer. **Commercial manager, program director:** Norman MacKay. **Chief engineer:** Gene Rider. **Program manager:** Hazel McGuire.

**Rep:** John Blair & Co. **Seating facilities:** Studio, 50 persons. **Merchandising:** Write and mail dealer letters; conduct phone and personal call surveys; place reasonable number of displays; publicity; pre-views of air shows; supply studio facilities for dealer meetings; advertising in out-of-town newspapers; taxi bumper-strips. **Foreign language programs:** Accept announcements on programs in Spanish, if accompanied by English version simultaneously (this is mostly for transmission to Cuba). **Artists bureau:** None; can supply artists, however. **Base rate:** \$150.

**Copy restrictions:** Commercials must comply with the N. A. B. code; no hard liquors; all patent medicine copy first submitted to governmental agencies for examination before broadcast. **E. T. library:** World and Lang-Worth. **News:** UP. **Commentators:** Fred Handrich (newscaster); Dinty Dennis and Bob Elmer (sports); Louise Malcomson ("Miss Betty"—fashions); Lynn Fox ("Sunshine Sally"—cooking).

### WKAT, MIAMI BEACH

**Operator:** A. Frank Katzentine, 1759 N. Bay Road. **Phone:** 57471. **Power:** 1,000 watts on 1330 kc. **Affiliation:** NBC Blue. **Opened:** Nov. 1, 1937.

**Owner:** A. Frank Katzentine. **General manager:** John C. McCloy. **Program and musical director:** Bettye Lee Taylor. **Chief engineer:** Walter Kinney.

**Rep:** International Radio Sales. **Seating facilities:** Can accommodate about 150

persons. **Merchandising:** None. **Foreign language programs:** Some news programs are rendered in Spanish; no rules listed. **Artists Bureau:** None. **Base rate:** \$140.

**Copy restrictions:** No written rules; conservative policy maintained. **E. T. library:** Associated; Standard. **News:** UP.

### WTMC, OCALA

**Operator:** Ocala Broadcasting Co., Inc., Ocala, Fla. **Phone:** 123. **Power:** 100 watts on 1500 kc. **Affiliation:** NBC Blue. **Opened:** July 1, 1939.

**Station managers:** Hal Davis. **Program director:** Lester Weil. **Chief engineer:** Livingston Wever.

**Rep:** John H. Perry Associates. **Seating facilities:** Studio can accommodate about 35 persons. **Merchandising:** Distribute window and counter cards; follow-ups used wherever possible; all services gratis except for printing. **Foreign language programs:** Accepted; must be accompanied by full English translations. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Beer and wine copy accepted; station reserves the right to censor all copy. **E. T. library:** Standard. **News:** AP. **Commentators:** Lester Weil (newscaster); Katherine Riddle (women's features); Charles Beresford (sports).

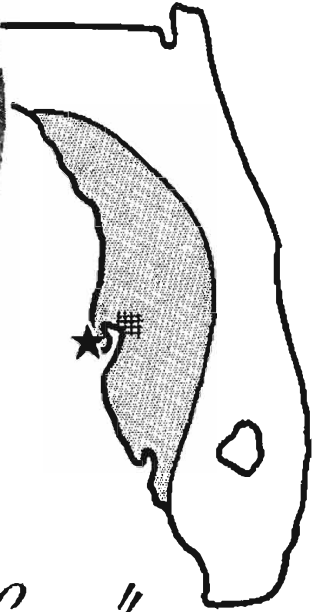
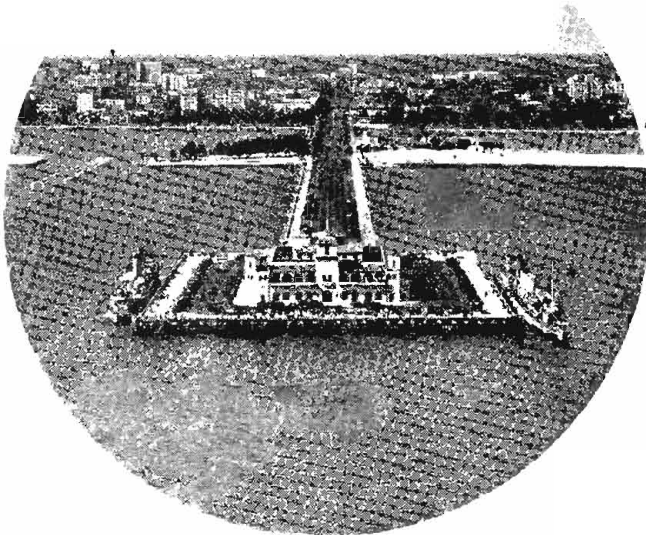
### WDBO, ORLANDO

**Operator:** Orlando Broadcasting Company, Inc., Fort Gatlin Hotel, 563 N. Orange Ave. **Phone:** 6181. **Power:** 5,000 and 1,000 watts on 580 kc. **Affiliation:** CBS. **Opened:** May 10, 1924.

**President:** Colonel George C. Johnston. **Station and commercial manager:** Harold P. Danforth. **Program director:** Ralph Rogers. **Chief engineer:** J. E. Yarbrough. **Studio director:** W. G. McBride. **Musical director:** Robert Willard. **Publicity director:** G. Burnett.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Studios and large reception room; capacities not listed. **Merchandising:** Complete service offered at actual cost. **Foreign language programs:** Foreign population is very small. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$100.

**Copy restrictions:** Beer and wine accepted; no liquor advertising; all copy subject to station approval. **E. T. library:** World. **News:** UP. **Commentators:** Col. William Glenn (news commentator); C. F. Batchelder (newscaster; sports); H. C. Scofield and W. G. McBride (newscasters); Virginia O'Rourke and "Marnie" (fashions); Mrs. Charles Geissler (contract bridge); K. C. Moore and R. N. Norris (agriculture).



# "The Bright Spot in Business - near the Sun"

WSUN serves the largest concentration of resident and tourist population in the SUNSHINE STATE. Industry, agriculture and tourists . . . these together with tremendous investments in this area by Federal Military and Civil agencies . . . make this "Spot in the (W)SUN" a market you cannot afford to ignore. The WSUN area is GOOD business . . . definitely!

Represented by



# WSUN

Business Offices - Recreation Pier - St. Petersburg, Florida

**ST. PETERSBURG ~ ~ TAMPA**

## FLORIDA STATIONS—Continued

### WLOF, ORLANDO

Operator: Hazlewood, Inc. Power: 250 watts on 1200 kc.

At press time this station had a construction permit only.

### WDLP, PANAMA CITY

Operator: Panama City Broadcasting Co., First and Mercer Sts. Phone: 777. Power: 250 and 100 watts on 1200 kc. Affiliation: None. Opened: March 21, 1940.

General manager: Braden Ball. Commercial manager: Le Roy Gibson. Program and musical director: Fred Philips. Chief engineer: Edwin L. Pierce. Continuity and publicity director: Toni Veverka.

Rep: John H. Perry Associates. Seating facilities: Studio reception hall seats 25. Merchandising: Tie-ins with local newspaper afford program listings, etc. Foreign language programs: Accepted if complete translation is provided in advance, and copy complies with station and Federal rules. Artists bureau: None. Base rate: \$27.

Copy restrictions: Wine and beer copy accepted; no hard liquors; patent medicines must comply with Federal regulations and the rules of "good taste." E. T. library: World. News: AP. Commentators: Fredric Rabell (news commentator); Eddie Pierce (newscaster; sports); Fred Bradshaw (newscaster); Dick Veverka (sports); Toni Veverka (films; fashions; gardening; entertainment; homemaking); Rev. C. A. Cornell (religion).

### WCOA, PENSACOLA

Operator: Pensacola Broadcasting Company, San Carlos Hotel. Phone: 4111. Power: 1,000 and 500 watts on 1340 kc. Affiliation: NBC Supplementary Group. Opened: February, 1926. (Note: This station is newspaper-owned by the Pensacola Journal and News.)

General and station manager: Irving F. Welch. Commercial manager: Bill Helie. Production manager: Jim Larkin. Program director: Virgil Evans. Chief engineer: Beecher Hayford. Musical director: Ray Rogers. Publicity director: Charles Sullivan.

Rep: John H. Perry Associates. Seating facilities: Studios, seating over 100 persons; also have weekly shows from two local theatres, seating about 2,000; auditorium available seating 700. Merchandising: Maintain contacts with wholesalers; supply program listings and

publicity for local and out-of-town papers. Foreign language programs: Not accepted. Artists bureau: Yes; number of artists not given. Base rate: \$40 (1/2hr.).

Copy restrictions: Beer and wine accepted; hard liquor advertising not accepted; spot announcements limited to 100 words; chain breaks may not exceed 40 words. E. T. library: Standard. News: AP; NBC. Commentators: Virgil G. Evans (newscaster; sports); Frank Pericola (sports); Dorothy Eastman (fashions; clubs; society).

### WFOY, ST. AUGUSTINE

Operator: Fountain of Youth Broadcasting Co., Fountain of Youth Park. Phone: 1400. Power: 250 watts on 1210 kc. Affiliation: CBS. Opened: Feb. 11, 1937.

President, station manager: Glenn Marshall, Jr. Commercial manager: John H. Cummins. Program director: Ruth Loring Tanksley. Chief engineer: Ernest Raistrick.

Rep: Paul H. Raymer Co. Seating facilities: Can accommodate about 50 persons. Merchandising: Complete service available at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$50.

Copy restrictions: Beer and wine accepted; no hard liquor. E. T. library: Standard. News: UP.

### WSUN, ST. PETERSBURG

Operator: City of St. Petersburg, Municipal Pier. Phone: 4747. Power: 5,000 watt on 620 kc (shares transmitter and hours of operation with WFLA). Affiliation: NBC Florida Group. Opened 1927. (Note: This station is municipally owned.)

General, station and commercial manager: Louis J. Link. Program director: Bob Wilbur. Chief engineer: Louis J. Link. Publicity director: Ruth Clark.

Rep: International Radio Sales. Seating facilities: Studio seats 200 persons; auditorium, 3,000. Merchandising: Use street car cards; dealer contacts; general publicity; service is gratis. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$120.

Copy restrictions: Beer and wine accepted; no hard liquor advertising; patent medicines subject to station approval; all commercial copy must be in "absolute good taste." E. T. library: Associated. News: INS. Commentators: Bob Wilbur (newscaster; agriculture news); Jeff Moshier and

## FLORIDA STATIONS—Continued

Jerry Wigley (sports); Ruth Elson Clark (fashions; beauty; women in the news; radio program comment); Elizabeth Coates James (books).

### WTSP, ST. PETERSBURG

**Operator:** Pinellas Broadcasting Co., 3500 Fourth St., North. **Phone:** 8108. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Nov. 30, 1939. (Note: This station is affiliated with the St. Petersburg Times.)

**General, station and commercial manager:** Fred Bugg. **Program director, traffic manager:** Genevieve Burke. **Chief engineer:** Garvin Combs.

**Rep:** None. **Seating facilities:** Audience room seats 20; main studio, 40. **Merchandising:** Every "reasonable cooperation" rendered gratis. **Foreign language programs:** None; station does not believe they are necessary in this area. **Artists bureau:** Can supply artists, but do not have them under contract. **Base rate:** \$60.

**Copy restrictions:** Beer and wine copy accepted if in good taste; no other alcoholic beverages. **E. T. library:** World. **News:** INS. **Commentators:** Don Bell (newscaster); Dan Hall (sports); Sally U. Nelson (fashions); Lillian Lewis (society); Jack Swift (grain reports, entertainment news).

### WSPB, SARASOTA

**Operator:** WSPB, Inc., City Island. **Phones:** 2541; 2542. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** Dec. 7, 1939.

**President, general and commercial manager:** Frank S. Lane. **Vice-president:** Ken Flenniken. **Program director, artists bureau head:** Jack Daub. **Chief engineer:** John Buning. **Musical director:** Bill Wilson. **Publicity director:** Bill Berry.

**Rep:** None. **Seating facilities:** Studios seat about 75 persons; remote facilities available from two municipal auditoriums, seating around 4,000 each, and three smaller auditoriums, seating over 1,500 each. **Merchandising:** Newspaper publicity, announcements, direct mail and personal calls rendered without charge. **Foreign language programs:** Spanish and Cuban programs or announcements accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$27.50.

**Copy restrictions:** Light wine and beer advertising accepted; no hard liquors; accept patent medicines; all copy subject to approval by the station. **E. T. library:** World; Standard. **News:** UP. **Commentators:** Jack Daub and Bill Berry (newscasters; sports); Fred Reiter and Bill Wilson (newscasters); Jackie Vickers (fashions); Betty Newman (cooking; film news); Virginia Mathews (sports; fashions).

### WTAL, TALLAHASSEE

**Operator:** Florida Capitol Broadcasters, Inc., Thomasville Highway. **Phone:** 1310-R. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Oct. 7, 1935. (Note: Gilbert Freeman, major stockholder in this station, is also major stockholder in three weekly newspapers: Highlands County Pilot, Scenic Highlands Sun, and Lake Placid News.)

**President:** Gilbert Freeman. **Station and commercial manager:** William C. Wyatt. **Program director:** Mildred E. Williams. **Chief engineer:** William Snowden, Jr.

**Rep:** None. **Seating facilities:** Small reception room, seating about 40 persons. **Merchandising:** Highway signs and complete remote facilities available. **Foreign language programs:** No set rules on acceptance. **Artists bureau:** None. **Stock:** Principal holders are Gilbert and Vera Freeman. **Base rate:** \$58.

**Copy restrictions:** Beer and wine copy accepted; no hard liquor; all copy and continuity subject to inspection and censorship of station. **E. T. library:** Lang-Worth. **News:** Transradio. **Commentators:** William Snowden, Jr. (newscaster; entertainment news; local comment); Mildred E. Williams (newscaster; food and cooking; music; fashions; films news; etc.).

### WDAE, TAMPA

**Operator:** Tampa Times Company, Tampa Terrace Hotel. **Phone:** M-1818. **Power:** 5,000 watts on 1220 kc. **Affiliation:** CBS. **Opened:** May 17, 1922. (Note: This station is newspaper-owned by the Tampa Times.)

**President:** David E. Smiley. **Vice-president:** Ralph Nicholson. **Station and commercial manager:** L. S. Mitchell. **Program director:** Kenneth W. Skelton. **Chief engineer:** William Pharr Moore. **Musical director:** M. E. Plattner. **Publicity director:** Joseph F. Smiley. **Educational director:** Joseph F. Smiley.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Can accommodate about 40 persons. **Merchandising:** Dealer contacts personally or by phone; place show case and window cards; promotional letters. **Foreign language programs:** No policy listed. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** Beer and wine accepted; no hard liquor; no specific rules govern copy. **E. T. library:** Standard. **News:** Transradio; INS. **Commentators:** Kenneth W. Skelton and Tom Carruth (newscasters); Sol Fleischman and Bob Proctor (newscasters; sports); Ed Ray (sports); Charlotte Musgrave, Allie Lee Rush, and Irene Riley (women's features).

## FLORIDA STATIONS—Continued

### WFLA, TAMPA

**Operator:** Florida West Coast Broadcasting Co., Inc., Tarr Building, Tampa. **Phone:** Tampa: H-1823; Clearwater: 2754. **Power:** 5,000 and 1,000 watts on 620 kc. (Note: WSUN and WFLA share transmitter and hours of operation.) **Affiliation:** NBC Florida Group; Orange Network. **Opened:** November, 1925.

**General manager, station manager, commercial manager:** W. Walter Tison. **Program director:** Paul Jones. **Chief engineer:** Joe H. Mitchell. **Musical director, artists bureau head:** Frank Grasso. **Production manager:** Bud Farnum. **Publicity director:** Rhinhold Rogers.

**Rep:** John Blair & Co. **Seating facilities:** About 100 persons. **Merchandising:** Estimate on complete merchandising service submitted on request. **Foreign language programs:** Not accepted generally. **Artists bureau:** Yes; have about a dozen artists under contract. **Base rate:** \$120.

**Copy restrictions:** Accept wine and beer advertising if in "good taste"; all copy must comply with rules of FCC and the Federal Trade Commission; station reserves power of censorship at all times. **E. T. library:** NBC Thesaurus. **News:** UP; AP. **Commentators:** Rhinhold Rogers

(newscaster); Bud Farnum (newscaster; sports); Patsy Kent (general comment); Isla Garcia (cooking).

### WJNO, WEST PALM BEACH

**Operator:** WJNO, Inc., P. O. Box 189. **Phone:** 3638. **Power:** 250 watts on 1200 kc. **Affiliation:** CBS. **Opened:** July 31, 1936.

**President:** Laura O'Brien. **Station manager:** Stephen P. Willis. **Program director:** Francis Owens. **Chief engineer:** John K. Moore.

**Rep:** Weed & Co. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete cooperation with advertiser. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$70.

**Copy restrictions:** Beer and wine accepted; no liquor advertising; all copy subject to station approval and government regulations. **E. T. library:** World, News; UP. **Commentators:** Hunter Reams (news commentator); Ben Decker (newscaster; sports); Francis Owens, Vernon Crawford, and Coleman Wilson (newscasters); Zulette Pierce (general women's features); Constance Brady (film gossip); Joan Holliday (interior decoration); Nancy Hall, and Karen Andre (fashions).

## GEORGIA

*(370,800 radio homes, or 52% ownership among the State's total of 716,000 families. Urban ownership is 180,500, or 74% of urban families; rural ownership is 190,300, or 40% of rural families.)*

### Radio Homes by Counties

Appling .....	1,270	Camden .....	750	Coweta .....	2,940
Atkinson .....	720	Campbell ....(See Fulton)		Crawford .....	580
Bacon .....	640	Candler .....	770	Crisp .....	2,220
Baker .....	690	Carroll .....	3,360	Dade .....	400
Baldwin .....	2,090	Catoosa .....	930	Dawson .....	280
Banks .....	750	Charlton .....	510	Decatur .....	2,790
Barrow .....	1,360	Chatham .....	21,150	De Kalb .....	12,600
Bartow .....	2,730	Chattahoochee .....	580	Dodge .....	2,100
Ben Hill .....	1,820	Chattooga .....	1,550	Dooly .....	1,670
Berrien .....	1,320	Cherokee .....	1,980	Dougherty .....	3,920
Bibb .....	13,860	Clarke .....	4,230	Douglas .....	890
Bleckley .....	880	Clay .....	690	Early .....	1,720
Brantley .....	700	Clayton .....	1,010	Echols .....	330
Brooks .....	2,120	Clinch .....	940	Effingham .....	1,130
Bryan .....	660	Cobb .....	4,420	Elbert .....	1,980
Bulloch .....	2,500	Coffee .....	1,870	Emanuel .....	2,220
Burke .....	3,180	Colquitt .....	3,150	Evans .....	670
Butts .....	980	Columbia .....	810	Fannin .....	1,240
Calhoun .....	1,110	Cook .....	1,120	Fayette .....	730

## GEORGIA STATIONS—Continued

Floyd	6,570	Long	430	Seminole	670
Forsyth	860	Lowndes	4,110	Spalding	3,250
Franklin	1,380	Lumpkin	450	Stephens	1,280
Fulton with Camp-		McDuffie	930	Stewart	1,120
bell and Milton...	67,230	McIntosh	810	Sumter	3,890
Gilmer	620	Macon	1,730	Talbot	850
Glascok	400	Madison	1,290	Taliaferro	580
Glynn	3,410	Marion	650	Tattnall	1,420
Gordon	1,610	Meriwether	2,330	Taylor	1,010
Grady	1,860	Miller	800	Telfair	1,470
Greene	1,360	Milton	(See Fulton)	Terrell	1,990
Gwinnett	2,760	Mitchell	2,320	Thomas	4,210
Habersham	1,300	Monroe	1,180	Tift	1,890
Hall	3,540	Montgomery	880	Toombs	1,710
Hancock	1,140	Morgan	1,350	Towns	350
Haralson	1,250	Murray	770	Treutlen	640
Harris	1,100	Musogee	10,050	Troup	4,780
Hart	1,260	Newton	1,940	Turner	1,080
Heard	710	Oconee	710	Twiggs	730
Henry	1,440	Oglethorpe	1,150	Union	480
Houston	1,100	Paulding	1,050	Upson	2,220
Irwin	1,040	Peach	1,320	Walker	3,040
Jackson	2,100	Pickens	980	Walton	2,150
Jasper	920	Pierce	1,180	Ware	4,150
Jeff Davis	770	Pike	950	Warren	990
Jefferson	1,980	Polk	2,940	Washington	2,500
Jenkins	1,330	Pulaski	950	Wayne	1,390
Johnson	1,210	Putnam	860	Webster	430
Jones	780	Quitman	340	Wheeler	780
Lamar	1,140	Rabun	610	White	520
Lanier	530	Randolph	1,850	Whitfield	2,460
Laurens	3,360	Richmond	13,300	Wilcox	1,220
Lee	870	Rockdale	750	Wilkes	1,720
Liberty	810	Schley	470	Wilkinson	1,150
Lincoln	600	Screven	1,870	Worth	1,930

### WGPC, ALBANY

**Operator:** Albany Broadcasting Co., Inc., 125½ N. Jackson St. **Phone:** 1370. **Power:** 250 watts on 1420 kc. **Affiliation:** Georgia Broadcasting System. **Opened:** July 1, 1934.

**President:** J. W. Woodruff, Sr. **Station manager:** A. T. Spies. **Program director:** Louis B. Poole. **Musical director:** Mrs. Martha Percilla. **Chief engineer:** Byron Lindsey, Jr.

**Rep:** Sears & Ayer, Inc. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Letters to trade, dealer contacts, etc. **Foreign language programs:** Not accepted (population less than 1% foreign). **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Adhere to NAB code on commercial copy; beer and wines accepted; no hard liquor; patent medicines acceptable if approved by the FTC. **E. T. library:** World. News: UP; also local news. **Commentators:** Bill Poole (newscaster; sports); Martha Percilla (women in the news; news comment; home arts and decoration).

### WHPC, ALBANY

**Operator:** Herald Publishing Co. **Power:** 1,000 watts on 1230 kc (daytime only).

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

### WGAU, ATHENS

**Operator:** J. K. Patrick & Co., Bobbin Mill Road. **Phone:** 1741. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** April 25, 1938. (Note: Earl B. Braswell, one of the four partners in this station, is publisher of the Athens Banner-Herald.)

**Station and commercial manager, chief engineer:** Melvin C. Gorman. **Program director:** Bill Evans.

**Rep:** None. **Seating facilities:** "Red" studio audience room seats 60; "Black" audience room seats 40. **Merchandising:** Distribute window cards and displays; help client in every way possible, especially in the drug field (one of the partners is a druggist); no charge for services.

## GEORGIA STATIONS—Continued

**Foreign language programs:** No rules. **Artists bureau:** None. **Stock:** Station is owned by an equal partnership composed of J. K. Patrick, Earl B. Braswell, Tate Wright, and C. A. Rowland. **Base rate:** \$50.

**Copy restrictions:** No alcoholic beverages; have carried beer, "but are not inclined to do so in the future"; patent medicines accepted. **E. T. library:** Standard. **News:** AP through local newspaper; INS.

### WAGA, ATLANTA

**Operator:** Liberty Broadcasting Corp., Western Union Bldg. **Phone:** Main 5101. **Power:** 1,000 and 500 watts on 1450 kc. **Affiliation:** NBC Blue Southern Group. **Opened:** Aug. 1, 1937 (in Atlanta; previously operated in Athens, Ga., as WTFI).

**General manager:** Jess Swicegood. **Program director:** Paul Overbay. **Chief engineer:** Cliff Hanson. **Musical director:** Earl Pudney.

**Rep:** John Blair & Co. **Seating facilities:** Have observation room; no capacity given. **Merchandising:** Newspaper publicity accorded sponsors. **Foreign language programs:** No occasion for same has arisen; audience of this type is small in the station's coverage area. **Artists bureau:** None. **Base rate:** \$170.

**Copy restrictions:** No hard liquor accounts accepted; copy must be "in good taste." **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Dick Pyron newscaster; Joe Hill (newscaster; sports); Lee Bennett (sports); Susan Wade (film gossip).

### WATL, ATLANTA

**Operator:** Atlanta Broadcasting Co., Henry Grady Bldg. **Phone:** Walnut 4377. **Power:** 250 watts on 1370 kc. **Affiliation:** Georgia Broadcasting System; Mutual Broadcasting System. **Opened:** 1931.

**Owner:** J. W. Woodruff\*. **General manager:** Maurice C. Coleman. **Program and musical director:** Ken Keese. **Chief engineer:** James Comer.

**Rep:** Sears and Ayer, Inc. **Seating facilities:** 150 persons. **Merchandising:** Conduct direct mail campaigns—blotters, brochures, etc.; invite wholesalers and retailers to visit studios during programs; program listing in daily papers; letters to the trade. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$160.

**Copy restrictions:** All copy subject to acceptance by management; accept beer

\*J. W. Woodruff is also president of WRBL, Columbus, Ga.

and wines; no hard liquors; accept cough remedies, headache powders, etc. **E. T. library:** Associated; World; Lang-Worth. **News:** INS. **Commentators:** Barney Oakes (news commentator; newscaster; gossip and entertainment); Julian Flint (newscaster; sports); Sandra Lee (fashions; Hollywood news); Harriett Hunt (general women's features).

### WGST, ATLANTA

**Operator:** Southern Broadcasting Stations, Inc., Ansley Hotel. **Phone:** Walnut 8441. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:** CBS. **Opened:** 1929. (Note: This station is owned by the Georgia School of Technology).

**President:** Clarence H. Calhoun. **Merchandising director:** Frank Gaither. **Program and educational director:** John Fulton. **Chief engineer:** Ben Akerman. **Musical director:** Lola Allen Wallace.

**Rep:** The Katz Agency. **Seating facilities:** None. **Merchandising:** Complete service offered free of charge. **Foreign language programs:** No rules, as no requests have been received to date. **Artists bureau:** None. **Base rate:** \$200.

**Copy restrictions:** Accept beer; no hard liquor; all copy subject to approval of program department. **E. T. library:** Standard. **News:** AP; Transradio. **Commentators:** Mike Clark and Frank Gaither (newscasters); John Fulton (sports); Frances Miller (women's features).

### WSB, ATLANTA

**Operator:** The Atlanta Journal Company, Atlanta Biltmore Hotel. **Phones:** Hemlock 1045; Walnut 5050. **Power:** 50,000 watts on 740 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** March 15, 1922. (Note: This station is newspaper-owned by the Atlanta Journal.)

**General manager:** J. Leonard Reinsch. **Commercial manager:** John M. Outler, Jr. **Production manager:** Marcus Bartlett. **Program director:** Roy McMillan. **Director of public service:** Lambdin Kay. **Chief engineer:** C. F. Daugherty. **Farm editor:** Bill Prance.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio reception parlor seats 200; Biltmore Hotel auditoriums, seating 750, available. **Merchandising:** Maintain sales checks; arrange and design display material; retail dealer letters; station house organ; conduct surveys; promote program and product through contact with dealers and distributors; audience promotion via spot announcements, theatre displays, etc. **Foreign language programs:** Not accepted.





## GEORGIA STATIONS—Continued

Artists bureau: Yes. Base rate: \$240 (½ hr.).

Copy restrictions: Alcoholic beverage advertising not accepted; copy and program must be in good taste; station reserves the right to edit all commercial copy. E. T. library: NBC Thesaurus; Lang-Worth. News: AP and UP. Commentators: Walter Paschal (news commentator); Brad Ansley, Herb Harris and Hugh Batey (newscasters); Ernie Harwell (sports); Mrs. Winifred S. Bell (home economics); Meodora Fields Perkinson (books; human interest stories); Grace Hartley (foods); Eloise Ray (fashions); Ruth Raine (gardens); Louise Mackay and Susan Jones Medlock (society); Jean Chalmers (music); Mrs. Robin Wood (rural activity); Enid Day and Penelope Penn (shopping information); George W. Mindling (weather); E. J. Rowell (fruit-vegetable quotations; live stock reports).

### WRDW, AUGUSTA

Operator: Augusta Broadcasting Company, Tenth and Broad Sts. Phones: 2976-7-8. Power: 250 watts on 1500 kc. Affiliation: CBS. Opened: July 7, 1930.

Station manager: W. R. Ringson. Commercial manager: Thurston Bennett. Program director, artists bureau head: Charles H. Walters. Chief engineer: Harvey Aderhold.

Rep: Burn-Smith Co., Inc. Seating facilities: About 100 persons. Merchandising: Distribute postcards, window cards and blotters; make personal phone calls; send out direct mail; all services gratis. Foreign language programs: No rules listed. Artists bureau: Maintain service bureau placing artists without charge to the artist. Base rate: \$90 (portable remote or shortwave equipment at special rates).

Copy restrictions: Do not accept liquor advertising. E. T. library: World. News: UP. Commentators: Charles H. Walters, Glenn Marston, and Bill Joy (newscasters); Thurston Bennett (sports); (Miss) Joe Clark (fashions; civic news).

### WMOG, BRUNSWICK

Operator: Coastal Broadcasting Co. Power: 250 and 100 watts on 1500 kc.

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

### WRBL, COLUMBUS

Operator: Columbus Broadcasting Co., Inc., 1420 Second Avenue. Phone: 4300-4301. Power: 250 watts on 1200 kc. Affiliation: CBS; Georgia Broadcasting System. Opened: 1927.

Owner: J. W. Woodruff.\* General manager: J. W. Woodruff, Jr. Commercial manager: James Davenport. Program director: Jack Gibney. Chief engineer: Oliver Heely. Musical director: Louise Heely. Publicity director: John Clarke.

Rep: Sears and Ayer, Inc. Seating facilities: 100 persons. Merchandising: Maintain a limited service, which is rendered at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$100.

Copy restrictions: Accept beer and wine, but no liquor advertising; all copy subject to station approval and government regulations. E. T. library: World; Davis & Schwegler; Lang-Worth. News: INS. Commentators: Jack Gibney (news commentator; sports); John Clarke, Bob Sabin, and Henry East (newscasters); Louise Heely (fashions; news); Anice Wismer (recipes; cooking).

\* Also president of WATL, Atlanta, Ga.

### WMJM, CORDELE

Operator: Cordele Dispatch Publishing Co., Inc. Power: 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

### WGGA, GAINESVILLE

Operator: Henry Estes, Austin Dean and L. H. Christian doing business as the Gainesville Broadcasters. Power: 250 watts on 1210 kc.

At press time this station had a construction permit only.

### WKEU, GRIFFIN

Operator: Radio Station WKEU, Griffin Hotel. Phone: 1137. Power: 100 watts on 1500 kc. Affiliation: None. Opened: July 4, 1933.

President, station manager, chief engineer: A. W. Marshall, Jr. Commercial manager: Joe Carter. Program director: Muriel Shackelford.

Rep: None. Seating facilities: No information given. Merchandising: No information given. Foreign language programs: No information given. Artists bureau: None. Base rate: \$30.

Copy restrictions: Rate card contains standard clauses. E. T. library: MacGregor. News: INS.

### WBML, MACON

Operator: Middle Georgia Broadcasting Co. Power: 250 watts on 1420 kc.

## GEORGIA STATIONS—Continued

At press time this station had a construction permit only.

### WMAZ, MACON

**Operator:** Southeastern Broadcasting Co., Inc., 617 Mulberry St. **Phone:** 3131. **Power:** 5,000 and 1,000 watts on 1180 kc (operates to sunset in Albuquerque, N. Mex.). **Affiliation:** CBS. **Opened:** October 30, 1922.

**President, general and station manager:** Edward K. Cargill. **Commercial manager:** Frank Crowther. **Program director:** Allie V. Williams. **Chief engineer:** George P. Rankin, Jr. **Publicity director:** Wilton E. Cobb.

**Rep:** The Katz Agency. **Seating facilities:** Use Municipal Auditorium, seating 4,000, when necessary. **Merchandising:** Contact local dealers at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held entirely by E. K. Cargill, George P. Rankin, Jr., Wilton E. Cobb and Wallace Miller. **Base rate:** \$100.

**Copy restrictions:** Beer and wine accepted, but not on Sunday; no hard liquor; 100-word announcements made only on participating programs. **E. T. library:** World; Davis & Schwegler; NAB; Lang-Worth. **News:** INS. **Commentators:** Holt Gewinner, John Hogan, and Wilton Cobb (newscasters); Ben Chatfield and Lem Clark (sports).

### WMGA, MOULTRIE

**Operator:** Frank R. Pidcock, Sr., Moultrie, Ga. **Phone:** 999. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Nov. 25, 1939.

**Business manager:** John F. Pidcock. **Station and commercial manager, publicity director:** W. T. Hix. **Program director:** (Miss) Jackie Rhoden. **Chief engineer:** James W. Stewart.

**Rep:** F. L. Williams (Atlanta). **Seating facilities:** Auditorium seats 75 persons. **Merchandising:** None. **Foreign language programs:** Not accepted; foreign population too small. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Close censorship exercised against fraudulent, obscene, questionable, or injurious articles or products; station reserves right to edit all commercial announcements; advertising of alcoholic beverages not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** John Bradshaw (newscaster; sports); Jackie Rhoden (womens features).

### WRGA, ROME

**Operator:** Rome Broadcasting Corp., National City Bank Bldg. **Phone:** 1995.

**Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** May 5, 1930.

**President:** John W. Quarles. **Station manager, commercial manager:** J. (Happy) Quarles. **Program director, publicity director:** Jimmy Kirby. **Chief engineer:** Robert Starr.

**Rep:** None. **Merchandising:** None. **Foreign language programs:** Not accepted; percentage of foreign population too small. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Whiskey not accepted; beer and wine okay. **E. T. library:** None. **News:** UP; also local. **Commentators:** Major Will A. Patton (news commentator); Price Selby (newscaster; sports); Mather Payne, Ed McKay, Jimmy Kirby, and Lamarr Talley (newscasters).

### WSAV, SAVANNAH

**Operator:** WSAV, Inc., Liberty National Bank Bldg. **Phone:** 5600. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Southeastern Group. **Opened:** Dec. 29, 1939.

**President:** Arthur Lucas. **Station manager:** Harben Daniel. **Advertising manager, publicity director:** N. H. Brandon. **Program director, artists bureau head:** Robert Eisenman. **Chief engineer:** Meredith Thompson. **Musical director:** Electra Robertson.

**Rep:** None. **Seating facilities:** 50. **Merchandising:** Store tie-ins; placards in theatres; screen trailers; mailing pieces to trade. **Foreign language programs:** Not necessary in this area. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** Follow provisions of the NAB code; beer copy accepted; no hard liquors. **E. T. library:** Associated. **News:** INS. **Commentators:** Robert Eisenman (newscaster; sports); Jane Dalton (women's features); Bill Penny (sports); Roger Skelton (newscaster).

### WTOC, SAVANNAH

**Operator:** Savannah Broadcasting Co., Inc., 516 Abercorn St. **Phone:** 2-0127. **Power:** 5,000 and 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** October, 1929.

**President:** W. T. Knight, Jr. **Station manager:** Marjorie B. Willis. **Program manager:** Fred P. Pfahler, Jr. **Merchandising manager:** William B. Smart. **Local sales manager:** Robert R. Feagin. **Chief engineer:** James R. Donovan. **Educational and musical director:** Dwight J. Bruce. **Continuity manager:** Esther Shearouse.

**Rep:** The Katz Agency. **Seating facilities:** Reception room with view of studio

## GEORGIA STATIONS—Continued

seats 30 persons. **Merchandising:** Send out regular bulletins to the trade; contact dealers and distributors; supply Embosograf signs for store windows, calling attention to advertiser's program; signs on station shortwave truck. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$125.

**Copy restrictions:** Accept beer and wine, but no hard liquor; all copy subject to station approval and government regulations. **E. T. library:** World; Lang-Worth. **News:** UP. **Commentators:** Bob Crawford and Benjie Williams (newscasters); W. W. "Windy" Herrin (sports); Barbara Blane and Susan Carlin (women's features).

### WPAX, THOMASVILLE

**Operator:** H. Wimpy. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** 1934.

**Base rate:** \$45.

No further information available after repeated requests.

### WGOV, VALDOSTA

**Operator:** E. D. Rivers. **Power:** 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

### WAYX, WAYCROSS

**Operator:** Jack Williams, 620 Plant Ave. **Phone:** 965. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** Oct. 12, 1936.

(Note: Jack Williams, owner of this station, is also editor and publisher of the Waycross Journal-Herald.)

**Station head:** Jack Williams. **Station manager, chief engineer:** John J. Tobola. **Commercial manager:** Jack Harder. **Program director:** Jerry Winters.

**Rep:** None. **Seating facilities:** Reception room seats 50. **Merchandising:** Newspaper publicity and window displays offered gratis. **Foreign language programs:** Accepted, subject to the approval of the management. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer and wines accepted weekdays, but not on Sunday; no hard liquors; patent medicine copy subject to approval of Federal Trade Commission; station reserves the right to censor or reject any material which, in the opinion of the management, does not conform to "good taste." **E. T. library:** World. **News:** AP. **Commentators:** Arlen Wilcort (news commentator; newscaster); Jerry Winters, and John Tobola (newscasters); Liston Elkins, and Douglas Hereford (sports); Martha Jane Folsom (women's features).

### WDAK, WEST POINT

**Operator:** L. J. Duncan, Leila A. Duncan, Josephine A. Keith, Effie H. Allen and Aubrey Gay, doing business as the Valley Broadcasting Co. **Power:** 250 watts on 1310 kc.

At press time this station had a construction permit only.

## IDAHO

(98,700 radio homes, or 80% ownership among the State's total of 124,000 families. Urban ownership is 34,200, or 90% of urban families; rural ownership is 64,500, or 75% of rural families.)

### Radio Homes by Counties

Ada .....	9,690	Cassia .....	2,470	Lewis .....	1,150
Adams .....	640	Clark .....	220	Lincoln .....	660
Bannock .....	7,060	Clearwater .....	1,350	Madison .....	1,540
Bear Lake .....	1,500	Custer .....	740	Minidoka .....	1,660
Benewah .....	1,500	Elmore .....	1,120	Nez Perce .....	4,320
Bingham .....	3,460	Franklin .....	1,700	Oneida .....	1,090
Blaine .....	860	Fremont .....	1,870	Owyhee .....	860
Boise .....	450	Gem .....	1,590	Payette .....	1,720
Bonner .....	3,190	Gooding .....	1,520	Power .....	940
Bonneville .....	3,990	Idaho .....	2,260	Shoshone .....	4,640
Boundary .....	1,100	Jefferson .....	1,740	Teton .....	630
Butte .....	430	Jerome .....	1,630	Twin Falls .....	6,660
Camas .....	320	Kootenai .....	4,910	Valley .....	810
Canyon .....	7,160	Latah .....	4,100	Washington .....	1,870
Caribou .....	430	Lemhi .....	1,150		

## IDAHO STATIONS—Continued

### KIDO, BOISE

**Operator:** C. G. Phillips, and Frank L. Hill, doing business as Boise Broadcast Station, Hotel Boise. **Phone** 660. **Power:** 2,500 and 1,000 watts on 1350 kc. **Affiliation:** NBC North Mountain Group. **Opened:** Nov. 5, 1928. (Note: C. G. Phillips and Frank L. Hill also own KORE, Eugene, Ore.)

**Manager:** Curt Phillips. **Office manager:** Bonnie Scotland. **Commercial manager:** Dick McBroom. **Program director:** Billy Phillips. **Continuity and publicity director:** Roy Civile. **Traffic manager:** Catherine Scotland. **Merchandising and special events director:** Clete Lee. **Chief engineer:** Harold (Teddy) Toedtemeier.

**Rep:** John Blair & Co. **Seating facilities:** About 300 persons. **Merchandising:** Use live talent and transcription shows to promote sponsored NBC programs, and transcription promotions for national spot advertisers; give sponsors at least two time-break mentions weekly; local merchants enrolled to give sponsor's products preference in return for mention on series of promotional programs; store and window displays; Sunday column in local paper plugs national sponsors (network and spot); all above services gratis; will cooperate on special plans. **Foreign language programs:** None; but population (Basque) would warrant Spanish. **Artists bureau:** Sustaining talent is made available to sponsors via nominal setup. **Base rate:** \$120.

**Copy restrictions:** Copy must conform to Federal Trade Commission rules; wine, beer, liquors accepted. **E. T. library:** World. **News:** UP; AP. **Commentators:** Vern E. Moore (newscaster); Roy Civile (baseball and football); Billy Phillips (fights); Opal Rigby (fashions); Clete Lee (entertainment news; Hollywood gossip).

### KID, IDAHO FALLS

**Operator:** KID Broadcasting Co. **Power:** 5,000 and 500 watts on 1320 kc. **Affiliation:** None.

**Base rate:** \$94.50.

No other information available.

### KRLC, LEWISTON

**Operator:** H. E. Studebaker, Lewis-Clark Hotel Bldg. **Phone:** 1950. **Power:** 250 watts on 1390 kc. **Affiliation:** None. **Opened:** March, 1935.

**Owner:** H. E. Studebaker. **Station manager:** Donald A. Wike. **Commercial manager:** R. A. Klise.

**Rep:** John Blair & Co. **Seating facilities:** None, except on remotes from local audi-

toriums. **Merchandising:** Any service rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$25 (½ hr.).

**Copy restrictions:** No beer, wine or other alcoholic beverage advertising accepted; station reserves the right to reject any copy deemed to "be in bad taste for the community served." **E. T. library:** World; Lang-Worth; MacGregor. **News:** UP. **Commentators:** Curtis Butler, Rod Klise, and Don Wike (newscasters)

### KFXD, NAMPA

**Operator:** Frank E. Hurt, 1024 12th Avenue, S. **Phone:** 1200. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** October, 1924.

**Station manager:** Frank E. Hurt. **Commercial manager:** Doyle Cain. **Program and musical director:** Maxine Hurt. **Chief engineer:** Eddie Hurt.

**Rep:** None. **Seating facilities:** 40 persons. **Merchandising:** Have a contact man covering a radius of 70 miles. **Foreign language programs:** Not accepted; foreign population very small. **Artists bureau:** None. **Base rate:** \$15 (½ hr.).

**Copy restrictions:** No beer, wine, liquor or patent medicines accepted. **E. T. library:** Lang-Worth; NBC Thesaurus; NAB; Davis & Schwegler; MacGregor. **News:** UP. **Commentators:** Rusty Johnston, John Paul Grose, Eddie Hurt, and James Carlson (newscasters); Doyle Cain (sports).

### KSEL, POCATELLO

**Operator:** Radio Service Corporation of Idaho, Pocatello. **Phone:** 960. **Power:** 1,000 and 250 watts on 900 kc. **Affiliation:** NBC North Mountain Group. **Opened:** August, 1926.

**General manager:** Henry H. Fletcher. **Program director:** Ruthe A. Fletcher. **Chief engineer:** James E. Mitchell. **Musical director:** Harold A. Sparks. **Publicity director:** Julian H. Boone.

**Rep:** Furgason & Walker, Inc. **Seating facilities:** None. **Merchandising:** Service available. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$70.

**Copy restrictions:** Accept beer; no wine or liquor. **E. T. library:** Lang-Worth; MacGregor; Standard; Davis & Schwegler. **News:** Transradio. **Commentators:** Harold A. Sparks, Melvin S. Vittum, and James E. Mitchell (newscasters).

### KTFL, TWIN FALLS

**Operator:** Radio Broadcasting Corp., Radio Center Bldg. **Phone:** 30. **Power:** 1,000

## IDAHO STATIONS—Continued

watts on 1240 kc. Affiliation; NBC North Mountain Group. Opened: October, 1928.

President: O. P. Soule. Vice-president, general manager: John E. Gardner. Commercial manager: Jay Spracher. Program director: Florence M. Gardner. Chief engineer: Frank V. Cox. Musical director: Will Wright. Educational director, production manager: Charles Crabtree. Publicity director: Richard Harbert.

Rep: Furgason & Walker, Inc.; Homer O. Griffith (Pacific Coast). Seating facilities: KTFI Radioland Concert Hall, 500. Merchandising: Send circular letters calling attention to programs among dealers and distributors; arrange for newspaper space and publicity; courtesy announcements preceding start of "outstanding talent programs"; distribute publicity material for advertiser; any other reasonable cooperation desired. Foreign language programs: No call for these. Artists bureau: Partial service; information and prices on request. Base rate: \$70.

Copy restrictions: Beer accepted; limited acceptance of wine; no other alcoholic beverages; commercial copy must conform to NAB code; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission. E. T. library: Lang-Worth; Davis & Schwegler; MacGregor. News: Transradio. Commentators: Charles Crab-

tree (newscaster; sports); Ellis Call and Will Wright (newscasters); Alvin Kempton (sports).

### KWAL, WALLACE-KELLOGG

Operator: Chester Howarth and Clarence Berger, Civic Center Bldg. Phone: 330. Power: 250 and 100 watts on 1420 kc. Affiliation: None. Opened: Dec. 17, 1939.

Station manager: Clarence Berger. Commercial manager: Rodney G. McArdle. Program director: Ethel Clayton. Chief engineer: William H. Brunner.

Rep: None. Seating facilities: Auditorium of Veterans' Memorial Hall available, seating 200 persons. Merchandising: Distribute window cards or signs, and plug program via courtesy announcements; all services rendered without charge. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$40.

Copy restrictions: Beer advertising accepted; no wines or hard liquor; commercial copy may not exceed 10% of program time; patent medicines accepted if they do not guarantee cures and are otherwise in compliance with station policy. E. T. library: NBC Thesaurus; Standard. News: UP. Commentators: Donald Callahan, Charles Johnson (newscasters); Chester J. Howarth (stock market comment; market gossip).

## ILLINOIS

*(1,857,100 radio homes, or 90% ownership among the State's total of 2,063,000 families. Urban ownership is 1,426,600, or 93% of urban families; rural ownership is 430,500, or 80% of rural families.)*

### Radio Homes by Counties

Adams .....	15,900	De Kalb.....	8,120	Henry .....	10,850
Alexander.....	5,360	De Witt.....	4,430	Iroquois.....	7,340
Bond .....	3,460	Douglas.....	4,160	Jackson.....	8,020
Boone .....	3,730	Du Page.....	22,660	Jasper .....	2,810
Brown .....	1,960	Edgar .....	6,000	Jefferson.....	7,160
Bureau .....	9,060	Edwards.....	2,060	Jersey .....	2,870
Calhoun .....	1,630	Effingham.....	4,150	Jo Daviess.....	4,880
Carroll .....	4,630	Fayette.....	5,140	Johnson.....	2,110
Cass .....	4,000	Ford .....	3,680	Kane .....	30,150
Champaign.....	15,790	Franklin.....	13,220	Kankakee.....	10,720
Christian.....	8,800	Fulton .....	10,740	Kendall.....	2,400
Clark .....	4,250	Gallatin.....	2,130	Knox .....	13,170
Clay .....	3,640	Greene.....	4,730	Lake .....	23,920
Clinton.....	4,530	Grundy.....	4,160	La Salle.....	22,770
Coles .....	9,120	Hamilton.....	2,780	Lawrence.....	4,910
Cook .....	996,480	Hancock.....	6,630	Lee .....	7,060
Crawford.....	4,940	Hardin.....	1,440	Livingston.....	8,460
Cumberland.....	2,370	Henderson.....	2,010	Logan .....	6,230



• Our nation's second largest market is yours—and for but a small bit of practical asking.

• From soap to sedans—from soup to cigarettes WBBM gets in and *sells*.

• Make a note to let one of our representatives tell you why WBBM has led all other Chicago radio stations in advertising for eight years. And how and why *your* company can use the experience of twenty years of successful radio selling to take over this vast sales empire.

• Our men in any Radio Sales office are anxious to tell you about WBBM.

### **WBBM** 50,000 WATTS • CHICAGO

Owned and operated by Columbia Broadcasting System. Represented nationally by Radio Sales, with offices in New York • Detroit • St. Louis • Charlotte, N. C. • Los Angeles • San Francisco



## ILLINOIS STATIONS—Continued

McDonough .....	6,890	Ogle .....	6,700	Shelby .....	5,990
McHenry .....	8,170	Peoria .....	33,880	Stark .....	2,100
McLean .....	17,740	Perry .....	5,240	Stephenson .....	9,920
Macon .....	20,370	Platt .....	3,480	Tazewell .....	10,780
Macoupin .....	11,710	Pike .....	5,740	Union .....	3,860
Madison .....	34,190	Pope .....	1,660	Vermillion .....	21,040
Marion .....	8,640	Pulaski .....	3,250	Wabash .....	3,130
Marshall .....	3,060	Putnam .....	1,160	Warren .....	5,300
Mason .....	3,690	Randolph .....	6,070	Washington .....	3,560
Massac .....	3,170	Richland .....	3,370	Wayne .....	4,110
Menard .....	2,480	Rock Island.....	24,700	White .....	4,090
Mercer .....	3,960	St. Clair.....	39,010	Whiteside .....	9,430
Monroe .....	2,730	Saline .....	8,160	Will .....	24,550
Montgomery .....	8,400	Sangamon .....	27,410	Williamson .....	12,300
Morgan .....	7,460	Schuyler .....	2,700	Winnebago .....	28,940
Moultrie .....	2,880	Scott .....	2,020	Woodford .....	4,190

### WMRO, AURORA

**Operator:** Martin R. O'Brien, 34 S. River St. **Phone:** 4215. **Power:** 250 watts on 1250 kc (daytime). **Affiliation:** None. **Opened:** Dec. 13, 1938.

**Owner, station and commercial manager:** Martin R. O'Brien. **Sales manager:** Vincent G. Cofey. **Program director:** Robert Carlton. **Chief engineer:** Leo Burch. **Artists bureau head:** Elizabeth Geib. **Musical director:** Mary Louise Brown.

**Rep:** None. **Seating facilities:** Can accommodate about 125 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$46.

**Copy restrictions:** Patent medicines subject to strict supervision and generally "frowned on"; wholesale (but not retail) beer accounts accepted; hard liquor copy not accepted. **E. T. library:** NBC Thesaurus; Standard. **News:** AP through the Aurora Beacon. **Commentators:** Russ Salter (newscaster); Martin R. O'Brien, Charles Hunter, and Robert Diller (sports); Julia Van Der Meer (shopping).

### WJBC, BLOOMINGTON

**Operator:** Arthur Malcolm McGregor and Dorothy Charlotte McGregor, Bloomington. **Phone:** 535. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** Sept., 1934.

**Station head and manager:** A. M. McGregor. **Commercial manager, publicity director:** Hugh L. Gately. **Chief engineer:** Ted Bailey.

**Rep:** Cox and Tanz. **Seating facilities:** 50 persons. **Merchandising:** All programs with a contest or premium angle are handled without cost through Contest Editor, who answers fan mail, etc.; window displays, placards, direct mail, supplied at actual cost. **Foreign language programs:**

Not accepted. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** No beer, wine or hard liquor advertising; only such patent medicines as are recommended by reputable local dealers; commercials limited to 500 words per quarter-hour program, spot announcements to 100 words; all copy checked for conformity to accepted standards of good taste. **E. T. library:** Lang-Worth; Standard; Davis & Schwegler. **News:** Transradio. **Commentators:** Jay Franklin (news commentator); Guy Wallace (newscaster; sports); Riley Jackson (sports); Louise Bosworth (cooking); Rex LaFleur (grain reports).

### WCAZ CARTHAGE

**Operator:** Superior Broadcasting Service, Inc., 502 Wabash Ave. **Phone:** 520. **Power:** 100 watts on 1070 kc (daytime). **Affiliation:** None. **Opened:** October, 1922.

**President:** Robert Compton. **Station and commercial manager:** John Palmer. **Program and musical director:** Antoinette Palmer. **Chief engineer:** Byrl Shreve.

**Rep:** Allied Representation Co. **Seating facilities:** Reception room can accommodate 100 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$15 (¼ hr.).

**Copy restrictions:** Accept beer and patent medicines; no wines or liquor. **News:** Christian Science Monitor. **Commentators:** Jerome Kraehling, and Marvin Mueller (newscasters; stock and grain reports); Allen Howard Fry, and Stanley Wilson (film news; sports); Murphy Thomas (film news; books); Betty Berger (fashions).

### WDWS, CHAMPAIGN

**Operator:** Champaign News Gazette, Inc., 48 Main St. **Phone:** 6-1855. **Power:** 250

# W-G-N

IS KNOWN AS  
SOMETHING MORE THAN  
A RADIO STATION

TRIBUNE  
SQUARE  
CHICAGO



In a recent survey conducted by the Psychological Corp., W-G-N received more rankings as the most outstanding radio station in Chicago than did any other station in the city. Ask to see the facts.

50,000 WATTS

## W-G-N INC.

720 KILOCYCLES

EASTERN SALES OFFICE  
Norman Boggs  
220 E. 42nd Street  
New York City

441-445 North Michigan Avenue  
Chicago, Illinois  
Member of  
The Mutual Broadcasting System

PACIFIC COAST OFFICES  
Paul H. Raymer Co.  
Los Angeles—530 W. Sixth St.  
San Francisco—Russ Bldg.



## ILLINOIS STATIONS—Continued

watts on 1370 kc. **Affiliation:** None. **Opened:** Jan. 25, 1937. (Note: This station is newspaper-owned by the *Champaign News Gazette*.)

**Station manager:** M. Stevick. **Commercial manager:** Frank Mills. **Program director:** Ken Rice. **Chief engineer:** Milton Putnam.

**Rep:** Sears & Ayer. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Merchandising service maintained to perform services at cost; supply publicity, work out window displays, etc. **Foreign language programs:** No rules; no call for these programs. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Beer and wine accounts accepted; no hard liquor or patent medicines accepted. **E. T. library:** Associated. **News:** UP. **Commentators:** Carroll Layman (newscaster; sports); Marc Howard (newscaster).

### WAAF, CHICAGO

**Operator:** Drovers Journal Publishing Co., Palmer House. **Phone:** Randolph 1932. **Power:** 1,000 watts on 920 kc (daytime only). **Affiliation:** None. **Opened:** May, 1922. (Note: This station is owned by the *Chicago Daily Drovers Journal*).

**President:** Ward A. Neff. **Station manager:** W. E. Hutchinson. **Commercial manager:** Arthur Harre. **Program director:** Bradley R. Eidmann. **Chief engineer:** Carl W. Ulrich. **Production:** Bradley Williams. **Musical director:** James Kozak. **Continuity and publicity:** Harry Creighton.

**Rep:** George P. Hollingbery Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Publicity: window displays, bus cards, etc., gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$131.

**Copy restrictions:** Accept beer and wine; no hard liquor; patent medicines subject to investigation and strict copy censorship. **E. T. library:** Associated; Lang-Worth; NAB. **News:** UP. **Commentators:** Carleton Guy (news commentator—"The Hoosier Philosopher"); Joel Douglas, and Will Morral (newscasters); Harry Craighton (sports); Myrna Dee Sergent (fashions; beauty hints); Don Alexander, and Louis Barr (grain and livestock reports).

### WBBM, CHICAGO

**Operator:** Columbia Broadcasting System, Inc., 410 N. Michigan Ave. **Phone:** Whitehall 6000. **Power:** 50,000 watts on 770 kc. **Affiliation:** CBS. **Opened:** 1923.

**Vice-president and manager:** H. Leslie Atlass. **Assistant manager:** J. L. Van Volkensburg. **Commercial manager:** J. Kelly Smith. **Program director:** Bobby Brown. **Chief engineer:** Frank B. Falknor. **Musical director:** Milton Charles. **Publicity and special events director:** James Kane. **Educational director:** Lavinia S. Schwartz.

**Rep:** Radio Sales. **Seating facilities:** WBBM Air Theatre, seating 300 persons. **Merchandising:** Contact retailers by mail; arrange special window displays, etc.; all services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$825.

**Copy restrictions:** CBS program policies. **E. T. library:** None listed. **News:** UP; INS. **Commentators:** Oren Weaver, Todd Hunter, Tommy Bartlett, Ed Roberts, John McCormick, Bob Cunningham, Bill Seymour, and Norman Ross (newscasters); Pat Flanagan, John Harrington, Charlie Grimm, Val Sherman, and Jim Crusinberry (sports).

### WCBD, CHICAGO

**Operator:** WCBD, Inc., 2400 West Madison St. **Phone:** Seeley 8066. **Power:** 5,000 watts on 1080 kc (divides time with WMBI). **Affiliation:** None.

**Station and commercial manager:** Gene T. Dyer. **Program director, market and audience research:** Arnold B. Hartley. **Technical chief:** Edward Jacker. **Artists bureau head:** Minerva Clemens. **Musical director:** Joseph Rudolph.

**Rep:** None. **Seating facilities:** Visitors' gallery for 50 persons. **Merchandising:** Complete division maintained; specific services not listed. **Foreign language programs:** Accepted; all copy must be submitted in advance in native tongue and English. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

**Copy restrictions:** Medical accounts must have approval of Food and Drugs administration as to product and copy. **E. T. library:** NAB; Davis & Schwegler; Associated. **News:** INS. **Commentator:** Phil White (sports).

### WCFL, CHICAGO

**Operator:** Chicago Federation of Labor, 666 Lake Shore Drive. **Phone:** Superior 5300. **Power:** 5,000 watts on 970 kc. **Affiliation:** NBC Blue and Red (alternate station). **Opened:** June, 1926.

**General manager:** Maynard Marquardt. **Commercial manager:** Melvin B. Wolens.

**Rep:** The Katz Agency. **Seating facilities:** 250 persons. **Merchandising:** Dealer contacts; promotion to union membership

**A Million Letters in 1939  
10 Million Letters in 10 Years**

**WLS GETS  
RESULTS**



In Chicago and the great Mid-West WLS can be heard--it is *listened to*--and listeners do respond.

**WLS**

**CHICAGO**

Burridge D. Butler, - President  
Glenn Snyder, - - Manager

**JOHN BLAIR & COMPANY, National Representatives**

**KOY**  
Phoenix, Arizona  
CBS, Affiliate

**NOW ON**  
Always tops with  
Arizona listeners—now  
tops on the dial too!

**550**  
KILOCYCLES  
1000 WATTS

## ILLINOIS STATIONS—Continued

—approximately 450,000 in station area; additional services rendered at cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$250.

Copy restrictions: Copy subject to station approval and existing regulations. E. T. library: Standard. News: UP. Commentators: Edward Paul (newscaster); Jimmy Dudley (newscaster; sports); Jimmy Evans (sports); Nancy Stone (cooking).

### WCRW, CHICAGO

Operator: Clinton R. White, 2756 Pine Grove Ave. Phone: Diversey 4440. Power: 100 watts on 1210 kc (divides time with WSBC and WEDC; operates 11 A.M. to 2 P.M. and 5 P.M. to 7 P.M.). Affiliation: None. Opened: July, 1926.

Owner, station head: Clinton R. White. Rep; merchandising; seating facilities; foreign language programs; artists bureau: None. Base rate: \$10 (10 minutes, 30 time rate).

Copy restrictions: Do not accept fortune tellers, lotteries, etc. E. T. library: None listed. News: None.

### WEDC, CHICAGO

Operator: Emil Denemark, Inc., 3860 Ogden Ave. Phone: Crawford 4100. Power: 250 watts on 1210 kc (shares time with WCRW and WSBC). Affiliation: None. Opened: Nov. 26, 1926.

General manager: Emil Denemark. Station and commercial manager: Frank Kottour. Program and musical director, supervisor music library: William Brady. Chief engineer: Caleb Frisk. Artists bureau head: George Vares. Dramatic director: Edward Skotch. Continuity editor: Mabel Hays. Publicity director: Don Lavery.

Rep: None. Seating facilities: None. Merchandising: Mailings, posters, and other merchandising aids designed free and supplied at cost on request; station has tie-ups with local and suburban English and foreign-language newspapers; pre-announcements and newspaper publicity supplied in advance of first broadcasts. Foreign language programs: Bohemian, Polish, Italian, Mexican, Greek, Ukrainian, and Russian current. Artists bureau: Yes, lists various musicians, singers, orchestras. Base rate: \$85.

Copy restrictions: All legitimate copy accepted. E. T. library: Davis & Schwegler. News: UP. Commentators: Al Lavelle (newscaster; sports; motor news); Don Lavery (newscaster; sports); Walter Helezer and George Vares (newscasters); Marion Whitney (Hollywood news).

### WENR, CHICAGO

Operator: National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. Phone: Superior 8300. Power: 50,000 watts on 870 kc (WENR divides time with WLS, Chicago). Affiliation: NBC Basic Blue. Opened: March 19, 1925. (Note: NBC also owns and operates WMAQ, Chicago).

Manager of Central Division: S. N. Strotz. Sales manager: M. Boyd. Program director: Jules Herbubeaux. Chief engineer: H. C. Luttgens. Artists bureau head: James Stirton. Musical director: Roy Shield. Publicity director: William Ray. Sales promotion and advertising manager: Emmons C. Carlson.

Rep: National Broadcasting Co. Seating facilities: Studio A, 400; studio D, 200; studio E, 200. Merchandising: Promotion department will cooperate in preparing advertising plans; will send letters, in any amount, on company stationery with advertiser paying all costs. Foreign language programs: Not accepted. Artists bureau: Yes; has complete roster of talent. Base rate: \$720.

Copy restrictions: Accept beer; no other alcoholic beverages; no patent medicines; adheres to NBC Program Policies; see also WMAQ, Chicago. E. T. library: NBC Thesaurus. News: AP; UP; INS. Commentators: Fort Pearson (newscaster; sports); Norman Barry, Durward Kirby, Les Griffith, Louis Roen, and Charles Lyon (newscasters); John Holtman (newscaster; radio gossip); Hal Totten and Dick Nesbitt (sports); Lynn Brandt (sports; radio gossip); Elizabeth Hart (household hints; fashions; women's features); Eleanor Howe (cooking).

### WGES, CHICAGO

Operator: Oak Leaves Broadcasting Station, Inc., 2400 W. Madison St. Phone: Seeley 8066. Power: 500 watts (1,000 watts daytime Sundays) on 1360 kc (divides time with WSBT). Affiliation: None. Opened: Oct. 10, 1923.

Station and commercial manager: Gene T. Dyer. Program director, market and audience research: Arnold B. Hartley. Artists bureau head: Minerva Clemens. Musical director: Erma Gareri. Technical director: Edward Jacker.

Rep: None. Seating facilities: Visitors' gallery seating 50 persons. Merchandising: Complete division maintained; specific services not listed. Foreign language programs: Accepted; copy must be submitted, with translation, in advance. Artists bureau: Set-up nominal only. Base rate: \$95.

## ILLINOIS STATIONS—Continued

**Copy restrictions:** All medicinal accounts, products and copy must be approved by Food & Drug Administration. **E. T. Library:** NAB; Davis & Schwegler; Associated. **News:** INS. **Commentators:** Ferdinand Drzewicki and Stach Baranowski (Polish newscasters); Antonio Faustini (Italian newscaster); Charles Herold (Bohemian newscaster); Walter Lampell (German newscaster); Lydia Pucinska (fashions and cooking in Polish); Amabile Santacaterina (fashions and cooking in Italian); Sophie Barcus (fashions and cooking in Lithuanian).

### WGN, CHICAGO

**Operator:** WGN, Inc., 441 No. Michigan. **Phone:** Superior 0100. **Power:** 50,000 watts on 720 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** June 1, 1924.

**Managing director:** W. E. Macfarlane. **Broadcast manager:** Quin A. Ryan. **Sales manager:** W. A. McGuineas. **Chief engineer:** C. J. Meyers. **Musical directors:** Harold Stokes; Henry Weber. **Publicity director:** F. P. Schreiber.

**Rep:** Maintains own offices at 220 E. 42nd St., New York; Paul H. Raymer Co., Los Angeles and San Francisco. **Seating fa-**

**ilities:** Studio A. 600 persons; six other studios vary in capacity from 20 to 150 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$750.

**Copy restrictions:** Do not accept depilatories, mortuaries, cemeteries, or real estate developments; no advertising matter which does not comply with Pure Food & Drug Act; comparative prices not allowed in commercials; no wine or hard liquor; beer accepted; station reserves right to cut copy, change, or eliminate any objectionable matter. **E. T. library:** World. **News:** UP; AP; Chicago Tribune News Bureau. **Commentators:** Quin Ryan, Capt. Herne, Billy Repaid, Ed Allen, Spencer Allen, Pierre Andre, Guy Savage, and Louis LaMar (newscasters); Bob Elson (sports); June Baker (home management); Myrna Dee Sargent (beauty hints); Janet Jenkins (store news); Jean Abbey (shopping hints).

### WIND, GARY (IND.)

**Operator:** Johnson-Kennedy Radio Corp., 504 Broadway. **Phone:** 9191. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** August 15, 1927. (Note:

# AMERICA'S LARGEST Independent Station

# WJJD

## CHICAGO, ILL.

## 20,000 WATTS

NOV. 1  
1940

We move to new studios; new accommodations for even greater program efficiency for WJJD advertisers.

Constant activity in the improvement of programs and broadcasting service, so as to insure our advertisers the largest audience per dollar spent in the Chicago area, is only one of many reasons why WJJD should be figured in your National Spot Campaigns.

NATIONAL REPRESENTATIVES  
PAUL H. RAYMER CO.



## ILLINOIS STATIONS—Continued

WIND and WJJD, Chicago, are under the same general direction.)

**President:** Ralph L. Atlass. **General manager:** E. S. Mittendorf. **Sales manager:** J. T. Carey. **Program director:** Brooks Connally. **Chief engineer:** Kenneth C. Shirk. **Artists bureau head, musical director:** Bob Atcher. **Publicity director:** Al Hollender.

**Rep:** The Foreman Company. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Carrying Swedish, German, Italian; will accept no more foreign advertising; commercials limited to 35% of program time. **Artists bureau:** Nominal only. **Base rate:** \$200.

**Copy restrictions:** Beer, wines, alcoholic beverages accepted; strict scrutiny of patent medicines; advertising cannot exceed 30% of time purchased, but average on current programs is reported much lower. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Brooks Connally, Stan Corley, and Bill Corley (newscasters); Jack Drees (sports).

**President:** Ralph L. Atlass. **Vice-president:** H. Leslie Atlass. **Sales manager:** Herbert P. Sherman. **Program director:** J. L. Allabough. **Chief engineer:** Walter Myers. **Musical director:** Ben Kanter. **Publicity director:** Al Hollender.

**Rep:** Paul H. Raymer Co.; Walter Biddick Co., (Pacific Coast). **Seating facilities:** Studio, 250 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$260.

**Copy restrictions:** Beer, wine, alcoholic beverages accepted; patent medicine copy strictly watched; commercial copy may take a maximum of 30% of air time, but the average is reported as lower in actuality. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Frank Bignell, Allen Avery, Glenn Taylor, and Edward Humphrey (newscasters); Jack Drees, Lew Fonseca, and Charlie Grimm (sports); Barbara Winthrop (women's news); The Problem Lady (homemaking problems); Ervin Viktor (farm advisor).

### WJJD, CHICAGO

**Operator:** WJJD, Inc., 201 N. Wells St. **Phone:** State 5466. **Power:** 20,000 watts on 1130 kc (operates to sunset in Salt Lake City). **Affiliation:** None. **Opened:** 1923.

### WLS, CHICAGO

**Operator:** Agricultural Broadcasting Co., Prairie Farmer Bldg., 1230 West Washington Blvd. **Phone:** Haymarket 7500. **Power:** 50,000 watts on 870 kc (divides time with

# WIND

Advertisers are assured greatly increased results because of the tremendous activity in the great Calumet steel area, where WIND is the Number 1 Station. Employment and wages are at new peaks.

WIND continues as the leading sports station in the Chicago Metropolitan area.

An unequalled coverage of the Industrial Steel area together with Metropolitan Chicago, plus reasonable rates that are currently producing a large volume of satisfied national and local business, continue to make WIND a station that should be included on every national schedule.

For Availabilities, Address

# WIND

201 North Wells Street, Chicago  
Foreman, Representatives—New York City

## ILLINOIS STATIONS—Continued

**WENR**). **Affiliation:** NBC Basic Blue Network. **Opened:** April 12, 1924. (Note: This station is owned by Prairie Farmer, a bi-weekly; same owners control KOY, Phoenix, Ariz.).

**President:** Burrige D. Butler. **Vice-president and general manager:** Glenn Snyder. **Sales manager:** William R. Cline. **Program director:** Harold A. Safford. **Production director:** Al Boyd. **Chief engineer:** Thomas L. Rowe. **Artists bureau head:** George Ferguson. **Promotion and publicity director:** Don Kelly. **Educational director:** Harriet Hester. **Musical director:** Ray Ferris. **Continuity director:** Frank Baker. **Farm program director:** Arthur C. Page.

**Rep:** John Blair & Co. **Seating facilities:** Studio seating 50 persons; use local theatre, seating 1,200, every Saturday night, admission 75c. **Merchandising:** Co-operate in furnishing publicity, making dealer contacts, etc.; services rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; handles bookings of all WLS acts. **Base rate:** \$750 (evenings); \$450 (daytime).

**Copy restrictions:** Advertising of alcoholic beverages not accepted; all copy subject to station and government regulations. **E. T. library:** Lang-Worth; NAB. **News:** UP; Transradio. **Commentators:** Julian Bently, and Ervin Lewis (newscasters); Mrs. Harriet Hester (homemaking; fashions; women's features); Martha Crane, and Helen Joyce (cooking; foods); Jim Poole (live-stock markets); Dave Swanson (weekly live-stock review); F. C. Bisson (grain markets).

### WMAQ, CHICAGO

**Operator:** National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. **Phone:** Superior 8300. **Power:** 50,000 watts on 670 kc. **Affiliation:** NBC Basic Red. **Opened:** March, 1922. (Note: NBC also owns and operates WENR, Chicago).

**Personnel:** See WENR, Chicago.

**Rep:** National Broadcasting Co. **Seating facilities:** Studio A, 400; studio D, 200; studio E, 200. **Merchandising:** Advisory service; will send out letters to any size list on WMAQ stationery, but the advertiser must bear all expense, including cost of stationery. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists a complete roster of talent. **Base rate:** \$800.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to ac-

commodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program and the program material must be arranged one week in advance of broadcast date; beer is accepted; no other alcoholic beverages; station adheres to NBC Program Policies. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **Commentators:** Dr. Preston Bradley (inspirational talks); for all others, see WENR, Chicago.

### WMBI, CHICAGO

**Operator:** Moody Bible Institute of Chicago, 153 Institute Place. **Power:** 5,000 watts on 1080 kc (shares time with WCBD). **Opened:** 1926.

This station is non-commercial; church-owned.

### WSBC, CHICAGO

**Operator:** WSBC, Inc., 2400 W. Madison St. **Phone:** Seeley 8066. **Power:** 250 watts on 1210 kc (divides time with WEDC and WCRW). **Affiliation:** None. **Opened:** 1924.

**Station and commercial manager:** John A. Dyer. **Program director, market and audience research:** Arnold B. Hartley. **Technical chief:** Edward Jacker. **Artists bureau head:** Sally Shulman. **Musical director:** Dean Remick.

**Rep:** None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Complete division maintained; specific services not listed. **Foreign language programs:** Accepted; copy and translation must be submitted in advance. **Artists bureau:** Setup nominal only. **Base rate:** \$80.

**Copy restrictions:** Medical accounts must have approval of Food and Drug Administration as to product and copy. **E. T. library:** Associated. **News:** INS. **Commentators:** John Steadman (newscaster); Robert Miller (newscaster; films); Mrs. Sonia Gold (fashions and cooking in Jewish); Mrs. Amabile Santacaterina (fashions and cooking in Italian).

### WHFC, CICERO

**Operator:** WHFC, Inc., 6138 W. Cermak Road. **Phones:** Cicero 4305; Lawndale 8228. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** 1925.

**President:** Richard W. Hoffman. **Station manager, program director:** Marie E. Clifford. **Chief engineer:** Dave Mearns. **Musical director:** Dave Volkow.

**Rep:** None. **Seating facilities:** Studio seats about 400. **Merchandising:** None

## ILLINOIS STATIONS—Continued

listed. Foreign language programs: Accepted; continuity written by staff members; translations checked from transcribed recordings of broadcast; time of advertising copy limited to conform with station regulations; copies of all talks, speeches, etc., must be submitted both in English and the foreign language at least 48 hours in advance. Artists bureau: None. Base rate: \$80.

**Copy restrictions:** Beer accepted, but no other alcoholic beverage advertising; patent medicines must comply with all Federal regulations and copy must be accepted in advance; all advertising copy should be submitted beforehand. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** John Ravenel and Marx Hartman (newscasters); Grant Butler (sports).

### WDAN, DANVILLE

**Operator:** Northwestern Publishing Co., Hotel Wolford. **Phone:** Main 1700. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** Oct. 30, 1933. (Note: Stock of this station is held by the Gannett Co., whose Danville newspaper is the Commercial-News.)

**General manager:** E. C. Hewes. **Station and commercial manager:** C. R. Richardson. **Program director:** Francis "Jake" Higgins. **Chief engineer:** Ted Magin. **Musical director:** Katherine Alt.

**Rep:** J. P. McKinney & Son. **Seating facilities:** South parlor of the Hotel Wolford seats 140; junior ballroom, 350; ballroom, 600. **Merchandising:** Promotion manager handles surveys, trade route lists, merchandising helps, etc; service is rendered gratis. **Foreign language programs:** No rules; foreign population is very small. **Artists bureau:** Can supply necessary talent. **Base rate:** \$80.

**Copy restrictions:** Alcoholic beverage advertising not accepted; all copy must conform to station standards and FCC regulations; six air appearances is maximum daily allowance per advertiser. **E. T. library:** World. **News:** UP. **Commentators:** Marvin Conn (newscaster); Jake Higgins (sports); Cody Noble (women's news and gossip; shopping; women's features); Jake Jacobs (market news and analysis).

### WSOY, DECATUR

**Operator:** Commodore Broadcasting, Inc., 357 N. Main St. **Phone:** 5371. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925. (Note: This station is affiliated with the Decatur Herald and Review).

**President:** F. W. Schaub. **Vice-president,**

**general manager:** Merrill Lindsay. **Program director:** Berne Enterline. **Chief operator:** Milburn Stuckwisch. **Rural program supervisor:** Allen Bell.

**Rep:** Sears & Ayer, Inc. **Seating facilities:** None. **Merchandising:** Service maintained to aid clients in distributing their products. **Foreign language programs:** No foreign speaking population claimed in station area. **Artists bureau:** Yes. **Stock:** Held by Merrill Lindsay and Decatur Newspapers, Inc. **Base rate:** \$75.

**Copy restrictions:** Beer accepted; station reserves right to reject copy. **E. T. library:** World; Standard. **News:** AP. **Commentators:** L. M. (Berne) Enterline and Edw. L. Wilson (newscasters); Chuck Redfern (sports); Allen Bell (grain and farm comment).

### WTMV, EAST ST. LOUIS

See St. Louis, Missouri.

### WGIL, GALESBURG

**Operator:** Galesburg Broadcasting Co., Hill Arcade. **Phone:** 4626 Main. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** June 12, 1938.

**President, general manager:** Howard A. Miller. **Commercial manager:** Virgil Schmit. **Chief engineer:** Gerald Foster.

**Rep:** Sears & Ayer, Inc. **Seating facilities:** Remote studios available for audiences; capacity not listed. **Merchandising:** Complete service rendered as part of client's radio campaign. **Foreign language programs:** Not accepted. **Artists bureau:** Can supply talent, though artists are not bound to any formal bureau by contract. **Base rate:** \$57 (1 hour, 13-time rate).

**Copy restrictions:** Beer and light wines accepted; no hard liquor; all copy subject to station approval. **E. T. library:** Standard. **News:** INS. **Commentators:** Bill Traylor (newscaster); Howard A. Miller (sports).

### WEBQ, HARRISBURG

**Operator:** Harrisburg Broadcasting Co., 100 E. Poplar St. **Phone:** 28. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** September, 1923.

**Station manager:** Inglis M. Taylor. **Program director:** Virginia Crane. **Chief engineer:** Joseph R. Tate. **Artists bureau head:** Lindle Moore.

**Rep:** None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists about

## ILLINOIS STATIONS—Continued

20 announcers, orchestras, string bands, individual artists, etc. **Base rate:** \$40.

**Copy restrictions:** Beer and wines accepted; no hard liquors; all contracts subject to approval of the management. **E. T. library:** None. **News:** Transradio; local. **Commentators:** Homer Butler (news commentator); Lindle Moore (news commentator); sports; Jay Warren and Bovard Clayton (newscasters; sports); Virginia Crane (women's features).

### WJPF, HERRIN

**Operator:** Orville W. Lyeria. **Power:** 250 watts on 1310 kc.

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

### WCLS, JOLIET

**Operator:** WCLS, Inc., Joliet Bldg. **Phones:** 4761-2. **Power:** 100 watts on 1310 kc (unlimited daytime; specified hours nighttime). **Affiliation:** None. **Opened:** May 1, 1931.

**Manager:** R. M. Holt. **Program director:** Jack Sharp. **Chief engineer:** George Ives.

**Rep:** Sears & Ayer, Inc. **Seating facilities:** 200. **Merchandising:** Full cooperation rendered. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer and wine advertising accepted providing it does not attempt to convey the impression that drinking is beneficial to the audience; all beer and wine copy carefully checked against Federal Trade Commission regulations before it is broadcast; no medical advertising of any kind unless approved by the American Medical Association and the local Better Business Bureau. **E. T. library:** Standard. **News:** UP. **Commentators:** Elizabeth Burke (news commentator; homemaking); Hary Caray, Scott Dilworth (newscasters); Gladys Arbeiter Erickson (society news).

### WMBD, PEORIA

**Operator:** WMBD Broadcasting Co., 200 Alliance Lite Bldg. **Phone:** 7133. **Power:** 5,000 and 1,000 watts on 1440 kc. **Affiliation:** CBS. **Opened:** 1927.

**President, station manager:** Edgar L. Bill\*. **Commercial manager:** Charles Caley. **Program director:** Gene Trace. **Chief engineer:** Ted Giles. **Artists bureau head:** Milton Budd. **Musical director:** Hod Hiatt. **Public relations:** Gomer Bath.

**Rep:** Free & Peters, Inc. **Seating facilities:**

**ties:** Studio, 150 persons. **Merchandising:** Merchandising man cooperates in creating and executing plans for advertisers. **Foreign language programs:** Not requested to date. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

**Copy restrictions:** Accept beer, but copy must not seek to induce non-drinkers to drink; no wine or liquor advertising; no false or misleading statements, disparagement of competitors or their products, fortune telling, violation of good taste or Federal Trade Commission regulations; patent medicines must be approved by various government bureaus. **E. T. library:** Associated. **News:** UP; local. **Commentators:** Brooks Watson (newscaster); John Connelly (sports); Jessica McFarland (fashions; women's features); Emil Bill (farm news and markets).

### WTAD, QUINCY

**Operator:** Illinois Broadcasting Corp., W. C. U. Bldg. **Phone:** 363-4. **Power:** 1,000 watts on 900 kc (daytime). **Affiliation:** None. **Opened:** December, 1926. (Note: Station also maintains studios in the Orpheum Theatre, Hannibal, Mo.).

**President:** W. Emery Lancaster. **General manager:** C. Arthur Fifer. **Program manager:** Donald Fischer. **Commercial manager:** W. J. Rothschild. **Traffic director:** Zoula Gatewood. **Chief engineer:** Francis Wentura.

**Rep:** None. **Seating facilities:** Auditorium available, seating 600 persons. **Merchandising:** Complete point-of-sale merchandising available to clients. **Foreign language programs:** Not accepted. **Artists bureau:** Program department supplies talent. **Base rate:** \$85.

**Copy restrictions:** Station reserves right to edit all copy; latter must conform to FCC and FTC requirements. **E. T. library:** World. **News:** UP. **Commentators:** Bill Sohn (news commentator; newscaster); Don Fischer and Jack Sexton (newscasters); Bob Lee and Gene Terry (sports); Marian Sexton (fashions; cooking).

### WROK, ROCKFORD

**Operator:** Rockford Broadcasters, Inc., Rockford News Tower. **Phone:** Main 5632. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** November, 1924. (Note: This station is affiliated with the Morning Star and Register Republic.)

**President:** Ruth Hanna Simms. **Managing director:** James W. Rodgers. **General manager:** Walter M. Koessler. **Program director:** John J. Dixon. **Promotion manager:** William R. Traum. **Commercial**

\* Also president of WDW, Tuscola, Ill.



## ILLINOIS STATIONS—Continued

manager: William Carlsen. Chief engineer: Thomas Cameron. Musical directors: Lorna Lane and Florence Lovejoy Shugars.

Rep: Headley-Reed Co. Seating facilities: Studio, 75; also from remotes on occasion. Merchandising: Contact dealers; publicize program and product with window cards, stuffers, etc.; surveys; special mailing to merchants. Foreign language programs: Accept Swedish and Italian. Artists bureau: None. Base rate: \$110.

Copy restrictions: Accept beer and wine; no hard liquors; patent medicines submitted to county medical society; all commercial copy subject to approval of program manager. E. T. library: Standard. News: UP. Commentators: William R. Traum (news commentator); Morey Owens (newscaster; sports; farm news); James Shelton, Ed Murphy, and John Dixon (newscasters); Effay Beynon (women's features).

### WHBF, ROCK ISLAND

Operator: Rock Island Broadcasting Co., Safety Bldg., Rock Island; also 5th Avenue Bldg., Moline; also Orpheum Theatre, Davenport (Ia.). Phones: Rock Island 918, Moline 611; Davenport 3-2179. Power: 1,000 watts on 1240 kc. Affiliation: Mutual Broadcasting System. Opened: Nov. 23, 1932. (Note: Station first began operating under management of C. L. Beardsley in 1925. In 1932 it became an affiliate of the J. W. Potter Co., publishers of the Rock Island Argus.)

Vice-president, general manager: Leslie C. Johnson. Commercial manager: Maurice J. Corken. Production manager: Ivan Streed. Chief engineer: Robert J. Sinnett. Musical director: Lucia Thompson. Traffic director: Lois McDermand. Publicity directors: Don Wright, Helen M. Porter.

Rep: Howard H. Wilson Co. Seating facilities: Three studios; also Fort Armstrong Hotel ballroom, capacity 500. Merchandising: Complete service; dealer contacts by personal calls and mail; complete program listing in Rock Island Argus and Moline Dispatch; market research; instantaneous recording facilities. Foreign language programs: None. Artists bureau: None. Base rate: \$130.

Copy restrictions: Liquor advertising not accepted; beer and wines okay if commercials concern only manufacture, quality, taste; patent medicines okay if recognized, and cleared through a national agency; commercial copy checked for exaggerations, false statements, references to lotteries, or any other subject disapproved by the FCC. E. T. library: Standard;

Lang-Worth. News: UP; own local and rural news. Commentators: J. Woodrow Magnuson (chief newscaster); Maurice Corken (sports); Millicent Polley (women's features).

### WCBS, SPRINGFIELD

Operator: WCBS, Inc., 523 E. Capitol Ave. Phone: Dial 9855. Power: 250 watts on 1420 kc. Affiliation: None. Opened: October, 1926. (Note: This station is affiliated with the Illinois State Journal.)

President: Harold L. Dewing. Vice-president: A. W. Shipton. Secretary: L. G. Pefferle. Commercial manager: Jack Heintz. Program director: Jack Heintz. Chief engineer: Dick Ashenfelter. Artists bureau head, musical director: John Geil.

Rep: Sears & Ayer, Inc. Seating facilities: Studio A, 125 persons; Studio B, 25; Studio C, 8. Merchandising: Cooperative venture arranged with the Illinois State Journal; displays; handbills; surveys. Foreign language programs: No rules; no call for these programs. Artists bureau: No formal bureau; can supply talent. Base rate: \$60.

Copy restrictions: Beer and wines accepted. E. T. library: World. News AP. Commentators: Charles Topp (news commentator); Noble Nash (newscaster); Bob Gregory and "Stretch" Miller (sports); Jean Abbey (fashions); Mary Dilley (cooking); Harold Grant (stock and grain reports).

### WTAX, SPRINGFIELD

Operator: WTAX, Inc., Reisch Bldg. Phone: 2-4441. Power: 100 watts on 1210 kc. Affiliation: None. Opened: October, 1930.

President, station and commercial manager: Jay A. Johnson. Program director: Bob Kay. Chief engineer: Edward Ring.

Rep: Burn-Smith Co., Inc. Seating facilities: 100. Merchandising: Full cooperation available. Foreign language programs; No information given. Artists bureau: None. Base rate: \$60.

Copy restrictions: Accept beer and wine accounts; patent medicine copy subject to station approval. E. T. library: Associated. News: INS.

### WDZ, TUSCOLA

Operator: WDZ Broadcasting Co., Star Bldg. Phone 98. Power: 1,000 watts on 1020 kc (operates daytime). Affiliation: None. Opened: June 20, 1920.

President: Edgar L. Bill.\* Station manager, commercial manager: Clair B. Hull.

\* Also president of WMBD, Peoria, Ill.

## ILLINOIS STATIONS—Continued

**Program director:** Henry Fisher. **Chief engineer:** Mark Spies. **Musical director:** Herbert Johnston. **Continuity director:** J. Kent Saunders.

**Rep:** Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Full co-operation rendered. **Foreign language programs:** No rules. **Artists bureau:** Yes. **Base rate:** \$75.

**Copy restrictions:** Wines, liquors not accepted; patent medicines accepted at discretion of station and depending on product. **E. T. Library:** Standard. **News:** UP

**Commentators:** Fran Booton (news commentator; newscaster); Ed Martin (newscaster); Hank Fisher (sports); Martha Hull (fashions; children's program); Curt Marsh and Raymond Muir (grain markets).

### WILL, URBANA

**Operator:** University of Illinois, 400 S. Wright St. **Power:** 5,000 watts on 580 kc (operates daytime). **Opened:** 1922.

**This station is non-commercial; university-owned.**

## INDIANA

*(816,800 radio homes, or 87% ownership among the State's total of 934,000 families. Urban ownership is 480,300, or 92% of urban families; rural ownership is 336,500, or 82% of rural families.)*

### Radio Homes by Counties

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

### WHBU, ANDERSON

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

**President, general and station manager:** L. M. Kennett. **Commercial manager:** L. Podhaski. **Program director:** C. K. Fulk. **Chief engineer:** W. Reeves.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Mail out letters to the trade

## INDIANA STATIONS—Continued

and contact dealers at actual cost. Foreign language programs: Will accept, but foreign population is very small. Artists bureau: None. Base rate: \$60.

**Copy restrictions:** Do not accept beer or other alcoholic beverages; patent medicine copy carefully checked before acceptance; commercial copy limited to one and a half minutes per quarter-hour program, and three minutes per half-hour program. **E. T. library:** Associated. **News:** INS.

### WTRC, ELKHART

**Operator:** Truth Publishing Co., Inc., Hotel Elkhart. **Phone:** 948. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** Nov. 19, 1931. (Note: This station is newspaper-owned by the Elkhart Daily Truth.)

**Manager:** R. R. Baker. **Program director:** Paul Upson. **Chief engineer:** Kenneth Singleton. **Musical director:** Ethel Geiss.

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

**Copy restrictions:** Accept beer; no hard liquors or wines; commercial copy should be "authentic" and complying with "home standards"; patent medicines accepted. **E. T. library:** Standard; World. **News:** UP. **Commentators:** Fred Reinhardt and Paul Upson (newscasters); Eldon Lundquist and Don McFall (sports); Dorothy Teeters (fashions; home hints); Valerie Beck and Betty Oldfield (child welfare); Dan Albrecht (entertainment news); Bob Byer (farm news; markets); Dean Smith (education).

### WEOA, EVANSVILLE

**Operator:** Evansville on the Air, Inc., 519 Vine Street. **Phone:** 2-1171. **Power:** 250 watts on 1370 kc. **Affiliation:** CBS. **Opened:** 1936. (Note: Same owners control WGBF, also of Evansville.)

**General and station manager:** Martin Leich. **Commercial manager, publicity director:** Clarence Leich. **Program director:** Pat Roper. **Chief engineer:** John Caraway, Jr.

**Rep:** Weed & Co. **Seating facilities:** Auditorium, seating 400 persons; Memorial Coliseum, seating 3,000 (facilities shared with WGBF). **Merchandising:** Surveys, dealer contacts, promotion and publicity in city and county papers plus station's weekly bulletin (circulation 25,000); use of display window at downtown corner, free of charge; program publicity on nine

billboards; special services are rendered at actual cost. **Foreign language programs:** No set rules; probably would accept. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** Accept beer, but no liquor copy; patent medicine advertising subject to station censorship; all copy must conform to accepted standards of good taste. **E. T. library:** World. **News:** UP. **Commentators:** Walter Leich (news commentator); Hubert H. Chambers, John Henry, and John Edington (newscasters); Paul A. Clark (sports); Lucille Van Winkle (fashions; cooking; household hints); Walter P. Wood, Jr. (local news; entertainment news).

### WGBF, EVANSVILLE

**Operator:** Evansville on the Air, Inc., 519 Vine Street. **Phone:** 2-1171. **Power:** 5,000 and 1,000 watts on 1250 kc. **Affiliation:** NBC Basic Supplementary Red and Blue Service. **Opened:** 1925. (Note: Same owners control WEOA, also of Evansville.)

**Secretary, station and commercial manager, publicity director:** Clarence Leich. **Program and musical director, artists bureau head:** Pat Roper. **Chief engineer:** Fay Gehres.

For all other particulars as to representative, services, and copy restrictions, see WEOA.

**Base rate:** \$150. **E. T. library:** World. **News:** UP. **Commentators:** See WEOA.

### WGL, FORT WAYNE

**Operator:** Westinghouse Radio Stations, Inc. (subsidiary of Westinghouse Electric & Mfg. Co.), Westinghouse Bldg. **Phone:** Anthony 2136. **Power:** 250 watts on 1370 kc. **Affiliation:** NBC Basic Red and Blue Supplementary Service. **Opened:** 1927. (Note: WOWO, same city, is under the same ownership as WGL.)

**Vice-president, general manager:** Walter Evans. **Station manager:** W. C. Swartley. **Manager of sales:** Ford Billings. **Auditor:** J. B. Conley. **Program director:** W. Charles Roe. **Chief engineer:** Robert Duffield. **Musical director:** Jeane Brown. **Sales promotion and publicity director:** Jack O'Mara.

**Rep:** NBC Spot Sales. **Seating facilities:** Studio observation auditorium, seating 100; studio B, 50; Test Kitchen studio, 50. **Merchandising:** Send publicity to newspapers; plug program on the air; prepare and mail letters to wholesale and retail outlets at cost; supply market information; make surveys and mail analyses; help manufacturer's salesman or his jobbers. **Foreign language programs:** Not consider-

## INDIANA STATIONS—Continued

ed feasible in this area. **Artists bureau:** None. **Stock:** Held by Westinghouse Radio Stations, Inc., subsidiary of Westinghouse Electric & Mfg. Co. **Base rate:** \$100.

**Copy restrictions:** Beer advertising accepted except on Sunday; no wine or hard liquor; all time sold in network optional periods is subject to change; time of announcements is not guaranteed, but advertisers' desires are respected; station reserves the right to delete exaggerated copy claims or remove objectionable and controversial copy. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP. **Commentators:** Ralph Knox and Bob Little (newscasters); John Hackett and Hilliard Gates (sports); Vicki Harris (fashions); Eldon Campbell (special events).

### WOWO, FORT WAYNE

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

**Vice-president, general manager:** Walter Evans. **Station manager:** W. C. Swartley. **Manager of sales:** Ford Billings. **Auditor:** J. B. Conley. **Program director:** Franklin Tooke. **Chief engineer:** Robert Duffield. **Musical director:** Jeane Brown. **Sales promotion and publicity director:** Jack O'Mara.

**Rep:** NBC Spot Sales. **Seating facilities:** Studio observation auditorium, seating 100; studio B, 50; Test Kitchen studio, 50. **Merchandising:** Send publicity to newspapers; plug program on the air; prepare and mail letters to wholesale and retail outlets at cost; supply market information; make surveys and mail analyses; help manufacturer's salesman or his jobbers. **Foreign language programs:** Not considered feasible in this area. **Artists bureau:** None. **Base rate:** \$220.

**Copy restrictions:** See WGL. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP. **Commentators:** Bob Wilson (newscaster); John Hackett and Hilliard Gates (sports); Jane Weston (home economics); Vicki Harris (women in the news); Herb Hayworth (farm news); Eldon Campbell (special events).

### WIND, GARY

See under Chicago, Ill.

### WHIP, HAMMOND

**Operator:** Hammond-Calumet Broadcast-ing Corp., 5935 S. Hohman Ave. **Phone:**

Hammond 10,000. **Power:** 5,000 watts on 1480 kc (operates to sunset in Buffalo). **Affiliation:** None. **Opened:** Oct. 18, 1937.

**President, general manager:** Dr. George F. Courrier. **Managing director:** Doris Keane. **Program director:** Elmer Herkner. **Chief engineer:** H. V. Fitzscharles. **Musical director:** Reinhard Elster. **Public relations director:** S. Blomgren. **Artists bureau head:** Lorraine F. Schaeffer.

**Rep:** J. J. Haines, Chicago. **Seating facilities:** 350. **Merchandising:** Window cards, Chicago "E" and "I" posters; car cards; 200 suburban community and rural newspapers serviced through American News Bureau, and merchandising counsel rendered accounts using 15 minutes or more daily for minimum period of 13 weeks. **Foreign language programs:** Advertising in German, Polish, Irish, Lithuanian, Slovak, Hungarian, Croatian, and Yugo-Slav accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$200.

**Copy restrictions:** Liquor advertising not accepted, excepting beer and wine. **E. T. library:** Langworth. **News:** UP.

### WWAE, HAMMOND

**Operator:** O. E. Richardson and Fred L. Adair, 5935 Hohman Ave. **Phone:** Ham-

**Only**  
**WOWO**

**DOMINATES**  
the  
**BRIGHT SPOT**  
of  
**INDIANA**

*plus a bonus of 199,940 radio homes in Ohio and Michigan*

**WESTINGHOUSE** **WOWO**  
**FORT WAYNE**

Indiana's **BIGGEST** Station  
NBC Blue Call NBC Spot Sales

## INDIANA STATIONS—Continued

mond 9800. Power: 100 watts on 1200 kc (shares night-time with WFAM). Affiliation: None.

Station manager: O. E. Richardson. Commercial manager: Robert C. Adair. Program director: W. R. Bean, Jr. Base rate: \$70.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all programs subject to approval of the station.

### WFBM, INDIANAPOLIS

Operator: WFBM, Inc., 48 Monument Circle. Phone: Lincoln 8506. Power: 5000 watts on 1230 kc. Affiliation: CBS. Opened: Nov., 1924.

Station manager: Lester W. Lindow. Office manager: H. M. Bitner, Jr. Program director: F. O. Sharp. Chief engineer: Harold Holland. Musical director: Walter Reuleaux. Publicity: H. M. Bitner, Jr.

Rep: The Katz Agency, Inc. Seating facilities: None. Merchandising: Available upon request. Foreign language programs: No rules; such population reported as very small. Artists bureau: Yes. Base rate: \$256.

Copy restrictions: All program matter and advertising copy subject to approval of the management. E. T. library: Associated. News: INS. Commentators: Gilbert Forbes and Martin Johnson (newscasters); Lew Riley (sports); Mrs. Rose Lee Farrell (cooking).

### WIBC, INDIANAPOLIS

Operator: Indiana Broadcasting Corp., 350 N. Meridian St. Phone: Li 2305. Power: 1,000 watts on 1050 kc (operates to local sunset). Affiliation: None. Opened: Oct. 30, 1938.

President: H. G. Wall. Vice-president, general manager: C. A. McLaughlin. Program director: Robert Longwell. Chief engineer: H. E. Adams. Artists bureau head: Richard Nobel. Musical director: Ward Glenn. Publicity director: Robert Longwell.

Rep: Howard H. Wilson Co. Seating facilities: None. Merchandising: Complete service available at actual cost. Foreign language programs: None. Artists bureau: Setup nominal only. Base rate: \$112.50.

Copy restrictions: "Good taste governs all copy." E. T. library: NBC Thesaurus. News: UP. Commentators: Warren Deem and William Schingel (newscasters); Robert Longwell (newscaster; sports); Dick Noble, Luke Walton (sports); Jane Day (women's news); Mary Jo Carton (Hollywood news; fashion; cooking); Bill Schingel (markets).

### WIRE, INDIANAPOLIS

Operator: Indianapolis Broadcasting, Inc., Claypool Hotel. Phone: Riley 1541-4. Power: 5,000 watts on 1400 kc. Affiliation: NBC Basic Red; Mutual. Opened: July 26, 1929. (Note: The stock of Indianapolis Broadcasting Inc. is owned by Central Newspapers, Inc.).

President, general manager: Eugene C. Pulliam, Assistant manager: Rex Schepp. Business manager: N. G. Mason. Chief engineer: Earl W. Lewis. Program director: Josephine Mason. Musical director: Harry Bason.

Rep: George P. Hollingbery Co. Seating facilities: Four auditoriums, capacity 2,000. Merchandising: Advertisers offered use of window in front of station offices; publicity department services several state and out-of-state and all Indianapolis papers; conduct surveys, aid in distribution, etc.; no charge except for "unusual" services. Foreign language programs: None. Artists bureau: None. Base rate: \$260.

Copy restrictions: All copy must conform to station standards and government regulations. E. T. library: Standard; World; Lang-Worth; BMI. News: UP. Commentators: Tris Coffin (news commentator); Dick Reed, Wally Nehrling, Pete French, Albert J. Beveridge, Jr., Eugene S. Pullman, and Tom Peden (newscasters); Vic Lund (newscaster; sports); George Gardner, and Mark Ellis (sports); Al Padan (Government market reports); John H. Armington (Government weather bureau).

### WLBC, MUNCIE

Operator: Donald A. Burton, Anthony Bldg. Phone: 4404. Power: 250 watts on 1310 kc. Affiliation: None. Opened: Nov. 11, 1926.

Owner, station manager: Donald A. Burton. Commercial manager: Wm. Craig. Program director: Carl Noble. Chief engineer: Maurice Crane.

Rep: Forjoe & Co. (East); Wm. R. Stewart (Chicago). Seating facilities: Studio A, 39. Merchandising: Service rendered on request; window displays, placards, newspaper tie-ups. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$80.

Copy restrictions: Beer okay; no other alcoholic beverages; mention of prices in commercial copy acceptable. E. T. library: World; Associated. News: UP. Commentators: Ed De Miller, John Heener, Fred Brophy, and Chester Fouquet (newscasters); Gordon Graham (newscaster; sports); Don Burton (sports).

## INDIANA STATIONS—Continued

### WGRC, NEW ALBANY

See under Louisville, Ky.

### WKBV, RICHMOND

Operator: Knox Radio Corp., P. O. Box 308. Phone: 4134. Power: 100 watts on 1500 kc. Affiliation: None. Opened: Oct. 2, 1926.

President, general manager: William O. Knox.

News: INS. E. T. library: Lang-Worth; Davis & Schwegler.

All other data on application.

### WFAM, SOUTH BEND

Operator: South Bend Tribune, 223 W. Colfax. Phone: 3-6161. Power: 100 watts on 1200 kc (divides time with WWAE; operates 8 A.M. to 5 P.M. Sundays; 7 A.M. to noon, and 3:30 P.M. to 8 P.M. weekdays). Affiliation: None. Opened: 1931. (Note: This is a newspaper-owned station; WSBT, South Bend, is under same ownership.)

Station manager: F. D. Schurz. Commercial manager: R. H. Swintz. Program director, artists bureau head: Bob Drain. Chief engineer: H. G. Cole. Musical director: Harlan Hogan. Publicity director: Mary Stockdale.

Rep: Paul H. Raymer Co. Seating facilities: None. Merchandising: Commercial production department takes care of merchandising; any ordinary campaign handled; contacts maintained with major outlets in Northern Indiana and Southern Michigan. Foreign language programs: Yes; Polish and Hungarian programs current; special rates apply. Artists bureau: Nominally maintained. Base rate: \$75.

Copy restrictions: Beer is only alcoholic beverage allowed; patent medicines must have approval of FCC as well as local management; five "air appearances" maximum daily per advertiser for straight commercial announcements. E. T. library: Associated. News: UP. Commentators: Lee Douglas, Mark Boyden, Tommy Dee, Bob Drain, and Bob Barker (newscasters); Joe Boland, and Jack Ledden (sports); Mrs. J. B. Riley (fashions; cooking; household hints); Peg Douglas (women's club news).

### WSBT, SOUTH BEND

Operator: South Bend Tribune, 223 W. Colfax. Phone: 3-6161. Power: 500 watts

on 1360 kc (divides time with WGES; operates Sundays 5 P.M. to 11 P.M., weekdays noon to 3:30 P.M. and 8 P.M. to midnight). Affiliation: CBS. Opened: 1922. (Note: This station is newspaper-owned; WFAM, South Bend, is under same ownership.)

Base rate: \$100.

For all other information, see WFAM.

### WBOW, TERRE HAUTE

Operator: Banks of Wabash, Inc., 303 So. 6th St. Phone: Crawford 3394. Power: 250 watts on 1200 kc. Affiliation: NBC Basic Red and Blue Supplementary Service. Opened: 1926. (Note: WBOW is under the same ownership as WEOA and WGBF, Evansville, Ind.)

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

Rep: Weed & Co. Seating facilities: About 100 persons. Merchandising: Contact dealers, wholesalers; write letters; secure displays; hold sales meetings; also stunts and timely tie-ups; no service rendered to accounts using less than 13 half-hours. Foreign language programs: Not accepted. Artists bureau; Set-up nominal only. Base rate: \$100.

Copy restrictions: Beer accepted; no wine or hard liquors; patent medicines accepted provided no excessive mention of diseases, etc., is made. E. T. library: Standard; Lang-Worth. News: Transradio. Commentators: Henry Cooke and Luke Walton (newscasters); Ruthmary Morton (women's features); Harold Brown (agriculture).

### WAOV, VINCENNES

Operator: Vincennes Newspapers, Inc. Power: 100 watts on 1420 kc.

At press time this station had a construction permit only.

### WBAA, WEST LAFAYETTE

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

This station is non-commercial; university-owned.

# IOWA

(577,800 radio homes, or 85% ownership among the State's total of 680,000 families. Urban ownership is 262,500, or 93% of urban families; rural ownership is 315,300, or 79% of rural families.)

## Radio Homes by Counties

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

## WOL AMES

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

This station is non-commercial; college-owned.

## KFGQ, BOONE

Operator: Boone Biblical College. Power: 100 watts on 1370 kc (operates specified hours daytime).

This station is non-commercial.

## WMT, CEDAR RAPIDS

Operator: Iowa Broadcasting Co., Paramount Theatre Bldg., in Cedar Rapids; Russell-Lamson Hotel in Waterloo. Phones:

6127 (Cedar Rapids), 236 (Waterloo). Power: 5,000 and 1,000 watts on 600 kc. Affiliation: CBS; The Cowles Group; Mutual Broadcasting System. Opened: 1922. (Note: WMT is affiliated with the Des Moines Register & Tribune).

Vice-president, general manager: Sumner D. Quarton. Commercial manager: W. B. Quarton (Cedar Rapids); Don E. Inman (Waterloo). Program director: Douglas B. Grant. Chief engineer: Charles F. Quentin. Musical director: Douglas B. Grant. Merchandising and publicity director: Leo F. Cole (Cedar Rapids); (Waterloo merchandising director is Jack Comfort). Continuity editor: Wayne Crew. Traffic manager: Kenneth L. Hastie.

Rep: The Katz Agency. Seating facilities: Studio seats 100 persons; Roosevelt ballroom seats 100. Merchandising: Com-

# How to sell IOWA'S LARGEST Single Market . . . . .

• When you sell Iowa, sell the Des Moines Market first. Des Moines is Iowa's capital city—it's the largest city in the state—it's the automatic focusing point for much of the state's activity. And for approximately one-half of the state, it's definitely buying headquarters. It's Iowa's largest single market.

KRNT and KSO are tailor-made for this great market—concentrated in coverage—merchandisable to your distributors and dealers. The half millivolt contour of each station almost exactly outlines the Des Moines trading area.

Add it up this way:

*Better than 1,000,000 population.*

*Annual retail sales of more than a quarter of a billion.*

*Concentrated, merchandisable coverage by either KSO or KRNT—both tailor-made for the market.*

To sell Iowa, sell the Des Moines market first. Use either:

## **KSO**      or      **KRNT**

1430 K.C.

5,000 W., L.S.—1,000 W., N.

NBC Basic Blue-Mutual

1320 K.C.

5,000 W., L.S.—1,000 W., N.

CBS Basic

**DES MOINES**

*Two of the Cowles Stations*

*Represented by The Katz Agency*



## IOWA STATIONS—Continued

plete service available at no extra charge; link program, display and product in a comprehensive campaign; listings in Des Moines Register & Tribune, Cedar Rapids Gazette, Mason City Globe Gazette, Davenport Democrat, Davenport Daily Times, and Waterloo Courier. Foreign language programs: No set policy; weekly Bohemian program. Artists bureau: None. Base rate: \$200.

**Copy restrictions:** Beer, wine or whiskey accounts not accepted; all patent medicine advertising must be approved by laboratory test before acceptance. **E. T. library:** World; NAB; Davis & Schwegler. **News:** UP. **Commentators:** Douglas Grant and Bruce Grant (newscasters); Benne Alter (newscaster; entertainment news); Bert Puckett (sports); Libbie Vaughn (cooking); Sara Fay; Jean Joyce, and Dorothy Carr (fashions); Robert Leafers (grain markets).

### WOC, DAVENPORT

**Operator:** Tri-City Broadcasting Co., 1000 Brady St. **Phone:** 2-3251. **Power:** 250 watts on 1370 kc. **Affiliation:** CBS. **Opened:** March, 1921. (Note: WHO, Des Moines, and WOC are under cross-ownership; the original WOC operated synchronously with WHO until early 1933; on April 22 of that year both were combined into one 50,000-watt under the call letters WHO; in 1934 a new WOC was set up and affiliated with CBS.)

**President:** Col. B. J. Palmer. **Vice-president:** D. D. Palmer. **General manager:** Buryl Lottridge. **Commercial manager:** L. O. Fitzgibbons. **Traffic manager:** Charles Freiburg. **Chief engineer:** Harold Higby. **Publicity director:** Jack Paulsen.

**Rep:** Free & Peters, Inc. **Seating facilities:** Auditorium, 500 persons; studio A, 50; studio B, 30. **Merchandising:** Render every service desired, except that advertisers are asked to pay postage costs. **Foreign language programs:** No information given. **Artists bureau:** None. **Stock:** Principally held by Dr. B. J. Palmer and family (Palmer School of Chiropractic). **Base rate:** \$108.

**Copy restrictions:** Accept beer and wines; no hard liquor; patent medicines accepted as long as they remain within bounds of good taste; copy subject to approval of management. **E. T. library:** World; Associated. **News:** UP. **Commentators:** Bill Voss and Bob Frank (newscasters); Dutch Underhill (sports); Ruth Moenk (fashions; home economics).

### KGCA, DECORAH

**Operator:** Charles Walter Greenley. **Power:** 100 watts on 1270 kc (daytime;

shares certain hours with KWLC).

**This station does not sell time.**

### KWLC, DECORAH

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

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

### KRNT, DES MOINES

**Operator:** Iowa Broadcasting Co., 715 Locust St. **Phone:** 3-2111. **Power:** 5,000 and 1,000 watts on 1320 kc. **Affiliation:** CBS; Cowles Group. **Opened:** March 17, 1935. (Note: KRNT is owned by the Des Moines Register and Tribune, and is affiliated with KSO, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, South Dakota.)

**President:** Gardner Cowles, Jr. **Station manager:** Luther Hill. **Commercial manager:** Craig Lawrence. **National sales manager:** Ted Enns. **Program director:** Edmund Linehan. **Chief engineer:** Paul Huntsinger. **Traffic manager, musical director:** Dick Teela. **Sales promotion manager:** Wayne Welch. **Publicity director:** Mary Little.

**Rep:** The Katz Agency. **Seating facilities:** Studio and lobby seat 250; standing room for 100 additional persons. **Merchandising:** Stories and pictures regularly, as well as daily listings in Register (m) 3 columns daily, Tribune (e) 3 columns daily, and Sunday Register (3 columns to full page); 100 cuts used weekly in these papers; full showing of billboards in Des Moines; cards on the rear of 150 Des Moines street cars; merchandising bulletins to druggists and grocers in area; special mailings on request on which advertiser pays only cost of postage; calls on key dealers and retailers; window displays in studio lobbies; trailers in 12 downtown and suburban theatres. **Foreign language programs:** Acceptance subject to board of approval; none current. **Artists bureau:** Yes; lists a roster of about 40 artists. **Base rate:** \$200.

**Copy restrictions:** No beer, wine or liquor advertising; no laxatives during dinner or luncheon periods; patent medicines must be approved by the KRNT medical advisory committee; other rules and regulations as per N.A.B. Code of Ethics. **E. T. library:** Standard. **News:** UP; INS; Register and Tribune correspondents; AP. **Commentators:** Priscilla Wayne (news commentator); Glen Law, Gene Loffer, and Wayne Ackley (newscasters); Gene Shumate and Paul Minor (sports); Marian Schissel (women's features).

# There's *only* ONE!

KSCJ, operating on 5000 watts day and 1000 watts night (soon 5000 day and night), is the ONE station . . . network or independent . . . of this or greater power whose transmitter is within 60 miles of Sioux City!

KSCJ is the ONE station, regardless of atmospheric conditions, that can be depended on to get your client's message across to the majority of the 1,688,810 listeners in this rich area!

**KSCJ** AFFILIATE  
NBC  
**The JOURNAL**  
**SIoux CITY, IOWA**  
Represented by George Hollingbery  
C. W. Corkhill, Manager

## IOWA STATIONS—Continued

### KSO, DES MOINES

Operator: Iowa Broadcasting Co., 715 Locust St. Phone: 3-2111. Power: 5,000 and 1,000 watts on 1430 kc. Affiliation: NBC Basic Blue; Mutual; Cowles Group. Opened: Nov. 5, 1932. (Note: KSO is owned by the Des Moines Register and Tribune, and is affiliated with KRNT, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, South Dakota.)

For personnel, services, and copy restrictions, see KRNT, Des Moines.

Base rate: \$160. E. T. library: Standard. News: UP; INS; Register and Tribune correspondents; AP.

### WHO, DES MOINES

Operator: Central Broadcasting Co., 914 Walnut St. Phone: 3-7147. Power: 50,000 watts on 1000 kc. Affiliation: NBC Basic Red. Opened: April 10, 1924. (Note: WHO is the result of a merger between WHO, established in 1924, and WOC, Davenport; from 1930 to 1933 both stations operated synchronously; on April 22, 1933, both were combined into one 50,000-watter, with studios and transmitter at Des Moines; subsequently, in 1934, a new WOC was set up in Davenport and affiliated with CBS; the new WOC is under cross-ownership with WHO.)

Vice-president, manager: Joseph O. Maland. Sales manager: Hale Bondurant. Program director, musical director: Harold Fair. Traffic manager: Robert Harter. Chief engineer: Paul Loyet. WHO Radio Enterprises, Inc., manager: Wilfred Woody Woods. Publicity director: Wilfred Woody Woods.

Rep: Free & Peters, Inc. Seating facilities: Studio A, 100 seats; studio B, 50; studio D, 100; reception room, 100 seats and open to the public; Iowa Barn Dance Frolic is held in the Shrine Auditorium, seating 4,500, with a 26c. and 10c. admission charge. Merchandising: Services of the station staff will be furnished without additional charge, except for cash expenditures (postage, etc.), which are paid by the advertiser; this pertains only to spot advertising, and not to network-fed advertising. Foreign language programs: Station has no rules on this matter. Artists bureau: None. Stock: Principal holders are Col. (Dr.) B. J. Palmer, president; D. D. Palmer, vice-president and treasurer; Mabel Palmer; J. O. Maland, vice-president and manager; P. A. Loyet, technical director; Wm. M. Brandon, secretary; Ralph Evans, director public relations. Base rate: \$500.

Copy restrictions: Commercial copy must not exceed 175 words for five minutes

(should include entertainment or educational features); 350 words per quarter-hour; 700 words per half-hour; 1,400 words per hour; beer advertising accepted after 10:30 P.M.; no wines or hard liquors; patent medicine copy subject to scrutiny of continuity director, legal department, food and drug commission, while product is subject to chemical analysis. E. T. library: NBC Thesaurus; Lang-Worth. News: UP; Transradio. Commentators: Jack Shelley, Bob Burlingame, and Leonard Howe (newscasters); Herb Plambeck (newscaster; markets and weather); Bill Brown (sports); Ava Johnson (European economics); Dr. Irwin J. Lubbers (economics); Rev. Willard L. Johnson (news and views on religion).

### KDTH, DUBUQUE

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

At press time this station had a construction permit only.

### WKBB, DUBUQUE

Operator: Sanders Brothers Radio Station, Julien Hotel. Phone: 572. Power: 250 watts on 1500 kc. Affiliation: NBC Blue Supplementary Service. Opened: October, 1933.

President: Walter E. Klauer. Station manager, commercial manager: J. D. Carpenter. Chief engineer: L. Carlson.

Rep: International Radio Sales. Seating facilities: Can accommodate 300 persons. Merchandising: Dealer contacts, personal and by mail. Foreign language programs: No information given. Artists bureau: None. Base rate: \$80.

Copy restrictions: Accept beer accounts, but no hard liquor. E. T. library: Associated; NBC Thesaurus. News: Transradio. Commentators: Vaughn Gayman (newscaster; sports); Gleason Kistler (newscaster; sports); George Thoma (newscaster; entertainment comment); Sister Mary St. Clara, B.V.M. (cooking).

### KVFD, FORT DODGE

Operator: Northwest Broadcasting Co., 912 Warden Bldg. Phone: Walnut 3761. Power: 250 watts on 1370 kc (specified hours). Affiliation: None. Opened: Dec. 24, 1939.

President, station manager: Edward Breen. Commercial manager: Charles Kennedy. Program director: Mel Galliant. Chief engineer: J. Hunter Duncan. Artists bureau head: Cole McMartin. Musical director: Mary Bodenstein. Educational director: Dorothy Dodge. Farm consultant:

## IOWA STATIONS—Continued

Nick Barry. Publicity director: Lyman Brown.

**Rep:** None. **Seating facilities:** Auditorium can accommodate about 300 persons. **Merchandising:** Display cards furnished at \$5 the hundred; three-color direct mail pieces furnished without charge up to 1,000 copies; courtesy announcements for one week preceding program; strip shows not billed for first week's run. **Foreign language programs:** Station believes they are not feasible in this area. **Artists bureau:** Yes; lists over 20 soloists, orchestras, announcers, producers, etc. **Base rate:** \$80.

**Copy restrictions:** Patent medicines, beer, and wine advertising not accepted. **E. T. library:** Standard; MacGregor. **News:** UP. **Commentators:** Cole McMartin, and Nick Barry (news commentators); Wally Hatter (sports); Dorothy Dodge (fashions; news; sports); Frank Marshall (markets).

### WSUL, IOWA CITY

**Operator:** State University of Iowa. **Power:** 5,000 and 1,000 watts on 880 kc.

**This station is non-commercial; university-owned.**

### KFJB, MARSHALLTOWN

**Operator:** Marshall Electric Co., Inc., 1603 W. Main St. **Phone:** 3361. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** June, 1923.

**President, station manager:** E. N. Peak. **Chief engineer:** Mark Woodruff.

**Rep:** Furgason & Walker, Inc. **Seating facilities:** Memorial Coliseum, capacity 2,300. **Merchandising:** Contact dealers and distributors; other services rendered at actual cost. **Foreign language programs:** Will accept, but foreign population is very small. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** No liquor or patent medicine advertising; all copy must be in good taste and is subject to approval of management. **E. T. library:** MacGregor. **News:** UP. **Commentators:** Loyal Rusk, Bob Weitzell, and Bill White (newscasters).

### KGLO, MASON CITY

**Operator:** Mason City Globe Gazette Co., Hanford Hotel. **Phone:** 2800. **Power:** 250

# WNAX--The Champion

**FIRST** — in daytime rural population—3,126,320—**SIXTH** in total population—3,837,323—among all Columbia Stations.

**FIRST** — in transmission efficiency. 5,000 watts that do the work of 50,000. A great story of good frequency, excellent soil conductivity, low noise levels.

**FIRST** — in cash farm income — among all Columbia Stations. \$747,180,000 in 1938.

**FIRST** — in value of farms—among all Columbia stations, \$4,257,599,000.

**FIRST** — in Showmanship among all Farm Service Stations—Variety Award.

**FIRST** — in Station Publicity and Exploitation among all regional stations—Billboard Award.

Make WNAX a **FIRST** choice on your station list. It will produce First Prize results for you.

A Cowles Station—5,000 Watts L.S.—1,000 Watts Night—CBS—Rep. by The Katz Agcy.

RADIO STATION **WNAX** 570 ON THE DIAL

Studios—WNAX Building, Yankton - Orpheum Building, Sioux City

## IOWA STATIONS—Continued

watts on 1210 kc. **Affiliation:** CBS. **Opened:** Jan. 17, 1937. (Note: This station is newspaper-owned by the Mason City Globe-Gazette.)

**General manager:** F. C. Eighmey. **Commercial manager:** George Arnold, Jr. **Program director:** John J. Price. **Chief engineer:** Leo W. Born. **Production manager:** Bob Lewis. **Merchandising director:** George Milloy. **Publicity and farm educational director:** Henry Hook.

**Rep:** Weed & Co. **Seating facilities:** 60 persons. **Merchandising:** Complete program log daily in Mason City Globe-Gazette; regular bulletins to leading grocers and druggists in 19 Iowa and 5 Minnesota counties; dealer calls and confidential surveys. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

**Copy restrictions:** Accept beer; no wine or liquor advertising. **E. T. library:** NBC Thesaurus; NAB. **News:** UP. **Commentators:** Wade Patterson (news commentator); James M. Woods (news commentator; sports); H. B. Hook (newscaster).

### KFNF, SHENANDOAH

**Operator:** KFNF, Inc., 407 Sycamore St. **Phone:** No. 1. **Power:** 1,000 and 500 watts on 890 kc (share time with KUSD in a ratio of  $\frac{7}{8}$  to  $\frac{1}{8}$ ). **Affiliation:** None. **Opened:** February, 1924.

**General manager:** John Nicholson.

**Rep:** Reynolds-Fitzgerald, Inc. **Seating facilities:** Studio auditorium seats 400. **Merchandising:** Special mailings in territory gratis; other services at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$70.

**Copy restrictions:** Patent medicines accepted subject to censorship. **E. T. library:** Standard. **News:** Transradio.

### KMA, SHENANDOAH

**Operator:** May Broadcasting Co., Lowell and Elm Sts. **Phone:** 193. **Power:** 5,000 and 1,000 watts on 930 kc. **Affiliation:** NBC Basic Blue Supplementary; Mutual. **Opened:** Aug. 25, 1925.

**President:** Earl E. May. **Station manager:** J. "Cy" Rapp. **Production manager:** Owen Saddler. **Program director:** Fred D. Greenlee. **Promotion manager:** Frank Jaffe.

**Rep:** Howard H. Wilson Co. **Seating facilities:** Studio on stage of auditorium, 900. **Merchandising:** Has merchandising men to service advertisers, help salesmen make contacts; circularize dealers; assist in getting displays. **Foreign language programs:** Would accept, but area is virtually 100%

English-speaking. **Artists bureau:** Yes. **Base rate:** \$125.

**Copy restrictions:** Commercials limited to N.A.B. code requirements; beer accepted after 9 P.M.; no wines or hard liquors; medicines subject to FTC approval. **E. T. library:** World. **News:** UP. **Commentators:** Earl May (news commentator); Ralph Childs, and Frank Jaffe (newscasters); Mott Johnson (sports); Jessie Young, and Leanna Driftnier (cooking; household hints).

### KSCJ, SIOUX CITY

**Operator:** Perkins Brothers Company, 415 Douglas St. **Phone:** 5-7993. **Power:** 5,000 watts on 1330 kc. **Affiliation:** NBC Basic Blue Supplementary Group. **Opened:** April 4, 1927. (Note: This station is newspaper-owned by the Sioux City Journal.)

**General, station and commercial manager:** C. W. Corkhill. **Program director:** Elizabeth Sammons. **Chief engineer:** Stephen Dier. **Musical director:** Bertha Reese. **Publicity and promotion director:** Chas. W. Corkhill, Jr.

**Rep:** George P. Hollingbery Co. **Seating facilities:** None listed. **Merchandising:** Newspaper publicity; theatre screen ads; spot announcements. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$175.

**Copy restriction:** Beer and wine accepted; no hard liquor; all copy, commercial or otherwise, subject to station approval. **E. T. library:** MacGregor; Davis & Schwegler. **News:** From parent paper. **Commentators:** Charles Sebastian and Merrill Workhaven (newscasters); Dan Desmond (sports); John Petersen and Joe Hale (livestock market).

### KTRL, SIOUX CITY

**Operator:** Sioux City Broadcasting Co., Commerce Bldg. **Phone:** 80165. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** July 12, 1938. (Note: This station is affiliated with the Sioux City Tribune.)

**Station manager, publicity director:** Dietrich Dirks. **Commercial manager:** Charles Lienhaas. **Program director:** Gordon Horner. **Chief engineer:** Carl Gray.

**Rep:** Furgason & Walker, Inc. **Seating facilities:** Studio A, 150; Skylon studio, 1,000. **Merchandising:** Radio, newspaper and trailer publicity rendered; charge, if any, depends upon the account and the contract. **Foreign language programs:** Accepted if "in the public interest." **Artists bureau:** None. **Stock:** 50% held by Dietrich Dirks, and 50% by the Tribune Co. **Base rate:** \$100.

## IOWA STATIONS—Continued

Copy restrictions: Alcoholic beverage advertising not accepted; copy must be in good taste and conform with station standards. E. T. library: Associated. News: UP. Commentators: Jack Brownlee (news com-

mentator); Norman Schmeling and Fred Smith (newscasters); Gordon Horner (sports); Maxine Dierking (fashions); Don Cunningham (livestock markets).

## KANSAS

(367,800 radio homes, or 73% ownership among the State's total of 501,000 families. Urban ownership is 189,300, or 93% of urban families; rural ownership is 178,500, or 60% of rural families.)

### Radio Homes by Counties

Allen .....	4,510	Greeley .....	270	Osborne .....	1,910
Anderson .....	2,420	Greenwood .....	3,540	Ottawa .....	1,770
Atchison .....	4,950	Hamilton .....	540	Pawnee .....	1,770
Barber .....	1,730	Harper .....	2,330	Phillips .....	1,980
Barton .....	3,730	Harvey .....	4,510	Pottawatomie .....	2,560
Bourbon .....	4,540	Haskell .....	390	Pratt .....	2,590
Brown .....	3,890	Hodgeman .....	570	Rawlin .....	1,060
Butler .....	7,130	Jackson .....	2,580	Reno .....	9,910
Chase .....	1,150	Jefferson .....	2,350	Republic .....	2,490
Chautauqua .....	1,820	Jewell .....	2,360	Rice .....	2,640
Cherokee .....	6,280	Johnson .....	5,290	Riley .....	4,200
Cheyenne .....	950	Kearney .....	490	Rooks .....	1,530
Clark .....	760	Kingman .....	1,980	Rush .....	1,340
Clay .....	2,790	Kiowa .....	930	Russell .....	1,730
Cloud .....	3,420	Labette .....	6,470	Saline .....	6,400
Coffey .....	2,340	Lane .....	500	Scott .....	640
Comanche .....	840	Leavenworth .....	7,060	Sedgwick .....	32,850
Cowley .....	8,860	Lincoln .....	1,460	Seward .....	1,550
Crawford .....	10,490	Linn .....	2,290	Shawnee .....	19,960
Decatur .....	1,410	Logan .....	650	Sheridan .....	800
Dickinson .....	5,050	Lyon .....	5,990	Sherman .....	1,400
Doniphan .....	2,210	McPherson .....	4,280	Smith .....	2,200
Douglas .....	5,750	Marion .....	3,380	Stafford .....	1,690
Edwards .....	1,260	Marshall .....	4,100	Stanton .....	310
Elk .....	1,570	Meade .....	1,050	Steven .....	680
Ellis .....	2,260	Miami .....	3,940	Sumner .....	5,470
Ellsworth .....	1,630	Mitchell .....	2,320	Thomas .....	1,200
Finney .....	2,040	Montgomery .....	11,820	Trego .....	870
Ford .....	4,010	Morris .....	2,040	Wabaunsee .....	1,700
Franklin .....	4,560	Morton .....	650	Wallace .....	430
Geary .....	2,830	Nemaha .....	2,890	Washington .....	2,780
Gove .....	760	Neosho .....	4,640	Wichita .....	340
Graham .....	1,090	Ness .....	1,190	Wilson .....	3,650
Grant .....	480	Norton .....	2,000	Woodson .....	1,430
Gray .....	850	Osage .....	3,040	Wyandotte .....	33,740

### KVAK, ATCHISON

Operator: Carl Latenser, 622 Commercial St. Phone: 1420. Power: 100 watts on 1420 kc. Affiliation: None. Opened: July 28, 1939.

Station head: Carl Latenser. Station manager, chief engineer: W. H. Reety. Program director: Dave Hamlen. Musical director, artists bureau head: Henry O'Neill.

Rep: None. Seating facilities: Room adjoining studio seats about 60 persons. Merchandising: None. Foreign language programs: No rules listed. Artists bureau: Setup nominal only. Base rate: \$30.

Copy restrictions: All copy subject to station approval. E. T. library: Standard; Davis & Schwegler. News: Transradio. Commentators: Vern Minor (newscaster; grain markets); Don Elser (sports); Katherine McKee (women's features).

## KANSAS STATIONS—Continued

### KGGF, COFFEYVILLE

**Operator:** Hugh J. Powell, Journal Bldg., 8th & Elm Sts. **Phone:** 147. **Power:** 1,000 watts on 1010 kc (shares time with WNAD). **Affiliation:** Mutual Broadcasting System. **Opened:** Oct. 20, 1930. (Note: This station is owned by the Coffeyville Daily Journal.)

**Owner:** Hugh J. Powell. **Station manager:** Melyin Drake. **Commercial manager:** Roy G. Patterson. **Program and musical director:** Dick Campbell. **Chief engineer:** Sarto Jaminet.

**Rep:** The Katz Agency. **Seating facilities:** 96 persons. **Merchandising:** Publicity service; window displays in the Journal building; no charges except where postage and expensive printing are involved. **Foreign language programs:** Accepted from "responsible sources"; usually must be auditioned beforehand. **Artists bureau:** None. **Base rate:** \$75.

**Copy restrictions:** No alcoholic beverages accepted; all copy must conform to station standards and government regulations. **E. T. library:** NBC Thesaurus. **News:** AP. **Commentators:** Dick Campbell (newscaster); Bob Page (newscaster; sports); Frances Fenn (fashions); Stella Goldsmith (household hints); Tony Chastain (live-stock markets).

### KGNO, DODGE CITY

**Operator:** Dodge City Broadcasting Co., Inc., Daily Globe Bldg. **Phone:** 1340. **Power:** 1,000 and 250 watts on 1340 kc. **Affiliation:** None. **Opened:** 1930. (Note: This station is newspaper-affiliated with the Dodge City Daily Globe.)

**President:** J. C. Denious. **Manager:** N. C. Petersen. **Commercial director:** Vaughn Kimball. **Studio director:** Herschell Holland. **Chief engineer:** Emil Doane.

**Rep:** Arthur H. Hagg and Associates. **Seating facilities:** Auditorium seats 200 persons, with standing room for 20 more; Studio B seats 60. **Merchandising:** In charge of Vaughn Kimball; will render services as requested; publicity in newspaper affiliate. **Foreign language programs:** Accepted; foreign population very minor, however. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** No alcoholic beverages accepted including beer; all copy must conform to station standards and government regulations. **E. T. library:** Standard. **News:** AP. **Commentators:** Jay Allen (newscaster; sports); Herschell Holland (stock market and grain reports).

### KTSW, EMPORIA

**Operator:** Emporia Broadcasting Co., Inc., 613 Merchant St. **Phones:** 153; 154.

**Power:** 250 watts on 1370 kc. **Affiliation:** Mutual; Kansas State Network. **Opened:** Jan. 25, 1939.

**General and station manager:** K. W. Trimble. **Commercial manager:** Henry Ellenberger. **Program director:** Larry Simms. **Chief engineer:** Paul H. Daniels.

**Rep:** Sears & Ayer, Inc. **Base rate:** \$50. **E. T. library:** Standard. **News:** UP.

### KIUL, GARDEN CITY

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

**Station manager:** Frank D. Conrad. **Assistant manager, program director:** Al B. Pyatt. **Chief engineer:** Ralph Childs. **Musical director, chief announcer:** Ernest Kolman.

**Rep:** Cox and Tanz. **Seating facilities:** Reception room, seating 100 persons. **Merchandising:** Complete service at no extra charge. **Foreign language programs:** Accepted if approved by program director. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Accept beer; no wine or hard liquor; all copy subject to station approval. **E. T. library:** NAB; Davis & Schwegler. **News:** Transradio. **Commentators:** Dallas Stallard (newscaster; sports; market reports); Al Pyatt, Dick Hamilton (newscasters).

### KVGB, GREAT BEND

**Operator:** H. T. Townsley, Cork Bldg. **Phone:** 1080. **Power:** 250 watts on 1370 kc. **Affiliation:** Mutual; Kansas State Network. **Opened:** March 10, 1937.

**Owner:** Helen T. Townsley. **Manager:** Clem Morgan. **Business manager:** Everette Smart. **Production manager:** Dave Wilson. **Chief engineer:** Leo Legleiter. **Traffic manager:** Bob Wells.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Service can be arranged. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$30 (½ hr.).

**Copy restrictions:** Beer copy accepted; no wines or hard liquors; all advertising must be "legitimate." **E. T. library:** NBC Thesaurus; Davis & Schwegler. **News:** AP; Transradio. **Commentators:** Dave Wilson, Bob Wells, and Lynn Cook (newscasters).

### KWBG, HUTCHINSON

**Operator:** Nation's Center Broadcasting Co., Inc., 201 So. Main St. **Phone:** 5202. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** May 28, 1935.

## KANSAS STATIONS—Continued

**President, station and commercial manager, publicity director:** W. B. Greenwald. **Chief engineer:** Harold Bourell.

**Rep:** None. **Seating facilities:** Can accommodate 400 persons. **Merchandising:** Service available; also have exhibition room for clients' products. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Beer accepted; no wine or liquor advertising. **E. T. library:** Standard. **News:** UP.

### KCKN, KANSAS CITY

**Operator:** The KCKN Broadcasting Co., 901 North Eighth St. **Phone:** Drexel 4300. **Power:** 250 watts on 1310 kc. **Affiliation:** Kansas Network (KCKN and WIBW, Topeka, both Capper-owned). **Opened:** Nov. 1, 1925. (Note: This station is newspaper-owned by the Kansas City Kansan—a Capper Publication.)

**President:** W. A. Bailey. **Station manager:** Ellis Atteberry. **Commercial manager:** Dick Kay. **Program director:** John Drake. **Chief engineer:** C. E. ("Red") Salzer. **Director of special events:** John Drake. **Artists bureau head, musical director:** Ruth Royal. **Publicity director:** Ruth Kendall.

**Rep:** Capper Publications. **Seating facilities:** Exhibition Hall Studio, 200. **Merchandising:** Newspaper publicity; window displays, point of purchase tie-ups; direct mail; cards in taxicabs; local trade bulletins. **Foreign language programs:** No rules against such broadcasts, except that interpreters selected by the station may scan the copy. **Artists bureau:** Setup is nominal only. **Base rate:** \$45.

**Copy restrictions:** No beer, wine, or other alcoholic beverages. **E. T. library:** Standard; NBC Thesaurus. **News:** UP. **Commentators:** Olaf Soward (news commentator); James Monroe (newscaster); Frances Casement (food); Susan Lane (household); Lillian Fels (fashions; entertainment).

### KFKU, LAWRENCE

**Operator:** University of Kansas. **Power:** 5,000 and 1,000 watts on 1220 kc (shares time with WREN).

**This station is non-commercial.**

### WREN, LAWRENCE-KANSAS CITY

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

**President:** Vernon H. Smith. **Manager, program and musical director:** Verl Bratton. **Commercial manager:** Ernest Pontius. **Chief engineer:** Carl Bleisner. **Educational and promotion director:** John P. Bondeson.

**Rep:** George P. Hollingbery Co. **Seating facilities:** Studio seats about 150 persons; also observation lobby. **Merchandising:** Have staff to distribute window cards, make contacts, etc.; service billed at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

**Copy restrictions:** Do not accept hard liquors. **E. T. library:** NBC Thesaurus. **News:** INS. **Commentators:** Millard Ireland, and Thomson Holtz (newscasters); Elizabeth Peyton (fashions; women's news).

### KSAC, MANHATTAN

**Operator:** Kansas State College of Agriculture and Applied Science. **Phone:** 2236. **Power:** 1,000 and 500 watts on 580 kc (shares time with WIBW). **Opened:** Dec. 1, 1924.

**This station is non-commercial.**

### KOAM, PITTSBURG

**Operator:** The Pittsburg Broadcasting Co., Inc., Commerce Bldg. **Phones:** 2165; 2166; 2167. **Power:** 1,000 watts on 790 kc (daytime). **Affiliation:** NBC additional to Red and Blue Southwestern Group. **Opened:** Oct. 11, 1937.

**President:** E. V. Baxter. **General manager:** Ralph Wade. **Commercial manager:** J. A. Schell. **Program director:** Bruce Robertson. **Musical director:** Leota Helm. **Chief engineer:** W. L. Brown. **Publicity director:** Don N. Taylor.

**Rep:** Furgason & Walker, Inc. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Window cards, direct mail, and newspaper copy, supplied gratis to clients. **Foreign language programs:** No rules listed. **Artists bureau:** Yes; lists 15 artists, and several orchestras, writers, producers, announcers. **Base rate:** \$70.

**Copy restrictions:** Beer accepted; no wines or hard liquor. **E. T. library:** Davis & Schwegler. **News:** INS. **Commentators:** Bruce Robertson (news commentator; newscaster; sports); Robert Gadberry (newscaster; sports); Louis Martin (newscaster); Susan Stone (fashions); Keith Boling (stock and grain reports).

### KSAL, SALINA

**Operator:** KSAL, Inc., Journal Bldg. **Phone:** 100. **Power:** 1,000 and 500 watts on



## KANSAS STATIONS—Continued

1120 kilocycles. **Affiliation:** Mutual Broadcasting System; Kansas State Network. **Opened:** May 27, 1937. (Note: President of operating company has interest in the Salina Journal, Hays Daily News, Goodland Daily News, and Hill City Times).

**President:** R. J. Laubengayer. **General manager:** Owen H. Balch. **Program director:** Sidney Tremble. **Chief engineer:** N. E. Vance.

**Rep:** The Katz Agency, Inc. **Seating facilities:** Two studios, seating about 50 persons each; also available is the Municipal Auditorium, seating 3,000. **Merchandising:** All types of merchandising; program listings in Salina Journal, courtesy announcements, dealer and wholesaler contacts, previews; additional services at net cost. **Foreign language programs:** Accepted; Swedish population in area is large. **Artists bureau:** None. **Stock:** Held by R. J. Laubengayer. **Base rate:** \$50.

**Copy restrictions:** Rule of "good taste" is copy criterion. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** AP; news from Salina Journal. **Commentators:** Don Brice, and Sidney Tremble (newscasters); Stuart Dunbar (sports); Virginia Trice (women's features); Jim Lantz (market analysis and reports).

### WIBW, TOPEKA

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

**General manager:** Ben Ludy. **Musical director:** Maude Shreffler. **Chief engineer:** Karl Troeglen. **Publicity director:** Charles Hill. **Dramatics director:** Art Holbrook.

**Rep:** Capper Publications. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Publicity in Capper Publications; contact retailers; send letters to distributors and dealers; have exclusive use of downtown windows for displays; services rendered free except for postage, which is billed at cost. **Foreign language programs:** No objections to such programs, but the foreign population is small. **Artists bureau:** Yes. **Base rate:** \$125.

**Copy restrictions:** No alcoholic beverage advertising accepted; copy must be "discreet, tasteful and truthful." **E. T. library:** Standard. **News:** UP; AP. **Commentators:** Hilton Hodges, Elmer Curtis, Joe Nickell, and Art Holbrook (newscasters); Ernie Zuigley (sports); Gene Shipley (markets).

### KANS, WICHITA

**Operator:** The KANS Broadcasting Co., Hotel Lessen. **Phone:** 4-2387. **Power:** 250 watts on 1210 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** September 19, 1936.

**President:** Herb Hollister.\* **General manager:** Jack Todd. **Program director:** Jack Laffer. **Chief engineer:** Ted Heithecker. **Musical director:** Raymond Shelley.

**Rep:** The Katz Agency. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** Supply publicity, work out window displays, and perform any other reasonable service requested at no additional cost. **Foreign language programs:** Would accept, though occasion has not arisen to date. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

**Copy restrictions:** Accept beer, but no wine or hard liquor; all copy must conform to station standards and Federal, State and Municipal rules and regulations. **E. T. library:** NBC Thesaurus; Standard; NAB. **News:** UP. **Commentators:** Jack Laffer, and James Sams (newscasters); Clarence Garnes (sports); Katherine Hite (women's news).

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\*Also stockholder in KMMJ, Grand Island, Neb., and manager of KFBI.

### KFBI, WICHITA

**Operator:** Farmers and Bankers Broadcasting Corporation. **Phone:** 2-1447. **Power:** 5,000 watts on 1050 kc (operates full daytime, limited nighttime, with KNX). **Affiliation:** Mutual Broadcasting System; Kansas State Network. **Opened:** 1923.

**Vice-president, general manager:** Herb Hollister\*. **Assistant manager, technical director:** K. W. Pyle. **Program director:** Coleman Ashe. **Musical director:** Frank Chiddix.

**Rep:** Howard H. Wilson Company. **Seating facilities:** Audience participation studio seats 300. **Merchandising:** Calls and mailings in Wichita. **Foreign language programs:** Accepted; Bohemian and Swedish series current. **Artists bureau:** None. **Base rate:** \$200.

**Copy restrictions:** All copy must conform to stipulations of the N.A.B. code. **E. T. library:** World; Standard. **News:** INS. **Commentators:** Herb Hollister (newscaster; sports); Frank Peck (newscaster); Montez Tjaden (fashions).

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\*Also stockholder in KMMJ, Grand Island, Neb., and general manager of KANS, Wichita, Kans.



# ARE YOU FIDDLIN' AROUND WITH NERO (KY.)?

If you are fiddlin' around with the idea of setting fire to the buyers in Nero, or Mud Camp, or Jamboree (Ky.), don't use WAVE! We don't reach 'em! What we do reach is the Louisville Trading Area, which accounts for more retail buying than all the rest of Kentucky, combined. . . . This area tunes to WAVE because we are its nearest source for the pick of N. B. C.'s best stuff, plus a swell newsroom, and Louisville's finest local talent. Let us send our really informative data book. All facts—no bunk.

LOUISVILLE'S  
**WAVE**

INCORPORATED  
1000 WATTS ♦ ♦ ♦ 940 K.C. ♦ ♦ ♦ N.B.C.  
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.



## KANSAS STATIONS—Continued

### KFH, WICHITA

**Operator:** The Radio Station KFH Co., Inc., York Rite Temple Bldg. Phone: 3-5254. **Power:** 5,000 watts on 1300 kc. **Affiliation:** CBS. **Opened:** 1925. (Note: This station is newspaper-affiliated with the Wichita Eagle.)

**Station manager:** Marcellus Murdock. **National sales and promotion manager:** Clark A. Luther. **Business manager, auditor:** Ples S. Clark. **Program director:** Vernon Reed. **Chief engineer:** Amos C. Dadisman. **Musical director:** Guy Snyder.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** 200 persons. **Merchandising:** Maintain special department; no charge for usual services. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$200.

**Copy restrictions:** Accept beer; no wine, or hard liquor; all copy subject to station approval. **E. T. library:** Associated. **News:** UP. **Commentators:** Graeme Fletcher (newscaster); Larry Stanley (sports); Bruce Behymer (farm and market reports).

## KENTUCKY

(494,900 radio homes, or 70% ownership among the State's total of 708,000 families. Urban ownership is 208,600, or 86% of urban families; rural ownership is 286,300, or 61% of rural families.)

### Radio Homes by Counties

Adair .....	2,540	Grant .....	1,900	Mason .....	3,960
Allen .....	2,590	Graves .....	5,700	Meade .....	1,300
Anderson .....	1,550	Grayson .....	2,760	Menifee .....	650
Ballard .....	1,740	Green .....	1,860	Mercer .....	2,760
Barren .....	4,520	Greenup .....	3,640	Metcalfe .....	1,500
Bath .....	1,820	Hancock .....	1,100	Monroe .....	1,950
Bell .....	6,280	Hardin .....	3,690	Montgomery .....	2,350
Boone .....	1,880	Harlan .....	10,220	Morgan .....	2,050
Bourbon .....	3,790	Harrison .....	3,050	Muhlenberg .....	6,590
Boyd .....	9,690	Hart .....	2,630	Nelson .....	2,600
Boyle .....	3,380	Henderson .....	5,240	Nicholas .....	1,630
Bracken .....	1,790	Henry .....	2,410	Ohio .....	4,270
Breathitt .....	2,660	Hickman .....	1,490	Oldham .....	1,400
Breckinridge .....	2,980	Hopkins .....	7,470	Owen .....	1,910
Bullitt .....	1,540	Jackson .....	1,400	Owsley .....	960
Butler .....	1,960	Jefferson .....	91,040	Pendleton .....	2,000
Caldwell .....	2,670	Jessamine .....	2,380	Perry .....	6,280
Calloway .....	3,100	Johnson .....	3,300	Pike .....	8,980
Campbell .....	19,760	Kenton .....	24,660	Powell .....	850
Carlisle .....	1,330	Knott .....	1,830	Pulaski .....	5,550
Carroll .....	1,570	Knox .....	3,890	Robertson .....	610
Carter .....	3,380	Larue .....	1,520	Rockcastle .....	2,170
Casey .....	2,340	Laurel .....	3,010	Rowan .....	1,580
Christian .....	6,330	Lawrence .....	2,300	Russell .....	1,670
Clark .....	3,780	Lee .....	1,380	Scott .....	2,950
Clay .....	2,310	Leslie .....	1,270	Shelby .....	3,400
Clinton .....	1,290	Leitcher .....	5,290	Simpson .....	2,120
Crittenden .....	2,080	Lewis .....	2,250	Spencer .....	1,070
Cumberland .....	1,470	Lincoln .....	2,910	Taylor .....	2,050
Daviess .....	9,020	Livingston .....	1,460	Todd .....	2,430
Edmondson .....	1,680	Logan .....	3,970	Trigg .....	1,960
Elliott .....	940	Lyon .....	1,240	Trimble .....	900
Estill .....	2,690	McCracken .....	10,470	Union .....	3,100
Fayette .....	16,360	McCreary .....	2,110	Warren .....	6,710
Fleming .....	2,360	McLean .....	1,950	Washington .....	1,920
Floyd .....	6,180	Madison .....	4,970	Wayne .....	2,250
Franklin .....	3,820	Magoffin .....	2,100	Webster .....	4,100
Fulton .....	2,850	Marion .....	2,510	Whitley .....	4,810
Gallatin .....	850	Marshall .....	2,160	Wolfe .....	1,080
Garrard .....	1,920	Martin .....	1,080	Woodford .....	2,080

# INDISPENSABLE

... in a rich listening  
area with which its  
call letters have  
become synonymous..

# WHAS

SELLING A \$2,214,269,000 MARKET  
50,000 WATTS BASIC CBS OUTLET  
REPRESENTED NATIONALLY By EDWARD PETRY and CO.

## KENTUCKY STATIONS—Continued

### WCMI, ASHLAND

**Operator:** Ashland Broadcasting Co., Inc., WCMI Bldg., Radio Block. **Phones:** 3010; 3011. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual Broadcasting System; Southern Network. **Opened:** April 29, 1935. (Note: WCMI also maintains studios in Hotel Prichard, Huntington, W. Va., and in the First Nat'l Bank Bldg., Ironton, Ohio; the station is affiliated with the Ashland Independent newspaper via minority stock holdership).

**President, managing director:** Gilmore N. Nunn.\* **Station and merchandising-promotion manager:** R. (Bob) MacKenzie. **Commercial manager:** T. J. Carroll. **Program director:** R. Westercamp. **Continuity chief:** Dallas Wyant. **Dramatics director:** Richard Westerkamp. **Musical director:** Marion Hager. **Chief engineer:** Harry J. Harris. **Commercial manager, Huntington studios:** Bert Georges. **Commercial manager, Ironton studios:** Harold Marler.

**Rep:** John H. Perry Associates. **Seating facilities:** Main studio, 300 persons; Paramount Theatre, Ashland, 1,700; Palace Theatre, Huntington, 1,200. **Merchandising:** Weekly program brochure to dealers; letters; personal calls and canvasses; distribute samples; complete service. **Foreign language programs:** Accepted. **Artists bureau:** Yes; maintained both in Ashland and Huntington. **Base rate:** \$75.

**Copy restrictions:** Accept light wines and beer, but no hard liquors; announcements limited to 100 words or less, and broadcast only during station breaks (every 15 minutes) or during spot periods, as preferred; Federal Trade Commission regulations observed at all times. **E. T. library:** Standard; Davis & Schwegler. **News:** UP. **Commentators:** Richard Westerkamp (news commentator); sports; Steele McClanahan (news commentator); Bob Wagner and Frank Shaeffer (newscasters); Charles Krell (newscaster; sports); Gordon Kinney (sports); Marion Hager and Maybelle Kirtley and Hermine Harvey (women's features); Bob MacKenzie (special features).

\* Also president of WLAP, Lexington, Ky., and vice-president of KFDA, Amarillo, Tex.

### WLBJ, BOWLING GREEN

**Operator:** Bowling Green Broadcasting Co. **Power:** 250 watts on 1310 kc.

At press time this station had a construction permit only.

### WHOP, HOPKINSVILLE

**Operator:** Paducah Broadcasting Co., Inc., Princeton Pike. **Phones:** 1025; 1026. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** Jan. 8, 1940. (Note: Same operators also control WPAD, Paducah).

**Managing director:** Hecht S. Lackey. **Commercial manager:** F. Ernest Lackey. **Program and musical director:** Mary Ellis. **Chief engineer:** Benson A. Smith.

**Rep:** Cox and Tanz. **Seating facilities:** Princess Theatre available, seating about 600 persons; admission of 25c charged for Saturday Night-Variety Jamboree. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer copy accepted; no alcoholic beverages; all copy must meet with station approval. **E. T. library:** World and Associated. **News:** Transradio. **Commentators:** Hecht S. Lackey, and Ernest Lackey (newscasters).

### WLAP, LEXINGTON

**Operator:** American Broadcasting Corporation of Kentucky, Radio Bldg. **Phones:** 1721; 1722. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual Broadcasting System; Southern Network. **Opened:** March 17, 1934.

**President, general manager:** Gilmore N. Nunn.\* **Station director:** Ted Grizzard. **Program director:** George Jesse. **Chief engineer:** Sanford Helt. **Artists bureau head:** Miller Welch. **Musical director:** Mary Nugent.

**Rep:** John H. Perry Associates. **Seating facilities:** Can accommodate about 125 persons. **Merchandising:** None listed. **Foreign language programs:** No set rules; question has never arisen as foreign population is very small. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$100.

**Copy restrictions:** Accept beer, wine and patent medicine advertising provided it meets with approval of the State Pharmacy Board. **E. T. library:** World; Davis & Schwegler. **News:** UP. **Commentators:** Tom Downing and Ed Willis (newscasters); Jake Shubinski (sports); Lora Standish Crandall (fashions; homemaking).

\* Also president of WCMI, Ashland, Ky., and vice-president of KFDA, Amarillo, Tex.

### WAVE, LOUISVILLE

**Operator:** WAVE, Inc., Brown Hotel. **Phone:** Wabash 6543. **Power:** 5,000 watts on 940 kc. **Affiliation:** NBC Midsouth Group. **Opened:** Dec. 30, 1933.

## KENTUCKY STATIONS—Continued

**Owner,** station head: George W. Norton, Jr. **Station manager:** Nathan Lord. **Commercial manager:** James F. Cox. **Program director:** George Patterson. **Chief engineer:** Wilbur Hudson. **Musical director:** Clifford Shaw.

**Rep:** Free & Peters, Inc. **Seating facilities:** Main studio, 75 persons. **Merchandising:** Cooperate in any service relating to the program itself, i.e., publicizing program by various means. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$220.

**Copy restrictions:** Accept beer and patent medicine accounts, provided they comply with Federal Trade Commission regulations; all copy must be in good taste and is subject to station approval. **E. T. Library:** NBC Thesaurus; Lang-Worth. **News:** INS. **Commentators:** Harry Lukins (news commentator; newscaster); William Sherman and Burt Blackwell (newscasters); Don Hill (sports); Helen Hamilton (women's features).

### WGRC, NEW ALBANY (IND.)

**Operator:** Northside Broadcasting Corp., Elsby Bldg. **Phone:** 150. **Power:** 250 watts on 1370 kc. **Affiliation:** Mutual. **Opened:** Oct. 23, 1936. (Note: WGRC maintains studios in Louisville in the Kentucky Home Life Bldg, phone: Wabash 3343).

**President and general manager:** S. A. Cisler. **Commercial manager:** J. P. Smith. **Program director:** Charles Schroeder. **Musical director:** Isabel Schroeder. **Chief engineer:** H. W. Hathaway. **Manager, continuity department:** Charlotte Falknor.

**Rep:** None. **Seating facilities:** Have access to two theatres, capacity 1,100 apiece. **Merchandising:** Contact jobbers and distributors (also on foreign advertising); assist in all types of sales promotion. **Foreign language programs:** Accepted after approval by general manager. **Artists bureau:** Yes; has roster of about 30 or more artists, conductors, etc. **Base rate:** \$120.

**Copy restrictions:** All copy subject to general manager's approval; accept beer advertising only; patent medicines accepted if they pass F.T.C. approval. **E. T. library:** Standard; Lang-Worth. **News:** Transradio.

### WHAS, LOUISVILLE

**Operator:** Courier-Journal and Louisville Times Company, Courier-Journal & Times Bldg. **Phone:** Wabash 2211. **Power:** 50,000 watts on 820 kc. **Affiliation:** CBS. **Opened:** July 18, 1922. (Note: This station is newspaper-owned by the Louisville Courier-Journal and Times.)

**Owner:** Barry Bingham. **Station director:** Credo Fitch Harris. **Executive manager:** W. L. Coulson. **Commercial manager:** Joe Eaton. **Program director:** Robert L. Kennett. **Technical director:** Orrin W. Towner. **Production and continuity director:** Dudley Musson. **Musical director:** Robert Hutsell. **Publicity director:** John Hoagland.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** 100 persons. **Merchandising:** Services of complete department available; information on request. **Foreign language programs:** No information given. **Artists bureau:** Yes; lists all artists appearing on WHAS programs. **Base rate:** \$450.

**Copy restrictions:** Hard liquor advertising not accepted; patent medicine advertising must conform to Federal Trade Commission regulations and station standards. **E. T. library:** Associated; Davis & Schwegler; Lang-Worth. **News:** UP; INS. **Commentators:** Paul Sullivan, Dick Fischer, and Howard Dorsey (newscasters); George Walsh (sports); Carol Mason (women's news, fashions, recipes, homemaking, etc.); L. T. Skeffington (markets).

### WINN, LOUISVILLE

**Operator:** Kentucky Broadcasting Corp. **Power:** 250 and 100 watts on 1210 kc.

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

### WOMI, OWENSBORO

**Operator:** Owensboro Broadcasting Co., Owensboro. **Phones:** 420; 421. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** Feb. 7, 1938. (Note: This station is newspaper-owned by the Owensboro Messenger and Inquirer.)

**President:** Lawrence W. Hager. **Station manager, program director:** Hugh O. Potter. **Chief engineers:** W. W. Binford, Floyd Hubbard. **Artists bureau head:** Marshall Bruner. **Musical director:** Lee Meredith. **Publicity and promotion director:** LeRoy Woodward.

**Rep:** None. **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Tie-in with parent newspaper for publicity. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** Beer accepted; also patent medicines; all copy subject to station approval and state and Federal laws. **E. T. library:** NBC Thesaurus. **News:** AP. **Commentators:** Marshall Bruner, Lee Meredith, Malcolm Greep, and Les Bolton (newscasters); LeRoy Woodward (sports).

## KENTUCKY STATIONS—Continued

### WPAD, PADUCAH

Operator: Paducah Broadcasting Co., Taylor Bldg. Phones: 4100; 4101. Power: 250 watts on 1420 kc. Affiliation: None. Opened: 1930.

President: Pierce E. Lackey. Station manager, program director: Gene Peak. Commercial manager: Prewitt Lackey. Chief engineer: C. G. Sims. Artists bureau head, musical director: Charles Humphries. Publicity director: Gene Peak.

Rep: Cox and Tanz. Seating facilities: 50. Merchandising: Service available without additional cost. Foreign language programs: Not accepted. Artists bureau: Setup nominal only. Base rate: \$60.

Copy restrictions: Beer accepted; patent medicines accepted subject to station approval. E. T. library: World; Associated. News: Transradio. Commentators: Gene Peak, Tom Fletcher, Ernest Pell, and C. G. Sims (newscasters); Vernice Baxter (newscaster; farm commentator); Pierce Lackey, and Roy Vance (sports).

## LOUISIANA

(297,400 radio homes, or 58% ownership among the State's total of 510,000 families. Urban ownership is 168,100, or 78% of urban families; rural ownership is 129,300, or 44% of rural families.)

### Radio Homes by Counties

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

### KALB, ALEXANDRIA

Operator: Alexandria Broadcasting Co., Inc., 3rd and Jackson Sts. Phone: 65. Power: 250 watts on 1210 kc. Affiliation: Louisiana Network. Opened: Sept. 21, 1935.

General manager: C. Edly Rogers. Sales manager: Edgar Cappellini. Program director: Gordon Loudon. Chief engineer: Jesse Sexton. Continuity: Mrs. Jack F. Taylor.

Rep: None. Seating facilities: Can accommodate about 200 persons. Merchandising: Service rendered on request. Foreign

language programs: Not needed in this area. Artists bureau: None. Base rate: \$30.

Copy restrictions: None. E. T. library: Standard; Davis & Schwegler; NAB; Lang-Worth. News: INS. Commentators: Edgar Cappellini (news commentator; newscaster); Jesse Sexton, and Gordon Loudon (newscasters); Byron Dowty (sports).

### WJBO, BATON ROUGE

Operator: Baton Rouge Broadcasting Co., Inc., Magnolia and Fifth Sts. Phone: 6060. Power: 1,000 watts on 1120 kc. Affilia-

## LOUISIANA STATIONS—Continued

tion: NBC Blue Southern Group. Opened: 1924. (Note: This station is newspaper affiliated with the Baton Rouge State-Times and Morning Advocate).

**Vice-president, general manager:** H. Vernon Anderson. **Commercial manager:** Roy Dabadie. **Program director:** Ralph Sims. **Production supervisor:** Paul Neilson. **Chief engineer:** Wilbur Golson. **Musical director:** Oliver Manning. **Publicity director:** Sara M. Anderson.

**Rep:** George P. Hollingbery Co. **Seating facilities:** Can accommodate about 250 persons. **Merchandising:** Complete service rendered. **Foreign language programs:** Not accepted. **Base rate:** \$80.

**Copy restrictions:** Beer and light wines accepted but no hard liquor. **E. T. library:** World. **News:** UP. **Commentators:** Paul Neilson (war news comment); Ralph Sims, Joe Keown and Don Lynch (newscasters); Robert Searce (sports); Mary Champagne (society—as Linda Lee); Mary De Van Whatley (beauty, fashions, cooking—as Mary De Van).

## KVOL, LAFAYETTE

**Operator:** Evangeline Broadcasting Co., Inc., Evangeline Hotel. **Phone:** 1280. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** July 29, 1935. (Note: This station is affiliated with the Lafayette Daily Advertiser.)

**President:** Morgan Murphy. **Station manager:** George H. Thomas. **Commercial manager:** Robert A. Escudier. **Chief engineer:** Clovis Bailey. **Publicity director:** Mrs. L. Turner.

**Rep:** None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Cooperate on window displays. **Foreign language programs:** Accept French programs. **Artists bureau:** None. **Base rate:** \$45.

**Copy restrictions:** Accept beer, wine, and some patent medicine advertising; all copy must conform to station standards and government regulations. **E. T. library:** Standard. **News:** UP. **Commentators:** R. A. Escudier (news commentator; sports); A. B. Craft (newscaster).





## LOUISIANA STATIONS—Continued

### KPLC, LAKE CHARLES

Operator: Calcasieu Broadcasting Company, Majestic Hotel. Phone: 82. Power: 250 watts on 1500 kc. Affiliation: None. Opened: April 26, 1935.

General manager: T. B. Lanford. Station manager: C. R. Porter. Commercial manager: Frank Carroll. Program director: Walter Melson. Chief engineer: E. C. Moses.

Rep: None. Seating facilities: Reception room seats 15 persons. Merchandising: Reasonable services offered free of charge. Foreign language programs: Accept French programs only, and these are restricted to a certain period of the day. Artists bureau: None. Base rate: \$45.

Copy restrictions: Beer and wine advertising accepted. E. T. library: Standard. News: UP.

### KMLB, MONROE

Operator: Liner's Broadcasting Station, Inc., Frances Hotel. Phone: 4321. Power: 250 watts on 1200 kc. Affiliation: None. Opened: July 1, 1930.

Vice-president, commercial manager, publicity director: J. C. Liner, Jr. Station manager: J. C. Liner, Sr. Program director, artists bureau head, musical director: Don Breitenmoser. Chief engineer: O. L. Morgan.

Rep: None. Seating facilities: Can accommodate about 50 persons. Merchandising: No information given. Foreign language programs: No information given. Artists bureau: Setup nominal only. Base rate: \$50.

Copy restrictions: Light wine and beer advertising accepted. E. T. library: Davis & Schwegler; Lang-Worth. News: UP. Commentators: Guy Corley, Jack Robertson, and Lawrence Gibbs (newscasters); Don Breitenmoser (sports); Melba Henry (women's features).

### WDSU, NEW ORLEANS

Operator: WDSU, Inc., Hotel Monteleone. Phone: Raymond 7135. Power: 1,000 watts on 1250 kc. Affiliation: NBC Blue Southern Group. Opened: July 23, 1923.

President: J. H. Uhalt. Vice-president, and general manager: P. K. Ewing. Chief engineer: Joseph C. Schramm.

Rep: John Blair & Co. Seating facilities: 2,000. Merchandising: No information given. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$200.

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

### WJBW, NEW ORLEANS

Operator: Charles C. Carlson, Jung Hotel. Phone: Ramond 5060. Power: 250 watts on 1200 kc. Affiliation: None. Opened: August, 1926.

Owner, general manager: Charles C. Carlson. Commercial manager: Bob Stewart. Program director: Elsie Carlson. Chief engineer: Robert Easley. Musical and publicity director: George Ford.

Rep: None. Seating facilities: None listed. Merchandising: Publicity via pictorial news flashes and window cards offered gratis. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$26 (½hr.).

Copy restrictions: Beer and wine copy accepted; no hard liquors; spot announcements may not exceed 100 words; not more than three commercials may be inserted per 15-minute program; patent medicines accepted if complying with Pure Food and Drug legislation. E. T. library: Davis & Schwegler; Lang-worth; MacGregor. News: No service listed. Commentators: Maurice B. Gatlin (news commentator); George Oxford (newscaster); Jack Reid (sports); Ida M. Geifers (society).

### WNOE, NEW ORLEANS

Operator: WNOE, Inc., St. Charles Hotel. Phone: Raymond 0423. Power: 250 watts on 1420 kc. Affiliation: None.

President: James A. Noe. Station manager: Raymond F. Hufft. Commercial manager: Clark Alexander. Program and musical director: Hubert J. Grant. Chief engineer: C. E. Davidson.

Rep: Cox and Tanz. Seating facilities: None listed. Merchandising: Information not listed. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$70.

Copy restrictions: No patent medicines or alcoholic beverages (other than beer) accepted. E. T. library: Standard. News: UP. Commentators: Benet F. Cain (news commentator); Jack Bottger, Jon Duffy, and Wally Dunlap (newscasters); Hubert J. Grant (sports); Marian Call (women's features).

### WSMB, NEW ORLEANS

Operator: WSMB, Inc., Maison Blanche Bldg. Phone: Magnolia 5921. Power: 5,000 watts on 1320 kc. Affiliation: NBC Red Southcentral Group. Opened: April, 1925. (Note: Newspapers, churches, schools and the municipality may use this station with moderation, at no cost; WSMB is affiliated with the Maison Blanche department store and Saenger Theatre Corp.)

## LOUISIANA STATIONS—Continued

**President:** E. V. Richards. **General manager:** H. Wheelahan. **Commercial manager:** T. J. Fontelieu. **Program director, artists bureau head:** W. J. Brengel. **Chief engineer:** H. G. Nebe. **Musical director:** Ettore Fontana. **Publicity director:** Harry Arthur.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Lobby, 300 persons; also Maison Blanche Auditorium, capacity 1,000. **Merchandising:** Any reasonable service rendered, but cost must be borne by advertiser. **Foreign language programs:** None on station currently; French and Italian could be used. **Artists bureau:** Acts as supply house for talent, rather than contractor of permanent artists; picks performers from local musicians' union and Little Theatre, offering them a chance on the air on a rotating basis. **Base rate:** \$120 (½ hr.).

**Copy restrictions:** Beer and wines accepted; hard liquor only after 10 P.M.; copy restricted as to number of words, truthfulness and good taste; some patent medicines barred, as well as all cure-alls. **E. T. library:** NBC Thesaurus. **News:** Transradio.

### WWL, NEW ORLEANS

**Operator:** Loyola University, WWL Development Co., Roosevelt Hotel. **Phone:** Raymond 2194. **Power:** 50,000 watts on 850 kc. **Affiliation:** CBS. **Opened:** March 30, 1922.

**Faculty director:** Rev. F. A. Cavey, S.J. **Station manager:** W. H. Summerville. **Commercial manager:** Louis Read. **Program director:** James Wilson. **Chief engineer:** J. D. Bloom, Jr. **Musical director:** Irvin Vidacovich. **Production director:** Beverly Brown. **Special events director:** Henry Dupre.

**Rep:** The Katz Agency. **Seating facilities:** University Room, 600 persons. **Merchandising:** WWL has a full-time merchandising director who interviews local dealers and distributors and arranges merchandising tie-ups; special merchandising service is available to meet individual sales problems; station stands ready to lend any "reasonable assistance" to insure the success of the advertiser's campaign. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$200 (½ hr.).

**Copy restrictions:** Beer and wine accepted; proprietaries must conform to station standards of public decency. **E. T. library:** Standard. **News:** UP. **Commentators:** Orval Andersen and Don Lewis (newscasters); Al Godwin and Henry Dupre (sports); Suzanne Javeau (women's features).

### KRMD, SHREVEPORT

**Operator:** Radio Station KRMD, Inc., New Jefferson Hotel. **Phone:** 6171. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** January, 1927.

**Station manager:** G. V. Wilson. **Commercial manager:** David Wilson. **Program and publicity director:** Elizabeth Alford. **Chief engineer:** R. M. Dean.

**Rep:** None. **Seating facilities:** Can accommodate 45 persons. **Merchandising:** No information given. **Foreign language programs:** None. **Artists bureau:** Yes. **Base rate:** \$30 (½ hr.).

**Copy restrictions:** All standard restrictions observed. **E. T. library:** Standard. **News:** INS. **Commentators:** George Raymond Adams, Jr. (newscaster); Les Carmichel (newscaster; sports); Elizabeth Virginia Alford (home-making; women's news; entertainment).

### KTBS, SHREVEPORT

**Operator:** Tri-State Broadcasting System, Inc., Commercial Bldg. **Phone:** 2-8711. **Power:** 1,000 watts on 1450 kc. **Affiliation:** NBC Red Southwestern Group. **Opened:** 1928. (Note: This station is newspaper-owned by the Shreveport Times, as is KWKH of the same city.)

**President:** John D. Ewing. **Station manager:** John C. McCormack. **Commercial manager:** J. A. Oswald. **Program and musical director, artists bureau head, publicity director:** B. G. Robertson. **Chief engineer:** C. H. Maddox.

**Rep:** The Branham Co. **Seating facilities:** 75 persons (studios shared with KWKH). **Merchandising:** Complete service rendered at actual cost, excepting sales letters and bulletins which are mailed to retailers gratis. **Foreign language programs:** No rules, as such programs have never been requested; foreign population nil in this territory. **Artists bureau:** Setup nominal only. **Base rate:** \$150.

**Copy restrictions:** Accept beer, wine and liquor advertising; medical accounts accepted only on approval of management; all copy subject to station approval and Federal Trade Commission rules and regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** B. G. Robertson, James Stone, Scott Wilson, P. J. White and Dean Schmitter (newscasters); Jerry Bozeman (newscaster; sports).

### KWKH, SHREVEPORT

**Operator:** International Broadcasting Corp., Commercial Bldg. **Phone:** 2-8711. **Power:** 50,000 watts on 1100 kc. **Affiliation:**

## LOUISIANA STATIONS—Continued

**CBS.** Opened: 1925. (Note: This station is newspaper-owned by the Shreveport Times, as is KTBS of the same city.)

**President:** John D. Ewing. **Station manager:** John C. McCormack. **Commercial manager:** J. A. Oswald. **Program and musical director, artists bureau head:** Fred Ohl. **Chief engineer:** William E. Antony.

**Publicity director:** B. G. Robertson.

**For representative, services, and copy restrictions, see KTBS, Shreveport.**

**Base rate:** \$275. **E. T. library:** World; Davis & Schwegler; NAB. **News:** UP. **Commentators:** Bob Hall, Charles Tigner, Horace Logan and Fred Ohe (newscasters); Jerry Bozeman (newscaster; sports).

## MAINE

*(201,100 radio homes, or 91% ownership among the State's total of 221,000 families. Urban ownership is 79,700, or 91% of urban families; rural ownership is 121,400, or 91% of rural families.)*

### Radio Homes by Counties

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

### WRDO, AUGUSTA

**Operator:** WRDO, Inc., 175 Water St. **Phone:** 2285. **Power:** 100 watts on 1370 kc. **Affiliation:** NBC Basic Supplementary with Red or Blue; Mutual; Yankee and Colonial Networks; Maine Broadcasting System. **Opened:** Feb. 23, 1932.

**Station manager:** Jack S. Atwood. **Chief engineer:** Harold Dinsmore.

**Rep:** Weed & Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Contact dealers and prospective dealers in region, personally or by mail. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Accept beer and wine; no hard liquor advertising; patent medicines accepted subject to station approval; commercials must conform to station standards. **News:** Yankee Network News Service; Maine News Service (local). **Commentators:** J. Atwood Newcomb (newscaster); Lee Anderson (hunting; fishing); Sam McCall (sports); Sandra Lee (cooking; fashions).

### WABI, BANGOR

**Operator:** Community Broadcasting Service, 57 State St. **Phone:** 6658. **Power:** 250 watts on 1200 kc. **Affiliation:** CBS. **Opened:** June 30, 1923.

**General manager:** F. B. Simpson. **Station manager:** R. M. Wallace. **Program director:** Maurice Dolbier. **Chief engineer:** Nelson Lawson. **Musical director:** Harold Dorr.

**Rep:** Furgason & Walker, Inc. **Seating facilities:** Approximately 100. **Merchandising:** None. **Foreign language programs:** Accept both programs and announcements. **Artists bureau:** No talent listed as being under contract; bureau will, however, supply artists for advertiser at cost. **Stock:** Closed corporation, principals being F. B. Simpson, R. M. Wallace and B. M. Havey. **Base rate:** \$90.

**Copy restrictions:** Copy accepted at discretion of program director; beer and wines spotted at any desired time; hard liquors only after 8 P.M. **E. T. library:** None. **News:** AP from Bangor Daily Commercial. **Commentators:** B. Morton Havey (political commentator); Maurice Dolbier (news commentator); H. J. Gilliland (foreign affairs commentator); Robert Smith (newscaster); John Moran (sports); J. Brooks Power (hunting and fishing); Margaret Matson (styles); Evelyn Eaton (women's features).

### WLBZ, BANGOR

**Operator:** Maine Broadcasting Co., Inc., 100 Main St. **Phones:** 6023; 9808. **Power:**

## MAINE STATIONS—Continued

1,000 and 500 watts on 620 kc. **Affiliation:** NBC Basic Supplementary Group; Yankee Network; Colonial; Mutual. **Opened:** 1926.

**Manager-director, publicity:** Thompson L. Guernsey. **Assistant manager:** Edward Guernsey. **Program director:** Irving Hunter. **Chief engineer:** Bernard Kellom. **Musical director:** Norman Lambert.

**Rep:** Weed & Co. **Seating facilities:** Studio seats 120; observation room seats 25. **Merchandising:** Contact dealers: distribute publicity and promotional material to wholesalers. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Beer and wine accepted; no hard liquor; wordage of commercials must conform generally to that of the networks; all spot copy is sold on a word limit rate. **E. T. library:** World. **News:** Yankee Network News Service; Main Radio News (local).

### WCOU, LEWISTON

**Operator:** Twin City Broadcasting Co., Inc., 223 Lisbon St. **Phone:** 3140. **Power:** 250 watts on 1210 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Aug. 21, 1938. (Note: Stockholders of the Twin City Broadcasting Co., Inc., also own Le Messenger, French language daily).

**Treasurer:** Faust O. Couture. **Station and commercial manager:** Guy P. Ladouceur. **Program director:** Elden Shute, Jr. **Chief engineer:** Leslie R. Hall. **Musical director:** Bert Cote.

**Rep:** Forjoe & Co. **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Will notify dealers of new campaigns on WCOU stationery, sponsor to be billed at cost. **Foreign language programs:** Will accept French announcements and programs from 6 to 7 A.M. weekdays, and 9 A.M. to noon Sundays. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** Announcements limited to 100 words, and station breaks to 30 words; copy on quarter-hour programs limited to 250 words; beer advertising accepted, but no hard liquor. **E. T. library:** Standard. **News:** Yankee Network News Service. **Commentators:** Elden Shute, Jr. (newscaster); Larry Durgin (sports); Lou-Ann (women's features).

### WCSH, PORTLAND

**Operator:** Congress Square Hotel Co., 579 Congress St. **Phone:** 3-9667. **Power:** 5,000 watts on 940 kc. **Affiliation:** NBC Basic Red; Yankee Network. **Opened:** June 25, 1925. (Note: Same owners con-

trol WFEA, Manchester, N. H., and WRDO, Augusta, Me.)

**Director:** George F. Kelley, Jr. **Commercial manager:** Linwood T. Pitman. **Program director:** Albert Willard Smith. **Chief engineer:** Fred Crandon. **Musical director:** Wally Harwood.

**Rep:** Weed & Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Limited calls on trade; letters mimeographed and mailed at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Nominally maintained to pick artists from available supply in city. **Base rate:** \$160.

**Copy restrictions:** Accept beer, ale, light wines; no hard liquor advertising; on half-hour programs, commercial copy must not exceed 500 words; quarter-hours, 300 words; five minutes, 200 words; one-minute announcements, 100 words. **E. T. library:** NBC Thesaurus. **News:** UP; Yankee Network News Service. **Commentators:** Milan O. Welch (sports); Anna S. Parkman (women's features).

### WGAN, PORTLAND

**Operator:** Portland Broadcasting System, Inc., Columbia Hotel. **Phone:** 2-7489. **Power:** 500 watts on 640 kc (to sunset in Los Angeles). **Affiliation:** CBS. **Opened:** Aug. 3, 1938. (Note: This station is affiliated with the Press Herald and Express, Gannett newspapers).

**President:** Guy P. Gannett. **Station manager:** Creighton E. Gatchell. **Program director:** Richard E. Bates. **Chief engineer:** Roger W. Hodgkins.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Pre-announcements, distribution of window cards, and limited number of letters to the trade rendered gratis. **Foreign language programs:** None. **Artists bureau:** No formal setup; station can, however, supply producers, writers, and five announcers. **Base rate:** \$125.

**Copy restrictions:** Beer and wine accounts accepted; patent medicine advertising must conform to all Federal regulations. **E. T. library:** Associated. **News:** From affiliated newspapers. **Commentators:** Austin M. Goodwin, and Worthen C. Cornish (sports); Gwendolyn G. Graves (fashions; cooking; social events; craft work).

### WAGM, PRESQUE ISLE

**Operator:** Aroostook Broadcasting Corp., National Bank Bldg. **Phone:** 8821. **Power:** 100 watts on 1420 kc (specified hours). **Affiliation:** Maine Broadcasting System. **Opened:** January, 1930.

## MAINE STATIONS—Continued

General and station manager: R. W. MacIntosh. Commercial manager, chief engineer: L. E. Hughes. Program and publicity director, artists bureau head: Ted Coffin. Musical director: Ted Davis.

Rep: None. Seating facilities: Main studio, 50; auditorium studio available seating up to 700. Merchandising: Pre-plug programs at opening of series gratis. Foreign language programs: Accept French

and Swedish; programs of this type limited to 15 minutes per week per sponsor. Artists bureau: Yes; details not given. Base rate: \$40.

Copy restrictions: Only such promulgations as are made by the Federal Trade Commission. E. T. library: None listed. News: Maine Radio News. Commentators: Ted Coffin and L. E. Hughes (newscasters); Helen Dillon (fashions).

## MARYLAND

*(355,100 radio homes, or 87% ownership among the State's total of 410,000 families. Urban ownership is 225,100, or 90% of urban families; rural ownership is 130,000, or 82% of rural families.)*

### Radio Homes by Counties

Allegany .....	16,220	Charles .....	2,830	Prince Georges .....	12,120
Anne Arundel.....	10,300	Dorchester .....	5,470	Queen Annes.....	3,090
Baltimore .....	24,050	Frederick .....	11,170	St. Marys.....	2,590
Baltimore City.....	187,770	Garrett .....	3,610	Somerset .....	4,940
Calvert .....	1,770	Harford .....	6,330	Talbot .....	4,180
Caroline .....	3,860	Howard .....	3,120	Washington .....	14,160
Carroll .....	7,290	Kent .....	3,120	Wicomico .....	6,830
Cecil .....	5,150	Montgomery .....	10,400	Worcester .....	4,640

### WBAL, BALTIMORE

Operator: WBAL Broadcasting Company, Lexington Bldg. Phone: Lexington 4900. Power: 10,000 watts on 1060 kc (after 9 P.M., 2,500 watts on 760 kc synchronized with WJZ, New York). Affiliation: NBC Basic Blue; Mutual. Opened: November 2, 1925. (Note: This station is a subsidiary of Hearst Radio and is affiliated with the Baltimore News-Post and American.)

Station manager: H. C. Burke. Commercial manager: Leslie H. Peard, Jr. Program manager: Paul Girard. Chief engineer: Gerald W. Cooke. Musical director: Ruffino Iula. Merchandising director: G. W. Shults.

Rep: International Radio Sales. Seating facilities: Studio A, 100 persons; WBAL Radio Playhouse, 650 persons. Merchandising: Complete service offered at actual cost; publish "Business in Baltimore," mailed to 3,000 retailers monthly. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$340.

Copy restrictions: Beer and wine accepted; no liquor advertising; no dual sponsorship of programs; all copy subject to station approval. E. T. library: World; Lang-Worth. News: INS; UP. Commentators: Alexander Gifford (news commenta-

tor); Paul Girard, Galen Fromme, and Bill Herson (newscasters); Walter Linthicum (sports); Katherine Dierken (women's features—as Mary Landis); Gene Robb (business outlook from Washington); A. L. Fundis (livestock markets).

### WCAO, BALTIMORE

Operator: The Monumental Radio Co., 811 W. Lanvale St. Phone: Madison 7222. Power: 1,000 and 500 watts on 600 kc. Affiliation: CBS. Opened: May, 1922.

Vice-president: L. Waters Milbourne. Program director: Gordon A. Scheithing. Chief engineer: Martin L. Jones. Publicity director: L. W. Milbourne.

Rep: Paul H. Raymer Co. Seating facilities: Three studios; studio A, 100 persons; others, 25 to 50 persons apiece. Merchandising: None. Foreign language programs: Not accepted. Artists bureau: None. Stock: 47,000 shares held in voting trust, The First National Bank of Baltimore, trustee; no information concerning holders of certificates. Base rate: \$300.

Copy restrictions: Price comparisons discouraged—advertisers should not state that the public can now purchase merchandise at such-and-such a price which is higher, or lower, than a previous price;

## MARYLAND STATIONS—Continued

beer accepted, but number of sponsors limited; limit the number of patent medicine advertisers. **E. T. Library:** Lang-Worth. **News:** INS. **Commentators:** Paul Morris (newscaster); Don Riley (sports); Betty McCall (women's features).

### WCBM, BALTIMORE

**Operator:** Baltimore Broadcasting Corp., Community House, North at Hartford. **Phone:** University 8400. **Power:** 250 watts on 1370 kc. **Affiliation:** Inter-City Broadcasting System. **Opened:** 1924.

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

**Rep:** Foreman Co. **Seating facilities:** 350 persons. **Merchandising:** None. **Foreign-language programs:** Accepted; governed by same rules as regular programs and announcements. **Artists bureau:** None. **Base rate:** \$150.

**Copy restrictions:** Beer and wine accepted; no liquor advertising; programs considered individually, but all must conform to federal and state laws, FCC regulations and the Pure Food & Drug Act. **E. T. Library:** Davis & Schwegler; Lang-Worth; N.A.B. **News:** INS; Universal. **Commentators:** Charles H. Roeder (newscaster); Lee Davis (sports); Peggy Smith (fashions).

### WFBR, BALTIMORE

**Operator:** The Baltimore Radio Show, Inc., Radio Centre, 10 E. North Ave. **Phone:** Vernon 6900. **Power:** 5,000 and 1,000 watts on 1270 kc. **Affiliation:** NBC Basic Red. **Opened:** June 4, 1922.

**President:** Robert S. Maslin, Sr. **Executive vice-president:** Hope H. Barroll, Jr. **Commercial manager:** Purnell H. Gould. **Program director:** Bert Hanauer. **Chief engineer:** William Q. Ranft. **Artists bureau head, musical director:** Joseph Imbroglio. **Publicity director:** Robert S. Maslin, Jr.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio A, 350; studios B and C, 125 each; also main ballroom Lord Baltimore Hotel, 500, and main ballroom Belvedere Hotel, 500. **Merchandising:** Sales Development Department will furnish route lists of druggists and grocers, and will notify dealers via "Trade Winds," a sheet prepared especially for dealers, of products advertised and contests being conducted, etc.; stage dealer meetings in studios; display clients' wares in studios and in Radio Centre; check response to programs among dealers and consumers; other merchandising billed at cost; station has a tie-up with

10 newspapers and eight moving picture theatres and as long as this tie-up is in effect, will offer free merchandising of the radio programs through these mediums to clients of minimum 13-week contracts. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal. **Base rate:** \$300.

**Copy restrictions:** Observe N.A.B. code restrictions as to copy length; no comparative price mentions; will take beer and wine programs, but not announcements in this classification; no hard liquor advertising; no laxative announcements after 6 P.M.; station is associate member of Proprietary Association and member of Better Business Bureau. **E. T. Library:** Associated. **News:** INS. **Commentators:** Raymond S. Tompkins (newscaster); Robert F. Hurlleigh (newscaster; book reviewer); George Fuller (newscaster); Nelson Baker (sports); Martha Ross Temple (fashions; home economics; interviews); Stewart R. Kennard (special events).

### WTBO, CUMBERLAND

**Operator:** Associated Broadcasting Corp., 31 Frederick St. **Phone:** Cumberland 299. **Power:** 250 watts on 800 kc (to sunset in

# WCBM

BALTIMORE, MARYLAND

Affiliated With The

**MUTUAL**  
**BROADCASTING**  
**SYSTEM**



**JOHN ELMER, President**  
**GEO. H. ROEDER, Gen. Mgr.**  
**National Representatives**  
**THE FOREMAN CO.**  
**247 Park Ave., NEW YORK**  
**Wrigley Bldg., CHICAGO**

## MARYLAND STATIONS—Continued

Dallas, Texas). **Affiliation:** Maryland Coverage Network. **Opened:** October, 1929.

**General manager:** H. B. McNaughton. **Chief engineer:** George Lenhart.

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** About 75 persons. **Merchandising:** Dealer contacts, trade and consumer publicity gratis. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$86.25.

**Copy restrictions:** Copy must be in "good taste," and must comply with F.C.C. and Federal Trade Commission regulations. **E. T. library:** World. **News:** Transradio. **Commentators** David "Jock" Murrie (general news reports); Sam Cozad (sports); Peg Coulehan (women's news and gossip; women's features).

### WFMD, FREDERICK

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

**Vice-president, general manager:** A. V. Tidmore. **Commercial manager, publicity director:** Arthur Symons. **Program director, artists bureau head:** R. L. Longstreet. **Chief engineer:** John A. Fels. **Musical director:** Winston C. Shipley.

**Rep:** None. **Seating facilities:** Winchester Hall Auditorium, 500. **Merchandising:** Sedan delivery truck and salesmen available to help push clients' products. **Foreign language programs:** Would accept, but population doesn't warrant such programs. **Artists bureau:** Books talent, but has no talent contracts; purpose of bureau is described as "to prevent exploitation for too many benefit performances." **Base rate:** \$60.

**Copy restrictions:** Will accept beer and

wine; no hard liquor; all copy subject to U. S. and FCC regulations. **E. T. library:** World. **News:** Transradio. **Commentators:** Ian Ross MacFarlane (news commentator); Bob Longstreet (newscaster; farm news and hints); Elliot F. Gross (newscaster; sports); Capt. John Carnaghan, and John Bell (newscasters); Elisabeth Radcliffe (cooking); S. A. Woolner (dogs).

### WJEJ, HAGERSTOWN

**Operator:** Hagerstown Broadcasting Co., Franklin Court. **Phone:** 2323. **Power:** 250 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** Oct. 29, 1932.

**General manager:** Grover C. Crilley. **Commercial manager:** C. H. Myers. **Program director:** Wm H. Paulsgrove. **Chief engineer:** Harold Brewer.

**Rep:** International Radio Sales. **Seating facilities:** Auditorium available for presenting public shows; capacity 1,000; admission to be charged, if any, is optional with the sponsor. **Merchandising:** Information on request. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** \$90.

**Copy restrictions:** Accept beer and wines; patent medicines must stand scrutiny of Food & Drug Administration; all copy must conform with government regulations. **E. T. library:** Standard; Davis & Schwegler. **News:** Transradio. **Commentators:** Bill Parker, and Glenn Thomas (newscasters); Bill Paulsgrove (sports); Bea Phillips (cooking; fashions).

### WBOC, SALISBURY

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

At press time this station had a construction permit only.

## MASSACHUSETTS

(1,019,200 radio homes, or 92% ownership among the State's total of 1,104,000 families. Urban ownership is 912,100, or 92% of urban families; rural ownership is 107,100, or 96% of rural families.)

### Radio Homes by Counties

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

# Six Important Factors In Selling New England

## ★ WNAC BOSTON

Key station of The Yankee Network and NBC affiliate, completing 18 years of continuous service July 31, 1940. Covers Greater Boston's 2,834,939 population thoroughly, with highest percentage of all-day listeners.

## ★ WAAB BOSTON

Key station of The Colonial Network and Boston outlet for the Mutual Broadcasting System. Has gained and retained a tremendous audience through outstanding broadcasts of baseball, varied sports and public events.

## ★ WEAN PROVIDENCE

The dominant and longest established station in Rhode Island's most populous, prosperous and highly industrialized buying area, serving and selling this rich, responsive market for 18 years.

## ★ WICC BRIDGEPORT—NEW HAVEN

Covers Fairfield and New Haven counties, where more than half of Connecticut's population, taxable property and radio homes are located, plus coverage of the greater part of Long Island.

## ★ THE YANKEE NETWORK

Complete coverage of New England's 18 key market areas. Second largest regional network in America.

## ★ THE COLONIAL NETWORK

Eighteen locally effective stations, giving wide and economical coverage of important New England buying centers.

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



## MASSACHUSETTS STATIONS—Continued

### WAAB, BOSTON

**Operator:** The Yankee Network, Inc., 21 Brookline Ave. **Phone:** Commonwealth 0800. **Power:** 1,000 watts on 1410 kc. **Affiliation:** Colonial Network; Mutual. **Opened:** April 20, 1931.

**President:** John Shepard III. **Vice-president in charge of operations:** R. L. Harlow. **Vice-president in charge of production and sales:** Linus Travers. **Vice-president in charge of engineering:** Paul A. de Mars. **Commercial manager:** William Warner. **Chief engineer:** Irving Robinson. **Merchandising:** Carleton McVarish. **Station promotion:** Frank Foster II. **Artists bureau head:** Josephine White. **Publicity:** A. Stephenson.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio, 100 persons. **Merchandising:** Supply coverage and market data; will aid in buyer contacts and cooperate in further merchandising plans on a cost basis. **Foreign language programs:** Certain types accepted, depending on merit as public entertainment. **Artists bureau:** Yes; has complete roster of talent. **Base rate:** \$200.

**Copy restrictions:** Accept beer and wines; Better Business Bureau and Proprietary Association consulted. **E. T. library:** Associated. **News:** Colonial Network News Service. **Commentators:** Nelson Churchill, William O'Connell, Tom Powers, and Walter Harvey (newscasters); Jim Britt, Frank Ryan, J. Neil Stahley, and Tom Stephenson (sports); Ruth Moss (celebrity interviews); Estelle Marsh (women's clubs); Virginia Lyons (children's programs); Clement A. Norton (travel); Charles E. Eschbach (agriculture); Leavitt Parsons (poultry; food).

### WBZ & WBZA, BOSTON

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

**General manager:** Vincent F. Callahan. **Assistant general manager:** Charles Young. **Commercial manager:** Frank R. Bowes. **Program director:** John F. MacNamara. **Chief engineer:** (WBZ), Dwight A. Myer; (WBZA), H. E. Randol. **Musical director:** John H. Wright. **Sales promotion manager:** Harry D. Goodwin. **Special events**

**director:** Charles J. Gilchrest. **Publicity director:** Marjorie L. Spriggs.

**Rep:** National Broadcasting Co. **Seating facilities:** Studio A, 250; studio B, 250; Hotel Bradford Auditorium, 2,000. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** None listed. **Base rate:** \$460.

**Copy restrictions:** Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; patent medicines subject to NBC acceptance rules. **E. T. library:** NBC Thesaurus; Associated. **News:** UP. **Commentators:** John Cooper, Colton Morris, and Keyes Perrin (newscasters); Fred Hoey (sports); Mildred W. Carlson (women's features); Charles Eschbach and Phillip Fleming (agriculture); Arch Macdonald (radio chatter); G. O. Oleson (garden gossip).

### WCOP, BOSTON

**Operator:** Massachusetts Broadcasting Corp., Copley Plaza Hotel. **Phone:** Commonwealth 1717. **Power:** 500 watts on 1120 kc (operates daytime). **Affiliation:** None. **Opened:** Aug. 26, 1935.

**President:** Harold A. Lafount. **Sales manager:** Gerard H. Slattery. **Chief engineer:** Whitman N. Hall. **Program director:** Arthur Leary. **Musical director:** Sidney P. Reinherz. **Publicity director:** John K. Gowen, III.

**Rep:** Headley-Reed Co. **Seating facilities:** Public function rooms of Copley Plaza Hotel, 2,000. **Merchandising:** Dealer contacts; distribution of all promotion material; breakdown and tabulation of sponsor mail. **Foreign language programs:** Accepted; translation must be submitted in advance. **Artists bureau:** None. **Base rate:** \$75.

**Copy restrictions:** Accept beer and wine; commercial copy "carefully edited and must comply with state and government regulations." **E. T. library:** World. **News:** INS. **Commentators:** Raymond Morgan, Morton Blender, Arthur Hall, and George Crowell (newscasters); Elizabeth Cox (women's features).

## MASSACHUSETTS STATIONS—Continued

### WEEI, BOSTON

**Operator:** Columbia Broadcasting System, Inc., 182 Tremont St. **Phone:** Hubbard 2323. **Power:** 5,000 watts on 590 kc. **Affiliation:** CBS. **Opened:** Sept. 29, 1924.

**Station manager:** Harold E. Fellows. **Commercial manager:** Kingsley F. Horton. **Program director:** Lloyd G. Del Castillo. **Chief engineer:** Phillip K. Baldwin. **Musical director:** Charles R. Hector. **Publicity director:** Dorothy Drake.

**Rep:** Radio Sales. **Seating facilities:** Studio A, 100 persons; Salle Moderne, Hotel Statler, 500; Grand Ball Room, Hotel Statler, 1,200. **Merchandising:** Services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** New England office of CBS Lecture Bureau. **Stock:** Owned by Edison Electric Illuminating Company of Boston; station is leased and operated by CBS. **Base rate:** \$475.

**Copy restrictions:** CBS program policies. **E. T. library:** World. **News:** UP; also from Herald-Traveler (local). **Commentators:** Howell Cullinan (newscaster); Neil Wallace (newscaster; film gossip); Jay Wesley (sports); Caroline Cabot (shopping; fashions); Margaret Kiley (dietetics; market values); Heloise Broeg (recipes; new food ideas); Roberta Green (parties, fashions in entertaining).

### WHDH, BOSTON

**Operator:** Matheson Radio Co., Inc., Hotel Touraine. **Power:** 1,000 watts on 830 kc (to sunset in Denver). **Affiliation:** None. **Opened:** 1929.

**Base rate:** \$120.

No further information available after several requests.

### WMEX, BOSTON

**Operator:** The Northern Corp., 70 Brookline Ave. **Phone:** Commonwealth 3900. **Power:** 5,000 watts on 1470 kc. **Affiliation:** None. **Opened:** October 18, 1934.

**Managing director, station manager, chief engineer:** Alfred J. Pote. **Commercial manager:** S. Alfred Wasser. **Program director:** John E. Relly. **Musical director:** John F. Kiley. **Publicity director:** Vivienne M. Cameron.

**Rep:** None. **Seating facilities:** Studio A, 100 persons; Studio B, 50. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Accept beer and wine, but no hard liquor or patent medicines;

commercials limited to 150 words, with overboard wordage and all direct comparison deleted by station. **E. T. library:** Lang-Worth; Davis & Schwegler. **News:** INS. **Commentators:** Richard Purcell, Jay McMaster, and Joseph Grant (newscasters); Irwin Elliot (newscaster; sports); Anice Brink (fashions).

### WNAC, BOSTON

**Operator:** The Yankee Network, Inc., 21 Brookline Ave. **Phone:** Commonwealth 0300. **Power:** 5,000 and 1,000 watts on 1230 kc. **Affiliation:** NBC Basic Red; The Yankee Network. **Opened:** July 31, 1922.

**President:** John Shepard III. **Vice-president in charge of operations:** R. L. Harlow. **Vice-president in charge of sales and production:** Linus Travers. **Vice-president and chief engineer:** Paul A. deMars. **Merchandising and research:** Carleton McVarish. **Station promotion:** Frank Foster, II. **Artists bureau head:** Josephine White. **Assistant sales manager:** Gerald Harrison. **Publicity:** A. J. Stephenson.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** Studio, 100 persons. **Mer-**



920 CLUB  
*Boston's Biggest  
Radio Program*  
(Participating)  
Write for  
15 Big  
Success Stories  
WORLD Boston



## MASSACHUSETTS STATIONS—Continued

chandising: Supply coverage and market data; will aid in buyer contacts; will cooperate in further plans at cost. Foreign language programs: Not accepted. Artists bureau: Yes. Base rate: \$440.

Copy restrictions: Beer and wines accepted; copy on all programs must conform to Better Business Bureau standards; patent medicines subject to Proprietary Association copy rules. E. T. library: Associated. News: Yankee Network News Service. Commentators: Francis W. Tully and Fred Lang (news commentators); Bernard Dudley, Nelson Churchill, Bill O'Connell, Tom Powers, and Walter Harvey (newscasters); Jim Britt, Jack Stevens, and Bill Slater (sports); Gretchen McMullen, Imogene Walcott, and Margerie Mills (cooking); Mrs. Benjamin F. Kraus (women's clubs); Rev. Michael J. Ahern, S. J. (religion); Leavitt Parsons (drugs); Salvatore Pagliuca (weather reports).

### WORL. BOSTON

Operator: Broadcasting Service Organization, Inc., 610 Beacon St. Phone: Commonwealth 5100. Power: 500 watts on 920

kc (daytime). Affiliation: None. Opened: 1926.

President: Harold A. Lafount. Manager: George Lasker. Program director: Robert N. Perry. Chief engineer: George Luckey. Publicity director: Marjorie L. Spriggs.

Rep: None. Merchandising: Complete service, including market surveys, dealer notifications, distributor's analyses, publicity, etc. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$100.

Copy restrictions: Advertising of intoxicating beverages not accepted; all copy subject to station approval. E. T. library: Standard. News: UP; Christian Science Monitor. Commentator: Winslow Porter (newscaster).

### WSAR, FALL RIVER

Operator: Doughty and Welch Electric Co., Inc., Academy of Music Bldg., South Main St. Phones: 450-451. Power: 1,000 watts on 1450 kc. Affiliation: Mutual; Yankee; Colonial Network. Opened: 1921.

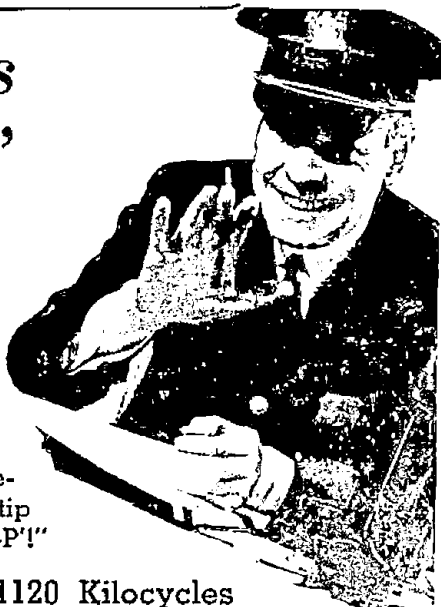
President, treasurer, station manager:

**"Sure--W-COP is  
Boston's Finest!"**

FOR ALL-DAY COVERAGE OF  
THE BOSTON CITY MARKET  
AREA YOU CAN'T BEAT  
"C-O-P"!

"And listen, Mr. Advertiser — *this* Boston station will give you perfect, clear-as-a-bell coverage of the Boston Metropolitan Market—yes, and even beyond—at *no* extra charge. Take a tip from the local advertisers—use 'C-O-P'!"

500 Watts • 267.7 Meters • 1120 Kilocycles



# WCOP

MASSACHUSETTS  
BROADCASTING CORP.  
COPLEY PLAZA HOTEL  
BOSTON, MASS.

## MASSACHUSETTS STATIONS—Continued

William T. Welch. Assistant treasurer and office manager: Philomina J. Maurette. Commercial manager: Leonard C. Cox. Program director, artists bureau head: Josephine Y. Welch. Chief engineer: John C. Pavao. Musical director: Frank L. Cotter. Publicity director: Francis J. McLaughlin, Jr.

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

**Copy restrictions:** Accept beer, wine and liquor; no restrictions other than those of the FCC. E. T. library: Standard; Lang-Worth. News: WSAR local news; Yankee Network News Service. Commentators: Jack Fitzgibbons (newscaster); Orville B. Seagrave (sports); Miss Lorraine (fashions); beauty hints; women's news and features).

### WHAL GREENFIELD

**Operator:** John W. Haigis, 354 Main St. Phone: 4301. Power: 250 watts on 1210 kc. Affiliation: Mutual; Yankee and Colonial Networks. Opened: May 15, 1938.

**Owner:** John W. Haigis. Station manager, chief engineer: James L. Spates. Program and musical director: Warren Greenwood. Artists bureau head: Bob Findley. Publicity director: Ken Houseman.

**Rep:** Joseph Hershey McGillvra; Bertha Bannan, James Fay (Boston). Seating facilities: Local hall available, seating 300 persons. Merchandising: Commercial department claims to be equipped to handle requirements of clients; no charge except for materials. Foreign language programs: Accepted at specified times at national rates; payment must be made in advance. Artists bureau: Talent not under contract, but station can supply necessary artists, etc. Base rate: \$60.

**Copy restrictions:** Hard liquor advertising not accepted; rules of "good taste" used as standard of judgment. E. T. library: World. News: Yankee Network News Service; Transradio. Commentators: Hal Goodwin (newscaster; sports; stocks); Bob Findley (newscaster; sports—snow conditions); Warren Greenwood (newscaster; sports); John Haigis, Jr. (newscaster); Ken Houseman (newscaster; sports; entertainment news); Elizabeth Kelleher (women's news; narratives); Elsie

Erhardt (home economics); Evelyn McLeod (interior decoration).

### WOCB, HYANNIS

**Operator:** Harriett M. Alleman and Helen W. MacLellan doing business as the Cape Cod Broadcasting Co. Power: 250 watts on 1210 kc.

At press time this station had a construction permit only.

### WLAW, LAWRENCE

**Operator:** Hildreth and Rogers Co., 278 Essex St. Phone: 4107. Power: 1,000 watts on 680 kc (daytime). Affiliation: None. Opened: Dec. 19, 1937. (Note: This station is newspaper-owned by the Lawrence Eagle and Tribune.)

**President, treasurer:** A. H. Rogers. Station manager: Irving E. Rogers. Commercial manager: David M. Kimel. Business manager, program director: Henry B. McNaughton. Chief engineer: Herbert W. Brown. Production manager: William M. Noble.

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

**Copy restrictions:** None listed other than that station retains right to reject any copy for reasons sufficient unto itself. E. T. library: NBC Thesaurus; Standard. News: Transradio. Commentators: Charles R. Iovino (news analyst); Irene F. Morgan (interviews; women's features).

### WLLH, LOWELL (AND LAWRENCE)

**Operator:** Merrimac Broadcasting Co., Inc., 39 Kearney Square. Phone: Lowell 8715; Lawrence 22148. Power: 250 watts on 1370 kc (Lowell); 100 watts on 1370 kc (Lawrence). Affiliation: Mutual; Yankee Network; Colonial Network. Opened: Oct. 10, 1934 (Lowell); Dec. 1, 1937 (Lawrence). (Note: WLLH has special temporary authorization to operate a satellite station at Lawrence, Mass., unlimited synchronously with WLLH).

**President:** A. S. Moffat\*. Station manager: Robert F. Donahue. Commercial manager: Haskell Bloomberg. Program director: Tom Clayton. Chief operator: Anthony Michaels.

\* Also president of WMAS, Springfield, Mass.

## MASSACHUSETTS STATIONS—Continued

**Rep:** Edward Petry & Co., Inc. Seating facilities: Auditorium, 2,300 persons; studio A, 100; studio B, 50; studio C, 20. **Merchandising:** Give air plugs, and perform reasonable amount of dealer contact work; mailings at cost. **Foreign language programs:** Have French, Italian, Portuguese, Greek and Polish; no English announcements allowed during these programs. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** Take wine and beer, but copy must not tend to encourage their use; no hard liquor; other copy must conform to "commonly accepted standards." **E. T. library:** Associated; Lang-Worth, News; INS; Yankee Network News Service; also own local news service. **Commentators:** Joe Cronin, Bob Donahue, Phil Goulding, and Dennis Howard (newscasters); George Gagan and Bill McIntosh (sports).

### WNBH, NEW BEDFORD

**Operator:** E. Anthony and Sons, Inc., 588 Pleasant St. **Phone:** 3-3447. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** May, 1921. (Note: This station is newspaper-owned by the Mercury and Standard-Times).

**General manager:** Irving Vermilya. **Program director:** Sol Chain. **Chief engineer:** Clyde Pierce.

**Rep:** None. **Seating facilities:** 50. **Merchandising:** Any reasonable service rendered; newspaper display advertising given at start of sponsored program; letters mailed to merchants and listeners for cost of postage; products introduced to retailers by station solicitors when desired; theatre tie-ups arranged; station telephones available to sponsor for telephone orders. **Foreign language programs:** Accepted at any time under same rules as English programs. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

**Copy restrictions:** Laxative advertising, beer, wine or liquor not accepted; no Beano, Bingo or Bank Nights. **E. T. library:** NBC Thesaurus. **News:** INS; Yankee Network News Service. **Commentators:** Earle Wilson, Nathan Malchman, and Frank Dickson (newscasters); Barker Howland (sports); Jeanette Adelson (fashions; beauty; clubs).

### WBRK, PITTSFIELD

**Operator:** Harold Thomas, 8 Bank Row. **Phone:** 2-1553. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Feb. 20, 1938.

**President:** Harold Thomas.\* **Commercial**

\* Also general and station manager of WATR, Waterbury, Conn.

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

**Rep:** Furgason & Walker, Inc. **Seating facilities:** Studio A seats 50; WBRK Radio Playhouse, 250; (has stage, lighting, and lobby display space). **Merchandising:** Provide lobby space for displays; supply publicity material when possible; do some direct mail work; will display and distribute merchandise publicity when furnished by the client. **Foreign language programs:** Italian and Polish hours current. **Artists bureau:** Service bureau operates without charge to talent. **Base rate:** \$100.

**Copy restrictions:** Beer and wine copy accepted, but no hard liquor copy; all accounts subject to individual consideration. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **Commentators:** Robert Burbank (newscaster); Barry Barents (sports); Jean Ashe (social notes).

### WESX, SALEM

**Operator:** North Shore Broadcasting Co., 126 Washington St. **Phone:** 5670. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Dec. 10, 1939.

**President, publicity director:** Charles W. Phelan. **Station manager, artists bureau head:** Van D. Sheldon. **Commercial manager:** Robert Taylor. **Program and musical director:** Marjorie Leadbetter. **Chief engineer:** Richard I. Hammond.

**Rep:** None. **Seating facilities:** None listed. **Merchandising:** Will call on retail outlets without charge; letters sent out at cost. **Foreign language programs:** Accepted, providing English translation accompanies the original tongue in the broadcast. **Artists bureau:** Setup nominal only. **Base rate:** \$84.

**Copy restrictions:** Hard liquor copy not accepted; medical copy must stand careful scrutiny prior to acceptance. **E. T. library:** Associated. **News:** INS. **Commentators:** Al Blackman and Charles Higgins (collaborate on a program of European war and political comment); Thomas Carr (sports); Marion Winston (fashions); Betty Holihan (news; fashions); Margaret Kimball Herlihy (women's clubs).

### WMAS, SPRINGFIELD

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

**President:** Albert S. Moffat.\* **Station manager, educational director:** Albert W.

\* Also president of WLLH, Lowell, Mass.

## MASSACHUSETTS STATIONS—Continued

Marlin. Program director, artists bureau head: F. Turner Cooke. Chief engineer: Earl Hewinson. Musical director: Paul Pelletier.

Rep: Edward Petry & Co., Inc. Seating facilities: Three studios, accommodate about 35 persons. Merchandising: Service rendered to sponsor in accordance with needs. Foreign language programs: Acceptable; English copy must be submitted in advance; announcements carefully edited; carrying Polish and Italian programs. Artists bureau: Setup nominal only. Base rate: \$120.

Copy restrictions: Accept beer and wine subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval. E. T. library: Associated. News: INS. Commentators: Herbert Edman, Frank Norton, and Turner Cooke (newscasters); Theodore Huston (newscaster; farm and home reports); Robert Feldman (sports); Victoria Holmes and Ethel Henin (home and women's news); Mary Adele Adams (books); Milton Hale (entertainment).

### WSPR, SPRINGFIELD

Operator: WSPR, Inc., 63 Chestnut St. Phone: 6-2757. Power: 500 watts on 1140 kc (operates to 1 hour after sunset). Affiliation: Mutual; Colonial Network; Yankee Network. Opened: June 3, 1936.

President, station manager: Quincy A. Brackett. Treasurer: Lewis B. Breed. Commercial manager: Milton W. Stoughton. Program and musical director: Wayne H. Latham. Artists bureau head: Elwin N. Tacy. Chief engineer: Hillis W. Holt. Publicity director: Howard S. Keefe.

Rep: George P. Hollingbery Co. Seating facilities: Reception room, capacity not listed. Merchandising: Supply coverage and market data; comprehensive information and suggestions for merchandising; co-operate in any plans worked out by sponsor. Foreign language programs: Accepted locally only. Artists bureau: Setup nominal only. Base rate: \$90.

Copy restrictions: Beer, wine and well-known patent medicines accepted; no liquor advertising; no standard rules restricting copy, as each case is considered individually. E. T. library: Standard. News: Transradio; Yankee Network News Service. Commentators: Howard S. Keefe (newscaster); Edward Kennedy (sports);

Joan Carroll (shopper's service); Mildred Brunelle (cooking).

### WORC, WORCESTER

Operator: Alfred F. Kleindienst, 65 Elm St. Phone: 5-3101. Power: 500 watts on 1280 kc. Affiliation: CBS. Opened: February, 1925.

Owner, operator: Alfred F. Kleindienst. Director: Mildred P. Stanton. Commercial manager: Lawrence Miron. Musical director: Maurice Diamond.

Rep: Weed & Co. Seating facilities: Can accommodate 150 persons. Merchandising: Any type of merchandising is provided at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$150.

Copy restrictions: Total commercial copy may not exceed 20% of total time purchased; will accept beer and wines. E. T. library: NBC Thesaurus. News: Transradio. Commentators: Russell Brooks (newscaster); George Cairns (sports).

### WTAG, WORCESTER

Operator: Worcester Telegram Publishing Co., Inc., Franklin St. Phone: 5-4321. Power: 5,000 and 1,000 watts on 580 kc. Affiliation: NBC Basic Red; Yankee Network. Opened: May 1, 1924. (Note: This station is newspaper owned by the Worcester Telegram and Gazette.)

Station director: Edward E. Hill. Assistant station director: Robert W. Booth. Commercial manager: George H. Jaspert. Program director: William T. Cavanagh. Chief engineer: Prof. Hobart H. Newell. Publicity director: Frederick Rushton.

Rep: Edw. Petry & Co. Seating facilities: Studio A, 75 persons; studio B, 25 persons; radio theatre, 50 persons. Merchandising: None. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$180.

Copy restrictions: Accept beer, wines and patent medicines subject to station approval; no hard liquors. E. T. library: World. News: From parent papers. Commentators: James Little (newscaster); Hollis Wright (sports); Jane Woodhouse (homemaking; arts/crafts; fashions; food; women's features); Ruth Rankin (book reviews; anecdotes; etiquette); Mildred Bailey (fashions; beauty; homemaking); George F. E. Story (farm flashes; produce market).

# MICHIGAN

(1,122,200 radio homes, or 92% ownership among the State's total of 1,220,000 families. Urban ownership is 771,100, or 93% of urban families; rural ownership is 351,100, or 89% of rural families.)

## Radio Homes by Counties

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

## WELL, BATTLE CREEK

Operator: Federated Publications, Inc., 1 W. Michigan Ave. Phones: 5655; 7166. Power: 250 watts on 1420 kc. Affiliation: NBC Basic Blue Supplementary; Michigan Radio Network. Opened: September, 1925. (Note: This station is under the same ownership as the Battle Creek Enquirer & News).

Owner: A. L. Miller. Station manager: Dan E. Jayne. Commercial manager: Forrest Flagg Owen. Chief engineer: Raymond B. Roof. Program director: Alden Haight.

Rep: Burn-Smith Co., Inc. Seating facilities: Studio, 50 persons. Merchandising: Cooperate with newspaper publicity. Foreign language programs: No rules; no call for such programs. Artists bureau: No regular setup; maintain file of available local talent. Base rate: \$60.

Copy restrictions: Beer and wine accepted; no hard liquor; all contracts subject to government regulations and station

approval; reserve right to refuse or discontinue any advertising program for reasons satisfactory to station; all programs and announcements subject to change of time to conform to network schedule. E. T. Library: Standard. News: AP.

## WBCM, BAY CITY

Operator: Bay Broadcasting Co., Inc., Hotel Wenonah. Phones: 4700 (Bay City); 2171 (Saginaw). Power: 1,000 and 500 watts on 1410 kc. Affiliation: NBC Basic Blue Supplementaries; Michigan Radio Network. Opened: Dec. 8, 1928, as successor to WSKC, which opened June 5, 1925.

General manager: H. A. Giesel. Program director: Jack Parker. Merchandising director: A. F. Huebner. Chief engineer: Ralph H. Carpenter. Musical director: Lionel H. DeRemer.

Rep: George P. Hollingbery Co. Seating facilities: None. Merchandising: As desired. Foreign language programs: Polish hour current. Base rate: \$100.

# MAKE YOUR TESTS

*in*

A stylized map of Michigan is shown with a red outline. Overlaid on the map are several black circles, each containing a radio station call letter and its corresponding city. The stations are: WJIM LANSING, WBCM BAY CITY & SAGINAW, WFDF FLINT, WXYZ DETROIT, WIBM JACKSON, WELL BATTLE CREEK, WKZO KALAMAZOO, and WOOD WASH GRAND RAPIDS. The map also features illustrations of radio towers and city skylines. In the center of the map, the text "OVER 4,000,000 PEOPLE" is written in red. A red lightning bolt graphic is also present.

Key station of Michigan Radio Network

# WXYZ

DETROIT

NBC Blue Network

5000 WATTS DAY TIME 1000 WATTS NIGHT TIME

National Sales Representative: PAUL H. RAYMER CO.



# Michigan

OVER THE

# MICHIGAN RADIO NETWORK . . .

OPERATED LIKE A COAST-TO-COAST NETWORK . . .

IMPROVED SERVICE . . .

BIG TIME OPERATIONS

AVAILABLE FOR NBC  
BLUE COMMERCIALS  
AS AN UNIT . . . . .

IDEAL TEST CONDITIONS



## MICHIGAN STATIONS—Continued

**Copy restrictions:** Beer, wines and alcoholic beverages accepted if properly presented; announcements on patent medicines have to be approved by the N.A.B. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Russ Lyon (newscaster); Jack Parker (newscaster; sports); Gerry Northcott (women's features).

### WHDF, CALUMET

**Operator:** Upper Michigan Broadcasting Co., Community Bldg., Houghton. **Phone:** Houghton 1. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** 1929. (Note: This station is newspaper-affiliated with the Calumet Evening News-Journal and Houghty Daily Mining Gazette.)

**Vice-president, station manager, publicity director:** John W. Rice. **Commercial manager:** Merrill F. Trapp. **Program and musical director:** Albert W. Payne. **Chief engineer:** George L. Burgan.

**Rep:** Mitchell & Ruddell, Inc. **Seating facilities:** Studio can accommodate 700; Kerredge Theatre also available, seating 1,000 (regular theatre admission price charged). **Merchandising:** Station co-operates "in every way possible" with advertiser; service rendered gratis. **Foreign language programs:** Accepted on same basis as other programs; English translation must be submitted. **Artists bureau:** None. **Stock:** A. L. Burgan and George L. Burgan (60%); William G. Rice and John W. Rice (40%). **Base rate:** \$60.

**Copy restrictions:** Beer accepted; no other alcoholic beverages; commercials must be submitted in advance for station approval. **E. T. library:** World; Lang-Worth. **News:** AP; also gather own local news. **Commentators:** Earl Norden (news commentator and newscaster—in English); Reino Suojonen (news commentator and newscaster—in Finnish); Merrill F. Trapp (news commentator; sports); Abel Karvonen (newscaster—in Finnish); Pete Faunsone (sports); Ilse Seligman, Alice Jenkins, and Charlotte Ringer (fashions); Lucille Dimmer (parents' forum; women's features); Edward Bayels (stock market); Earl Roberts (agriculture); Burney B. Bennett (education); Rev. Leigh H. Hagle (religion); Richard Lahti (conservation); John G. Salmi, Jr. (highways); Dr. E. E. Pleune (health).

### CKLW, DETROIT

**Operator:** Western Ontario Broadcasting Co., Union Guardian Bldg., Detroit. **Phone:** Cadillac 7200. **Studios:** Guaranty Trust Bldg., Windsor. **Phone:** 4-1155; (American Company; Essex Broadcasters, Inc. Studios

are maintained in Windsor and Detroit. Station license is issued by Canada.) **Power:** 5,000 watts on 1030 kc. **Affiliation:** Mutual Broadcasting System; Canadian Broadcasting Corporation. **Opened:** May 31, 1932.

**Managing director:** Joseph Edward Campeau. **Station manager, chief engineer:** William John Carter. **Commercial manager:** L. Jerome DuMahaut. **Program director:** John Gordon. **Traffic manager:** Campbell Ritchie. **News editor, publicity director:** Val Clare.

**Rep:** Station has branch office at 360 N. Michigan Ave., Chicago, Ill.; otherwise represented by Joseph Hershey McGillvra. **Seating facilities:** 200 persons. **Merchandising:** Staff of statisticians and demonstrators check window and counter displays; contact retailers; house-to-house canvass to check consumer acceptance; store canvass to check retailer acceptance; announcements of new programs sent to 1,000 retail outlets on request; supply market data; talent available for personal appearances; make coincidental telephone surveys; design direct mail, window and counter cards, announcements, publicity, etc., at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None; station

**CERTAINLY!**

**CKLW**

**GIVES YOU LOW  
COST RESPONSE IN  
The DETROIT AREA**



**CKLW**

**5,000 Watts Day and Night  
CLEAR CHANNEL**

**Mutual Broadcasting System**

## MICHIGAN STATIONS—Continued

can supply talent, however. Base rate: \$320.

**Copy restrictions:** Provincial Statute prohibits beer, wine and liquor advertising; copy for patent medicines must be submitted to Department of Health at Ottawa; all accounts subject to rules of Canadian Broadcasting Corporation. **E. T. library:** World, News; **UP. Commentators:** Val Clare (news commentator); newscaster; stock market comment); Joe Gentile (sports); Myrtle Labbit (women's features); Mary Morhan (fashions; cooking).

### WJBK, DETROIT

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

**President, station manager:** James F. Hopkins. **Commercial manager:** Art Croghan. **Program director:** Sybil Krieghoff. **Chief engineer:** Paul Frincke. **Musical director:** Pete Angel. **Publicity director:** Charles Sterritt.

**Rep:** Forjoe & Co., New York; United Broadcasting Co., Chicago. **Seating facilities:** None in studios; occasionally use ballroom, but capacity not listed. **Merchandising:** Separate department maintained to contact dealers, etc., for clients using a certain amount of time per week over a 13-week period. **Foreign language programs:** Accepted; currently have Polish, German, Jewish, Italian, Hungarian, Ukrainian and Arabian programs. **Artists bureau:** None. **Base rate:** \$93.75.

**Copy restrictions:** No restrictions on beer and wine; liquor advertising accepted after 10 P.M. only; patent medicines accepted if claims are reasonable; commercial copy must conform to good advertising practices and standards of good taste. **E. T. library:** Associated; Standard. **News:** INS. **Commentators:** "The Cynic" (news commentator); Ed McKenzie and Charles Sterrett (newscasters); Neil Searles (sports); Betty Roberts (women's features).

### WJR, DETROIT

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

**President:** G. A. Richards\*. **Executive vice-president, general manager:** Leo Fitzpatrick. **Secretary-treasurer:** P. M. Thomas. **Assistant general manager in charge of**

\* Also president of WGAR, Cleveland, Ohio, and KMPC, Beverly Hills, Calif.

**sales:** Owen F. Uridge. **Chief engineer:** M. R. Mitchell.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** 80 persons. **Merchandising:** No information given. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Majority held by G. A. Richards, P. M. Thomas, Leo J. Fitzpatrick. **Base rate:** \$700.

**Copy restrictions:** Accept beer, but no other alcoholic beverages; all copy subject to station approval and government regulations. **E. T. library:** World; Standard. **News:** INS. **Commentators:** Bud Guest, Jack King, and Duncan Moore (newscasters); Jimmie Stevenson (newscaster; sports); Harry Wismer and Jack White (sports); Ruth Franklin Crane (women's features).

### WMBC, DETROIT

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

**President:** John Lord Booth. **General and commercial manager:** Edythe Fern Melrose. **Vice-president, treasurer:** W. W. Booth. **Chief engineer:** E. H. Clark. **Program director:** Fred Knorr.

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

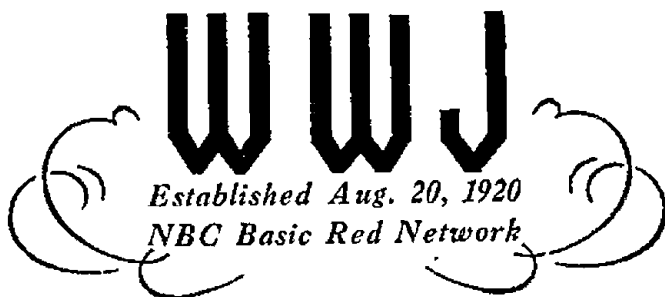
**Copy restrictions:** Will accept beer or wine announcements or programs; no whiskey advertising; commercial announcements must be limited to 100 words; commercial programs of 15 minutes cannot contain more than three 100-word announcements; half-hour programs limited to four 100-word announcements. **E. T. library:** Lang-Worth; Standard; Associated. **News:** Transradio.

### WWJ, DETROIT

**Operator:** The Evening News Association, 626 Lafayette Blvd. **Phone:** Randolph 2000. **Power:** 5,000 and 1,000 watts on 920 kc. **Affiliation:** NBC Basic Red. **Opened:**

# *America's* **PIONEER RADIO STATION**

Radio station WWJ was not only the *first station* in America, but it has maintained its position as the *first station* in listener interest in Detroit since it was established,—a fact proven by every survey that has ever been made!



**National Representatives**  
**Geo. P. Hollingbery Co.**  
New York, Chicago, San Francisco, Atlanta

## MICHIGAN STATIONS—Continued

August 20, 1920\*. (Note: This station is owned by the Detroit News).

**Manager:** W. J. Scripps. **Commercial manager:** Harry Bannister. **Program and production manager:** Mel Wissman. **Chief engineer:** Walter Hoffman. **Musical director:** Mischa Kottler.

**Rep:** George P. Hollingbery Co. **Seating facilities:** Auditorium studio seats 350. **Merchandising:** None. **Foreign language programs:** No set rules; such accounts have never been solicited. **Artists bureau:** None. **Base rate:** \$500.

**Copy restrictions:** Beer and light wines accepted; no liquor advertising; "certain types" of patent medicines not accepted; all copy subject to station standards and governmental regulations. **E. T. library:** Lang-Worth. **News:** UP. **Commentators:** Russell Barnes and S. L. A. Marshall (news commentators); C. C. Bradner, Austin Grant, and Charles Arlington (newscasters); Paul Williams (newscaster; sports); E. L. "Ty" Tyson (sports); Dorothy Spicer (interviews; women's features); Herschell Hart (radio comment and gossip); Russell McLaughlin (legitimate theatre reviews).

\* Opening date listed here was supplied by the station. KDKA and KQV, both Pittsburgh, Pa., along with WWJ are all claimants for the title of the U. S.'s oldest commercial station. (See KDKA and KQV.)

### WXYZ, DETROIT

**Operator:** King-Trendle Broadcasting Corp., Stroh Building (executive offices); Maccabees Bldg. (studios). **Phone:** Cherry 8321. **Power:** 5,000 and 1,000 watts on 1240 kc. **Affiliation:** NBC Basic Blue; key station Michigan Radio Network, also originates some programs for the NBC Blue, Mutual, and the Don Lee Broadcasting System. **Opened:** 1925.

**President, treasurer:** George W. Trendle. **General manager, secretary:** H. Allen Campbell. **Assistant secretary:** Howard O. Pierce. **Commercial manager:** Harry Sutton, Jr. **Studio and production manager:** Harold True. **Sales promotion manager:** Charles C. Hicks. **Manager merchandising department:** Harold Christian. **Program director:** James Riddell. **Chief engineer:** Roy Gardner. **Musical director:** Benny Kyte. **Dramatic director:** Charles D. Livingstone. **Publicity director:** Felix C. Holt.

**Rep:** Paul H. Raymer Co. **Seating facilities:** None in studios; broadcasts from theatres at regular admission prices. **Merchandising:** Complete service from market surveys to securing dealers, distributors,

jobbers; place store and window displays; conduct store demonstrations and direct sampling crews. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$375.

**Copy restrictions:** Beer and wines accepted providing copy does not enhance further use of these beverages or be deemed harmful for children; hard liquor accepted after 10 P.M. under same rules as for beer and wines; all copy censored that forthrightly offends by blatant phrases relating to medicines, proprietary and patent remedies; "thrill" copy not accepted, and all statements must be in conformity to regulations of FCC. **E. T. library:** Standard; NBC Thesaurus. **News:** UP. **Commentators:** Harold True, Harry Golder and Douglas Edwards (newscasters); Harry Heilmann and Bud Shaver (sports); Carl Gensel (sports; farm markets and news); Nancy Osgood (women's news); Nancy Dixon (shopping news); Dick Osgood (radio and theatre gossip).

### WKAR, EAST LANSING

**Operator:** Michigan State College. **Phone:** 59113-ext. 398. **Power:** 5,000 watts on 850 kc (daytime). **Opened:** 1922.

This station is non-commercial; college-owned.

### WFDF, FLINT

**Operator:** Flint Broadcasting Company, Union Industrial Bldg. **Phone:** 2-7158. **Power:** 100 watts on 1310 kc. **Affiliation:** NBC Basic Blue Supplementary; Michigan Radio Network. **Opened:** May 25, 1922.

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

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** 75 persons. **Merchandising:** Supply publicity, suggestions for promotional tie-ins, etc., gratis; any additional services, such as direct mail, rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** Accept beer and wine; no hard liquor; patent medicine advertising must be "factual and conservative and in accordance with regulations of the FTC, Post Office Department, and Pure Food and Drug Act"; no competitive or "provocative" copy; no exaggeration or false testimonials. **E. T. library:** NBC Thesaurus. **News:** INS; also own local news. **Commentators:** Charles Park, James

## MICHIGAN STATIONS—Continued

Cleaver, and Joe Hurd (newscasters); Irving Chandler (sports).

### WGRB, GRAND RAPIDS

**Operator:** Grand Rapids Broadcasting Corp. **Power:** 250 watts on 1200 kc.

At press time this station had a construction permit only.

### WLAV, GRAND RAPIDS

**Operator:** Leonard A. Versluis. **Power:** 250 watts on 1310 kc.

At press time this station had a construction permit only.

### WOOD-WASH, GRAND RAPIDS

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

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

**Rep:** Paul H. Raymer Co. **Seating facilities:** About 20 persons. **Merchandising:** Local cooperation with wholesalers and retailers; also Michigan Radio Network service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125.

**Copy restrictions:** Accept beer and wine; apply good taste and government regulations; each case considered individually. **E. T. library:** Associated. **News:** UP. **Commentators:** Robert Tillmanns (newscaster); Robert H. Smith (sports).

### WJMS, IRONWOOD

**Operator:** Upper Michigan-Wisconsin Broadcasting Co., St. James Hotel Annex. **Phone:** 20. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** Nov. 1, 1931. (Note: Same operator also owns WATW, Ashland, Wis.).

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

**Rep:** None. **Seating facilities:** None. **Merchandising:** Send letters to the retail trade advising them of forthcoming sponsor schedule; will cooperate "to any reasonable" extent in promoting program and announcement schedules. **Foreign language programs:** Accepted, providing that the material and the announcer meet with station approval. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer and wine advertising accepted, but not on Sunday; patent medicines subject to approval of the Federal Trade Commission; all copy must conform to regulations of government agencies and approval of the station. **E. T. library:** Associated. **News:** AP; Transradio. **Commentators:** Dick Hasbrook (newscaster; sports); Harry Wills (newscaster); Rose Isaac (fashions; cooking).

### WIBM, JACKSON

**Operator:** WIBM, Inc., Hotel Hayes. **Phone:** 6121. **Power:** 250 watts on 1370 kc. **Affiliation:** NBC Basic Blue Supplementary Service; Michigan Radio Network. **Opened:** Nov. 20, 1927.

**President:** Herman Radner. **Station manager:** Roy Radner. **Program director, artists bureau head:** Willie (Bill) Dunn. **Chief engineer:** C. W. Wirtanen. **Musical director:** William Cizek. **Publicity director:** Walter H. Johnson.

**Rep:** None. **Seating facilities:** No information given. **Merchandising:** Service available to clients; no details listed. **Foreign language programs:** Accepted, but have very little call for these programs inasmuch as population is 90% English-speaking. **Artists bureau:** Yes. **Base rate:** \$75.

**Copy restrictions:** Liquor advertising accepted only under approval of State Liquor Commission; all copy must be submitted to station in advance. **E. T. library:** Standard. **News:** From Michigan Radio Network and NBC; also AP and local. **Commentators:** William Cizek (newscaster); Bill Dunn (sports).

### WKZO, KALAMAZOO

**Operator:** WKZO, Inc., 124 W. Michigan Ave. **Phone:** 3-1223. **Power:** 1,000 watts on 590 kc. **Affiliation:** CBS. **Opened:** 1930.

**President and general manager:** John E. Fetzer. **Program director:** Herbert Lascelles. **Chief engineer:** Edwin Rector. **Publicity Director:** Ross Collier.

## MICHIGAN STATIONS—Continued

**Rep:** Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Complete service rendered; have outside man contacting retail outlets. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists a roster of about 75. **Base rate:** \$120.

**Copy restrictions:** Beer and wine accepted; adhere to NAB code of ethics. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Herbert Lascelles (newscaster; sports; market news); Ralph Snyder (newscaster; livestock); Jackson Tisch (newscaster); Patty Criswell (women's features; social events).

### WJIM, LANSING

**Operator:** WJIM, Inc., City National Bldg. **Phone:** 2-1333. **Power:** 250 watts on 1210 kc. **Affiliation:** NBC Basic Blue Supplementaries; Michigan Radio Network. **Opened:** Aug. 22, 1934.

**General manager:** Harold F. Gross. **Director:** Bob Innes. **Musical director:** Earle Parchman. **Production manager:** Howard Finch. **Promotion manager:** Omri St. Clair Jones.

**Rep:** None. **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 subject to strict censorship; all other copy should comply to rulings of truthful and ethical advertising, and regulations of the FCC and Federal Trade Commission. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Howard K. Finch (news commentator; sports); Bob Ritter (newscaster); Judy Holliday (recipes; menus; clubs).

### WMPC, LAPEER

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

This station is non-commercial; church-owned.

### WDMJ, MARQUETTE

**Operator:** Lake Superior Broadcasting Company, Mining Journal Bldg. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Base rate:** \$50.

No other information available after repeated requests.

### WKBZ, MUSKEGON

**Operator:** Ashbacker Radio Corp., Michigan Theatre Bldg. **Phone:** 26-051. **Power:**

250 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. **Sales manager:** William C. Wester. **Program and musical director, artists bureau head:** Garrison Poling. **Chief engineer:** George Krivitsky. **Publicity director:** Louis T. Dwyer.

**Rep:** Burn-Smith Co., Inc. **Seating facilities:** Can accommodate about 700 persons. **Merchandising:** Have a merchandising department; services not listed. **Foreign language programs:** Accepted. **Artists bureau:** Complete roster of talent available. **Base rate:** \$100.

**Copy restrictions:** Beer advertising accepted. **E. T. library:** NBC Thesaurus; World; Associated; NAB; Davis & Schwegler. **News:** UP. **Commentators:** Curt Flowers (news commentator; newscaster); Hilliard Gudelsky (news commentator; newscaster; sports); Robert Quinn, Garrison Poling, and Louis Dwyer (newscasters); Elsie Buttrick (fashions; cooking); Helen Smith (fashions).

### WCAR, PONTIAC

**Operator:** Pontiac Broadcasting Co., Riker Bldg. **Phone:** 7141. **Power:** 1,000 watts on 1100 kc (daytime). **Affiliation:** None. **Opened:** Dec. 16, 1939. (Note: H. Y. Levinson, general manager and stockholder in this station, is also publisher of the weekly Farmington Enterprise).

**General and station manager:** H. Y. Levinson. **Commercial manager, publicity director:** W. K. "Bill" Bailey. **Program and musical director:** Stanley Schultz. **Chief engineer:** Wiley Wenger. **Farm director:** W. E. Macdonald.

**Rep:** Radio Advertising Corp. **Seating facilities:** Observation booth seats 100 persons. **Merchandising:** Service available on request; estimates submitted on complete service, if desired. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125.

**Copy restrictions:** Beer and wine copy accepted; no hard liquors; all copy subject to station approval. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Swanson Shields (news commentator); Stanley Schultz (news commentator; sports); Joseph Mercier (newscaster); Tom Harmon (sports); Vane Knight (women's features); Al Gordon (Hollywood news); Carl Bailey (farm news).

### WHLS, PORT HURON

**Operator:** Port Huron Broadcasting Co., 932 Military St. **Phone:** 6191. **Power:** 250

## MICHIGAN STATIONS—Continued

watts on 1370 kc. Affiliation: None. Opened: Aug. 7, 1938.

**General and commercial manager:** Angus D. Pfaff. **Program director:** H. L. Stevens. **Chief engineer:** W. F. McDonnell. **Musical director:** L. Patterson. **Publicity director:** George Snyder.

**Rep:** None. **Seating facilities:** None. **Merchandising:** General merchandising cooperation available on a cost basis. **Foreign language programs:** No rules. **Artists bureau:** None. **Stock:** Station is a partnership between Harmon L. and Herman L. Stevens. **Base rate:** \$75.

**Copy restrictions:** Accept beer and light wine advertising; adhere to NAB Code of Ethics; copy and product must conform to Federal Trade Commission rules. **E. T. library:** Associated. **News:** UP. **Commentators:** Harmon L. Stevens (newscaster; women's news; fashions); Edward Dougherty (farm news; market reports); Fred Baker (Hollywood news); Stanley Smith (local news).

### WEXL, ROYAL OAK

**Operator:** Royal Oak Broadcasting Co., 212 W. Sixth St. **Phones:** Royal Oak 0815; Elmhurst 6524 (in Detroit). **Power:** 50 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925.

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

**Rep:** None. **Seating facilities:** None.

**Merchandising:** None. **Foreign language programs:** Accepted; three Polish programs currently running. **Artists bureau:** None. **Base rate:** \$90.

**Copy restrictions:** No whiskey, laxatives, deodorants, depilatories, tonics, reducing or flesh compounds, patent medicines, or any compounds or preparations of a general medicinal nature that are to be taken internally. **E. T. library:** None. **News:** Local news. **Commentators:** Kirk Knight (newscaster; sports; film news and gossip); Porter Bourne (newscaster; sports); Rose Lavery (clubs; women's news).

### WHAL, SAGINAW

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

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

### WSAM, SAGINAW

**Operator:** Saginaw Broadcasting Co. **Power:** 250 and 100 watts on 1200 kc (specified hours).

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

### WSOO, SAULT STE. MARIE

**Operator:** Hiawathaland Broadcasting Co. **Power:** 250 and 100 watts on 1200 kc.

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

## MINNESOTA

*(556,900 radio homes, or 85% ownership among the State's total of 652,000 families. Urban ownership is 309,300, or 93% of urban families; rural ownership is 247,600, or 77% of rural families.)*

### Radio Homes by Counties

Aitkin .....	2,960	Clearwater .....	1,790	Hubbard .....	1,960
Anoka .....	3,790	Cook .....	520	Isanti .....	2,360
Becker .....	4,260	Cottonwood .....	2,810	Itasca .....	5,340
Beltrami .....	4,180	Crow Wing .....	5,600	Jackson .....	2,950
Benton .....	2,770	Dakota .....	7,250	Kanabec .....	1,650
Big Stone .....	1,890	Dodge .....	2,500	Kandiyohi .....	4,530
Blue Earth .....	7,540	Douglas .....	3,850	Kittson .....	1,770
Brown .....	5,030	Faribault .....	4,460	Koochiching .....	2,990
Carlton .....	4,310	Fillmore .....	5,350	Lac qui Parle .....	2,790
Carver .....	3,400	Freeborn .....	6,010	Lake .....	1,720
Cass .....	3,070	Goodhue .....	6,820	Lake of the Woods .....	900
Chippewa .....	3,120	Grant .....	1,800	Le Seuer .....	4,010
Chisago .....	2,810	Hennepin .....	128,770	Lincoln .....	2,050
Clay .....	4,640	Houston .....	2,830	Lyon .....	3,880



## MINNESOTA STATIONS—Continued

McLeod .....	4,290	Pine .....	3,940	Stearns .....	11,230
Mahnomen .....	1,060	Pipestone .....	2,520	Steele .....	3,940
Marshall .....	3,070	Polk .....	6,850	Stevens .....	1,860
Martin .....	4,610	Pope .....	2,490	Swift .....	2,740
Meeker .....	3,550	Ramsay .....	71,650	Todd .....	4,980
Mille Lacs .....	2,890	Red Lake .....	1,170	Traverse .....	1,530
Morrison .....	4,650	Redwood .....	3,970	Wabasha .....	3,810
Mower .....	6,150	Renville .....	4,470	Wadena .....	2,160
Murray .....	2,450	Rice .....	6,120	Waseca .....	3,030
Nicollet .....	3,090	Rock .....	2,190	Washington .....	5,440
Nobles .....	3,610	Roseau .....	2,300	Watsonwan .....	2,660
Norman .....	2,600	St. Louis .....	45,600	Wilkin .....	1,800
Olmsted .....	7,360	Scott .....	2,820	Wiona .....	8,398
Otter Tail .....	9,380	Sherburne .....	1,710	Wright .....	5,470
Pennington .....	2,100	Sibley .....	3,070	Yellow Medicine .....	3,100

### KATE, ALBERT LEA

**Operator:** Albert Lee Broadcasting Co., 332 S. Broadway. **Phone:** 2338. **Power:** 250 watts on 1420 kc. **Affiliation:** North Central Broadcasting System. **Opened:** Oct. 26, 1937.

**President, station manager:** E. L. Hayek. **Commercial manager:** Warner C. Tide-mann. **Program director:** Sherman Booen. **Chief engineer:** George Church.

**Rep:** None. **Seating facilities:** Can accommodate about 60 persons. **Merchandising:** Distribute window cards and hand-bills, and provide publicity for the Albert Lea Community Magazine. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$84.

**Copy restrictions:** Beer advertising accepted; no patent medicines, wines, or other alcoholic beverages. **E. T. library:** World; MacGregor; Standard. **News:** UP. **Commentators:** Sherman Booen (news-caster; sports); George McCann (news-caster); Veronica Spencer (fashions; etc.).

### KDAL, DULUTH

**Operator:** Red River Broadcasting Co., Inc., 218 Bradley Bldg. **Phone:** Melrose 2230. **Power:** 250 watts on 1500 kc. **Affiliation:** CBS. **Opened:** Nov. 22, 1936.

**Station manager:** Dalton A. LeMasurier. **Commercial manager:** A. H. Flaten. **Program director:** Gilbert Fawcett. **Chief engineer:** R. A. Dettman. **Promotion:** Mike Cady and R. L. Border.

**Rep:** None. **Seating facilities:** Studio, seating 75 persons. **Merchandising:** Supply surveys, market data, buyer contacts, and merchandising plans. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$77.50.

**Copy restrictions:** Accept beer and wine only; any merchandise must be "absolutely bona fide with respect to its announced merits, description, quality, prices or discounts from the price thereof..." **E. T.**

**Library:** Lang-Worth; Davis & Schwegler. **News:** Transradio. **Commentators:** Jack Lellman, and Ellis Harris (newscasters); Dick Enroth (sports).

### WEBC, DULUTH

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

**General manager:** Walter C. Bridges. **Commercial manager:** Thomas W. Gavin. **Chief engineer:** Charles Persons. **Musical director:** John Klieve. **Publicity director:** Frank G. Watson.

**Rep:** George P. Hollingbery Co. **Seating facilities:** About 130. **Merchandising:** Con-tact dealers and retailers, by mail or per-sonal calls. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$148.50.

**Copy restrictions:** Beer and wine adver-tising 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. **E. T. library:** NBC Thesaurus. **News:** UP; AP. **Commentators:** Don McCall, and Ben Leighton (newscasters); Steve Rob-ertson (sports); Bettina Hirschboeck (fashions; cooking).

### KGDE, FERGUS FALLS

**Operator:** Charles L. Jaren. **Phone:** 898. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mutual; North Central Broad-casting System. **Opened:** 1926.

## MINNESOTA STATIONS—Continued

**Station manager:** C. L. Jaren. **Program director:** Harry Sedgewick. **Musical director:** A. Woodward. **Chief engineer:** J. D. James.

**Rep:** Allied Representation Co. **Seating facilities:** 100. **Merchandising:** Window trims; dealer contacts. **Foreign language programs:** Accepted; must be accompanied by English copy for censorship by station. **Artists bureau:** Yes; number of artists not listed. **Base rate:** \$50.

**Copy restrictions:** Accept 3.2% beer only; no medicinal claims or values must be attached to copy claims. **E. T. library:** Davis & Schwegler. **News:** Transradio. **Commentators:** Joseph D. James (news commentator—reads prepared comment); Harry Sedgewick (newscaster; sports); Lee Dickson (newscaster; sports; market and grain reports); Sally Mitchell (fashions; cooking; sewing; styles decorations; new ideas).

### WMFG, HIBBING

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

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

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

**Copy restrictions:** Beer advertising accepted at any time; other alcoholic beverages restricted to periods after 9 P.M. and must be via programs, not merely spot announcements; patent medicines accepted unless obviously fakes; all copy subject to station approval. **E. T. library:** None. **News:** From parent papers. **Commentators:** Ben Leighton, and Don McCall (newscasters); Wayne Byers (sports).

### KYSM, MANKATO

**Operator:** F. B. Clements & Co., 101 N. Second St. **Phone:** 4673. **Power:** 250 watts on 1500 kc. **Affiliation:** NBC Red and Blue Basic Supplementary Service; Minnesota Radio Network. **Opened:** July 11, 1938. (Note: KYSM also maintains studios in New Ulm, St. Peter and St. James, Minn.)

**Owner:** F. B. Clements. **General man-**

**ager:** Ray E. Schwartz. **Program director,** artists bureau head: Jack Hanssen. **Chief engineer:** H. D. Kimberly. **Musical director:** Maurice Picne.

**Rep:** Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Pre-announcements, window cards, newspaper publicity and sampling rendered at no extra charge. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$80.

**Copy restrictions:** Accept beer advertising after 6 P.M.; patent medicines, wine and other alcoholic beverages not accepted; copy is subject to NAB Code of Ethics. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Eugene T. Newhall (news commentator; newscaster); "Fran" (cooking; fashions); Glenn Harris and Don Hopkins (stock and grain reports); Wayne Anders (film gossip; entertainment news).

### KSTP, MINNEAPOLIS-ST. PAUL

**Operator:** KSTP, Inc., St. Paul Hotel (St. Paul), Radisson Hotel (Minneapolis). **Phones:** Cedar 5511 (St. Paul); Bridgeport 3222 (Minneapolis). **Power:** 50,000 watts on 1460 kc. **Affiliation:** NBC Basic Red; Minnesota Radio Network. **Opened:** April 1, 1928.

**President:** Stanley E. Hubbard. **Station manager:** Kenneth M. Hance. **Commercial manager:** Ray Jenkins. **Sales promotion manager:** Sam Levitan. **Program director:** Corinne Jordan. **Chief engineer:** Hector Skifter. **Artists bureau head:** Charles Smith. **Musical director:** Leonard Leigh. **Publicity director:** Joe Meyers. **Educational director:** Thomas D. Rishworth.

**Rep:** Edward Petry & Co., Inc. **Seating facilities:** In Minneapolis, 150 persons; in St. Paul, 250. **Merchandising:** Market information and temporary headquarters for out-of-town executives and salesmen supplied free of charge; announcements, publicity, special surveys, posters, and distribution or sampling service rendered for a fee; also special daily ad service via publicity in affiliated papers; clipping service. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; books radio and non-radio affairs. **Base rate:** \$240 (½ hr.).

**Copy restrictions:** Accept beer at any time; wine and hard liquor only after 10 P.M.; other restrictions—as to copy length, honesty, etc.—are "standard". **E. T. library:** World; NBC Thesaurus; Standard; NAB. **News:** UP. **Commentators:** Brooks Henderson (news commentator; newscaster); Val Bjornson (news commentator); Bob Murphy (newscaster; sports); Halsey Hall (sports); Bee Baxter (cooking); Corinne Jordan (fashions); Marjorie Ellis McCready (women's news).

## MINNESOTA STATIONS—Continued

### WCCO, MINNEAPOLIS-ST. PAUL

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

**General and station manager:** Earl H. Gammons. **Commercial manager:** Carl J. Burkland. **Program director:** Hayle C. Cavanor. **Chief engineer:** Hugh S. McCartney. **Artists bureau head:** Al Sheehan. **Musical director:** Wally Olsen. **Educational director:** Max Karl. **Publicity and sales promotion director:** Robert L. Hutton, Jr.

**Rep:** Radio Sales. **Seating facilities:** Six studios, seating from 50 to 100; auditorium, seating 450. **Merchandising:** Yes; maintains facilities. **Foreign language programs:** None accepted. **Artists bureau:** Yes; has over 500 performers available; plus regular list of 50 performers, announcers, orchestra leaders, writers, producers. **Stock:** Completely held by CBS. **Base rate:** \$525.

**Copy restrictions:** Columbia Broadcasting System policies. **E. T. library:** None. **News:** UP; Minneapolis Star-Journal. **Commentators:** Cedric Adams, Hale Byers, and Bill Wiggington (newscasters); Florence Murphy (newscaster; women's club news); Eddie Gallaher and Rollie Johnson (sports); Hayle Cavanor (cooking); Al Smeby and Ruth Brinley (grain reports).

### WDGY, MINNEAPOLIS-ST. PAUL

**Operator:** Geo. W. Young, Hotel Nicollet. **Phones:** BR 7777; MI 6363. **Power:** 5,000 and 1,000 watts on 1180 kc (operates to sunset, varying from 6 to 8:15 P.M.). **Affiliation:** Mutual; Northland Network. **Opened:** Dec. 23, 1923.

**Owner-manager:** Geo. W. Young. **Commercial and program manager:** Wallace E. Stone.

**Rep:** William G. Rambeau Co. **Seating facilities:** Can accommodate about 75 persons in studios; Hotel Nicollet Ballroom, seating 150, available. **Merchandising:** Complete service rendered in proportion to sponsor's expenditure. **Foreign language programs:** Subject to station approval. **Artists bureau:** Can supply talent. **Base rate:** \$140.

**Copy restrictions:** Copy must be submitted one week in advance of broadcast; beer and wine accounts subject to station approval. **E. T. library:** Standard. **News:** Transradio; local. **Commentators:** Benedict Hardman (news editor, newscaster); Ruth Wentworth (cooking; home economics); Wall Gardner (livestock markets); Jack Melrose (farm news and information); Bill Finn (stock market quotations).

### WLB, MINNEAPOLIS-ST. PAUL

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

**This station is non-commercial; university owned.**

### WLWL, MINNEAPOLIS-ST. PAUL

**Operator:** Independent Merchants Broadcasting Co., 1730 Hennepin Ave. **Phone:** AT 0406. **Power:** 1,000 watts on 1300 kc. **Affiliation:** Mutual Broadcasting System; North Central Broadcasting System. **Opened:** June 17, 1940.

**General manager:** Edward P. Shurick. **Production manager:** Jerry Harrington. **Chief engineer:** Ogden Prestholdt. **Program director:** Irma Cuffron. **Musical director:** Verne Rooney. **News editor:** Paul Severeid.

**Rep:** Foreman Co. **Seating facilities:** Auxiliary studio in Plaza Hotel seats 300 persons. **Merchandising:** Complete service available. **Foreign language programs:** Accepted; English translation must accompany the original. **Artists bureau:** Yes; lists 30 artists, three orchestra leaders, three writers, and six announcers. **Base rate:** \$100.

**Copy restrictions:** Beer advertising accepted; no wines or hard liquors; patent medicine copy subject to station approval prior to broadcast. **E. T. library:** Associated. **News:** INS. **Commentators:** Paul Severeid and George Grim (news commentators); Booth Eddy (sports).

### WMIN, MINNEAPOLIS-ST. PAUL

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

**General, station and commercial manager:** Edward Hoffman. **Production manager:** Frank Devaney. **Program and publicity director:** Marilyn Powell. **Chief engineer:** Warren B. Fritze. **Musical director:** Lil Jone. **Promotion manager:** Samuel N. Nemer.

**Rep:** None. **Seating facilities:** Main studio accommodates 50 persons. **Merchandising:** Arrangement with Twin City daily and shopping papers affords program publicity in these publications; also use direct mail and window display cards; service rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** Can supply free lance artists on call. **Base rate:** \$75.

**Copy restrictions:** Hard liquor copy not accepted; patent medicine copy must pass inspection of station attorney before ac-

## MINNESOTA STATIONS—Continued

ceptance. **E. T. library:** Standard; Associated; Lang-Worth. **News:** INS; AP. **Commentators:** Frank Devaney (newscaster); Hal Strong (sports); Marilyn Powell (women's features); P. J. Hoffstrom (interview column).

### WTCN, MINNEAPOLIS-ST. PAUL

**Operator:** Minnesota Broadcasting Corp., Wesley Temple Bldg., Minneapolis; Minnesota Bldg., St. Paul. **Phones:** Ma 6562 (Minneapolis); Cedar 3606 (St. Paul). **Power:** 5,000 and 1,000 watts on 1250 kc. **Affiliation:** NBC Basic Blue. **Opened:** 1928. (Note: This station is newspaper-owned by the Minneapolis Tribune and St. Paul Dispatch-Pioneer Press.)

**General manager:** Clarence T. Hagman. **Commercial manager:** Lee Whiting. **Production manager:** Robert De Haven. **Technical director:** John Sherman. **Musical director:** Frank Zdarsky.

**Rep:** Free & Peters, Inc. **Seating facilities:** None. **Merchandising:** Through St. Paul Dispatch-Pioneer Press, and Minneapolis Tribune-Times; 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; none at present, however. **Artists bureau:** None. **Base rate:** \$200.

**Copy restrictions:** No alcoholic beverage copy accepted; all copy subject to government regulations. **E. T. library:** Associated; Radio Attractions. **News:** INS. **Commentators:** Herbert Lewis (news commentator); Alfred D. Stedman (Washington commentator); Hal Lansing; Bennett Orfield, and Charles Irving (newscasters); George Higgins (sports); Ann Ginn (fashions); Arleth Haerberle (fashions; cooking); Mary Proal Lindeke (interviews).

### KVOX, MOORHEAD

**Operator:** KVOX Broadcasting Co., Inc., Comstock Hotel. **Phone:** 3-1523. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual. **Opened:** Nov. 26, 1937.

**President:** R. K. Herbst. **Station manager:** M. M. Marget. **Commercial manager:** Reinhardt Steinley, Jr. **Chief engineer:** Don Holaday.

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

**Copy restrictions:** Full compliance with

Federal Trade Commission rules is necessary; no further restrictions listed. **E. T. library:** World. **News:** UP. **Commentators:** Manny Marget (news commentator; sports); Don Holaday, and Fred Monkkonen (newscasters).

### WCAL, NORTHFIELD

**Operator:** St. Olaf College. **Phone:** 731-J. **Power:** 5,000 watts on 760 kc (shares  $\frac{1}{2}$  daytime with WLB). **Opened:** In 1918 as 9AMH; in 1920 at 9YAJ; in 1922 as WCAL. **This station is non-commercial.**

### KROC, ROCHESTER

**Operator:** Southern Minnesota Broadcasting Company, 100 First Ave. Bldg. **Phones:** 3924; 3925; 2727. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Basic Supplementary with Red or Blue; Minnesota Radio Network. **Opened:** October 1, 1935.

**Station manager:** Gregory P. Gentling. **Program director:** LaVell Waltman. **Studio director:** Gerald Wing. **Chief engineer:** Fred C. Clarke.

**Rep:** Joseph Hershey McGillvra. **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 is 125 words. **E. T. library:** Associated; World. **News:** UP. **Commentators:** Jerry Wing, Bill Neville, and LaVell Waltman (newscasters); George Cutting (newscaster; stock-grain reports); Allen Embury, and Walt Bruzek (sports); Sally Milne, and Marjorie Hope (fashions); Virginia Drew (cooking).

### KFAM, ST. CLOUD

**Operator:** The Times Publishing Co., Weber Bldg. **Phone:** 3330. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC Basic Supplementaries; Minnesota Radio Network. **Opened:** June 4, 1938. (Note: This station is owned by the St. Cloud Times-Journal).

**Station manager:** George B. Bairey. **Sales manager:** Chester Erickson. **Chief engineer:** Robert Witschen.

**Rep:** None. **Seating facilities:** Use facilities of Technical High School. **Merchandising:** Place store displays and list program in parent newspaper at no additional cost; cards printed, mailed and handled at cost; newspaper display ads placed at card rates. **Foreign language programs:** Accepted; translation must be furnished in

## MINNESOTA STATIONS—Continued

advance. Artists bureau: None. Base rate: \$75.

Copy restrictions: Beer copy accepted (subject to Minnesota statutes); accept advertising from places where beer and liquor is sold, but brand names of liquor may not be mentioned; all copy must be truthful in every respect and comply with FCC and Federal Trade Commission regulations. E. T. library: Standard. News: AP; UP. Commentators: Gilbert Schoener and Carl Henneman (newscasters); Pat Halloran and Harry Sedgewick (sports); Wilhemina Schindler (fashions; cooking).

### WHLB, VIRGINIA

Operator: Head of the Lakes Broadcasting Co., Virginia, Minn. Phone: 2000. Power: 250 watts on 1370 kc. Affiliation: CBS; North Central Broadcasting System; Arrowhead Network. 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: Wayne C. Byers. Chief engineer: C. B. Persons.

Rep: None. Seating facilities: Visitors' lounge, seats 100 persons. Merchandising: None. Foreign language programs: Daily except Sunday, 11 to 11:30 A.M. Artists bureau: None. Base rate: \$48.

Copy restrictions: Beer advertising fully accepted; other alcoholic beverages accepted only if they use programs—no announcements. E. T. library: None. News: UP; AP. Commentators: Ben Leighton (newscaster, via WEBC, Duluth, Minn.);

Wayne Byers (sports); Elizabeth Spriestersbach (farm news for women; cooking; interviews); August Newbaur (farm gossip, etc.).

### KWLM, WILLMAR

Operator: Lakeland Broadcasting Co. Power: 100 watts on 1310 kc.

At press time this station had a construction permit only.

### KWNO, WINONA

Operator: Winona Radio Service, 216 Center St. Phone: 3314. Power: 250 watts on 1200 kc. Affiliation: North Central Broadcasting System. Opened: Jan. 16, 1938. (Note: The owners of KWNO also own the Winona Republican-Herald.)

President: M. H. White. Station and commercial manager: L. L. McCurnin. Chief engineer: Maurice Reutter. Musical director: Margaret Johnson. Artists bureau head: Frank Sheehan. Publicity director: Jack London.

Rep: None. Seating facilities: None. Merchandising: Programs listed daily in the Winona Republican-Herald; letters sent to distributors at exact cost. Foreign language programs: No policies listed. Artists bureau: Setup nominal only. Base rate: \$75.

Copy restrictions: Beer copy accepted, but not on Sundays; no wines or hard liquor; all copy subject to station approval. E. T. library: NBC Thesaurus; Standard. News: UP; AP. Commentators: Frank Sheehan, Jack London, and Michael Abbott (newscasters); Ryan Halloran (newscaster; sports); Ruth Heggen (women's features).

## MISSISSIPPI

*(207,000 radio homes, or 42% ownership among the State's total of 494,000 families. Urban ownership is 64,600, or 71% of urban families; rural ownership is 142,400, or 35% of rural families.)*

### Radio Homes by Counties

Adams .....	3,580	Claiborne .....	1,180	Greene .....	980
Alcorn .....	2,660	Clarke .....	1,770	Grenada .....	1,840
Amite .....	1,540	Clay .....	1,940	Hancock .....	1,390
Attala .....	2,380	Coahoma .....	5,600	Harrison .....	7,040
Benton .....	750	Copiah .....	2,810	Hinds .....	12,510
Bolivar .....	7,250	Covington .....	1,160	Holmes .....	3,710
Calhoun .....	1,490	De Soto .....	2,120	Humphreys .....	2,520
Carroll .....	1,530	Forrest .....	4,650	Issaquena .....	550
Chickasaw .....	1,810	Franklin .....	1,130	Itawamba .....	1,380
Choctaw .....	970	George .....	620	Jackson .....	2,050

## MISSISSIPPI STATIONS—Continued

Jasper	1,390	Montgomery	1,510	Sunflower	6,040
Jefferson	1,280	Neshoba	2,260	Tallahatchie	3,150
Jefferson Davis	1,040	Newton	1,880	Tate	1,490
Jones	5,040	Noxubee	2,220	Tippah	1,470
Kemper	1,700	Oktibbeha	1,830	Tishomingo	1,370
Lafayette	1,910	Panola	2,550	Tunica	2,030
Lamar	1,230	Pearl River	2,100	Union	2,000
Lauderdale	7,840	Perry	730	Walthall	990
Lawrence	980	Pike	3,770	Warren	6,340
Leake	1,700	Pontotoc	1,780	Washington	7,070
Lee	3,720	Prentiss	1,540	Wayne	1,220
Leflore	6,090	Quitman	2,200	Webster	990
Lincoln	2,610	Rankin	1,740	Wilkinson	1,250
Lowndes	3,800	Scott	1,770	Winston	1,880
Madison	3,380	Sharkey	1,360	Yalobusha	1,870
Marion	1,920	Simpson	1,760	Yazoo	2,610
Marshall	2,080	Smith	1,400		
Monroe	3,680	Stone	530		

### WCBL, COLUMBUS

Operator: Birney Imes. Power: 250 watts on 1370 kc.

At press time this station had a construction permit only.

### WJPR, GREENVILLE

Operator: John R. Pepper, Greenville. Phone: 1770. Power: 250 watts on 1310 kc. Affiliation: None. Opened: Oct. 18, 1939.

Owner: John Pepper. Station manager: Paul Thompson. Program and publicity director: Bert Ferguson. Chief engineer: Buck Talley. Artists bureau head: Ben Rogers. Musical director: Charlotte Hague.

Rep: None. Seating facilities: None. Merchandising: Distribute window cards; issue direct mail; radio publicity; all services rendered without charge. Foreign language programs: No policy; to date there has been no call for this type of program. Artists bureau: Setup nominal only. Base rate: \$50.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; "standardized" patent medicine advertising accepted. E. T. Library: Associated. News: INS. Commentators: Ben Rogers, Buck Talley, and Millard Perry (newscasters); Bert Ferguson (newscaster; sports); H. T. Crosby (talks on finance).

### WGRM, GREENWOOD

Operator: P. K. Ewing, 222 Howard St. Power: 250 watts on 1210 kc. Affiliation: None. Opened: 1938.

Base rate: \$50.

No other information available.

### WGCM, GULFPORT

Operator: WGCM, Inc., Box 207. Phone:

1111. Power: 250 and 100 watts on 1210 kc. Affiliation: None. Opened: 1929.

Station and commercial manager: F. C. Ewing.

Rep: None. Seating facilities: None. Merchandising: None. Foreign language programs: No policy indicated. Artists bureau: Setup nominal only. Base rate: \$50.

Copy restrictions: None listed. News: Transradio.

### WFOR, HATTIESBURG

Operator: Forrest Broadcasting Co., Inc., 109 Walnut St. Power: 250 and 100 watts on 1370 kc. Affiliation: None.

Base rate: \$25 (½ hr.).

No other information available.

### WJDX, JACKSON

Operator: Lamar Life Insurance Co., Hotel Heidelberg (studios), Lamar Life Bldg. (advertising department). Phones: 2-2641 (studios); 2-1183 (advertising). Power: 5,000 and 1,000 watts on 1270 kc. Affiliation: NBC Red Southcentral Group. Opened: Dec. 7, 1929.

Station manager: Wiley P. Harris. Commercial manager: C. A. Lacy. Merchandising director: Frank Gentry. Program director: Maurice Thompson. Production and publicity director: Ralph Maddox. Chief engineer: Percy G. Root. Musical director: Jim Cockrell.

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

Copy restrictions: Accept beer; no wine

## MISSISSIPPI STATIONS—Continued

or hard liquor; patent medicine advertising must comply with Federal Trade Commission regulations; all copy must be submitted in advance for station approval. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Williard Cobb (news commentator); Pat Halverson (newscaster); Joe Paget (sports); Margaret Graham (fashions; cooking).

### WSLI, JACKSON

**Operator:** Standard Life Broadcasting Co., Robert E. Lee Hotel. **Phone:** 3-2788. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** Sept. 23, 1938.

**Station manager:** L. M. Sepaugh. **Commercial manager:** F. E. Wilkerson, Jr. **Program director:** Vassar Dubard. **Chief engineer:** T. G. Hubbard. **Musical director:** Mrs. George Philp.

**Rep:** Sears & Ayer, Inc. **Seating facilities:** Two studios atop Robert E. Lee Hotel, seating 300 and 100 persons. **Merchandising:** Plan special events and publicity gratis; issue letters and circulars at cost. **Foreign language programs:** No need for same in this area. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer advertising accepted; no hard liquors; certain patent medicines restricted, according to the regulations of the State Board of Health. **E. T. library:** Standard. **News:** INS. **Commentators:** Paul Wilson (newscaster); Charlie Rawls (sports).

### WAML, LAUREL

**Operator:** New Laurel Radio Station, Inc., 312 Central Ave. **Phone:** 288. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** Oct. 15, 1935.

**President:** D. A. Matison. **Station manager:** Hugh M. Smith. **Program director:** Bill Tracy. **Chief engineer:** A. A. Touchstone.

**Rep:** None. **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." **E. T. library:** World. **News:** UP. **Commentators:** Granville Walters and Bill Tracy (newscasters); Hugh M. Smith (sports).

### WSKB, McCOMB

**Operator:** McComb Broadcasting Corp., McColgan Hotel. **Phone:** 37. **Power:** 250

watts on 1200 kc. **Affiliation:** None. **Opened:** August, 1939. (Also maintain studios at Whitworth College, Brookhaven.)

**President, chief engineer:** Robert Louis Sanders. **Secretary, station and commercial manager:** George Blumenstock. **Sales director:** Jess Wilson. **Program director, artists bureau head:** Woody Assaf. **Musical director:** William Carlross. **Educational director:** Julia D. Blumenstock. **Publicity director:** Paul Cressap.

**Rep:** None. **Seating facilities:** Can accommodate about 1,000 persons. **Merchandising:** Help client's salesmen in gaining distribution through retail outlets. **Foreign language programs:** Not necessary in this area, excepting Spanish. **Artists bureau:** Yes; have about 30 artists on call. **Base rate:** \$30.

**Copy restrictions:** Beer advertising accepted; no other alcoholic beverages; patent medicine advertising limited, and subject to station approval. **E. T. library:** World. **News:** UP. **Commentators:** Frank Bundy, Jr. (news commentator; newscaster); Woody Assaf (newscaster; stock and cotton quotations); Jack Sanders (sports); Paul Cressap (newscaster); Mrs. George Blumenstock (women's features).

### WCOC, MERIDIAN

**Operator:** Mississippi Broadcasting Co., Inc., Strand Bldg. **Phone:** 1042. **Power:** 1,000 watts on 880 kc. **Affiliation:** CBS. **Opened:** 1926. (Note: This station is owned by the publishers of the Clarke County Tribune of Quitman, Miss.)

**Manager:** D. W. Gavin.

**Rep:** None. **Seating facilities:** None listed. **Merchandising:** Will handle any merchandising or special exploitation required by sponsor. **Foreign language programs:** No policy indicated. **Artists bureau:** Yes; number of artists not listed. **Base rate:** \$76.50.

**Copy restrictions:** Beer accepted; no other alcoholic beverages. **News:** UP.

### WQBC, VICKSBURG

**Operator:** Delta Broadcasting Co., Inc., Hotel Vicksburg. **Phone:** 312. **Power:** 1,000 watts on 1360 kc (daytime). **Affiliation:** None. **Opened:** June, 1931. (Note: This station is newspaper-affiliated with the Vicksburg Herald and Evening Post.)

**President:** L. P. Cashman. **Station and commercial manager:** O. W. Jones. **Program director:** Jeff Hester. **Chief engineer:** C. E. Drake.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Any "reasonable require-

## MISSISSIPPI STATIONS—Continued

ments" will be handled by the station. Foreign language programs: Station claims they are not useful in this area. Artists bureau: None. Base rate: \$60.

Copy restrictions: Beer and wine copy

accepted; no hard liquor; announcements are limited to 100 words; patent medicines subject to station approval. E. T. Library: World. News: AP. Commentator: Burrell Conway (newscaster).

## MISSOURI

*(822,800 radio homes, or 77% ownership among the State's total of 1,072,000 families. Urban ownership is 525,600, or 94% of urban families; rural ownership is 297,200, or 58% of rural families.)*

### Radio Homes by Counties

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

### KFVS, CAPE GIRARDEAU

Operator: Oscar C. Hirsch, KFVS Radio Home, 324 Broadway. Phone: 2104. Power: 250 watts on 1370 kc. Affiliation: None. Opened: May, 1925.

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



## MISSOURI STATIONS—Continued

**Rep:** None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Will cooperate with advertiser on request; all services bear a charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Commercial copy limited to 20% of program time; all copy must conform to station standards, government regulations, and NAB Code of Ethics. **E. T. library:** Standard; Lang-Worth. **News:** Transradio. **Commentators:** Merrill Currier (newscaster); Paul Austin (newscaster; sports).

### KFUC, CLAYTON

**Operator:** Evangelical Lutheran Synod of Missouri, Ohio and Other States, 801 De Mun. **Phone:** Cabany 2499. **Power:** 1,000 watts on 830 kc (sunrise to sunset in Denver). **Opened:** Dec. 14, 1924.

This station is non-commercial; church-owned.

### KFRU, COLUMBIA

**Operator:** KFRU, Inc., 9th and Elm Sts. **Phone:** 4141. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** March 13, 1925. (Note: This station is newspaper-owned by the St. Louis Star-Times.)

**President:** Elzey Roberts. **Station and commercial manager:** C. L. Thomas. **Program director, artists bureau head:** George Guyan. **Chief engineer:** Robert Haigh. **Musical director:** Carl Stepp. **Publicity director:** Bruce Barrington.

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

**Copy restrictions:** No hard liquor accepted; some patent medicines taken; copy must conform to rules of "good taste." **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Guy W. Lowe and Paul Law (newscasters); George Guyan (newscaster; sports); Francis Allen (cooking); Betty Brang (fashions); Annie Lee Stagg (general women's features); Hazel Haley (fan mail); Jim Campbell (farm news).

### KWOS, JEFFERSON CITY

**Operator:** Tribune Printing Company, Adams and Capitol Avenues. **Phone:** 4000. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual. **Opened:** January 30, 1937. (Note: This station is newspaper-owned by the Tribune Printing Co.)

**President:** R. C. Goshorn. **Business manager:** R. L. Rose. **Program director:** John J. Corrigan.

**Rep:** Sears & Ayer, Inc. **Seating facilities:** Reception room, seating 40 persons. **Merchandising:** Publicity through KWOS Advertiser; daily program listings in News and Tribune, and Sunday radio page. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** Beer advertising accepted; all copy must conform to station standards and FCC rules and regulations. **E. T. library:** World; Standard. **News:** UP; AP.

### WMBH, JOPLIN

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

**President, station manager:** D. J. Poynor. **Sales manager:** William H. Clark. **Program director:** Stella Lukens. **Chief engineer:** Baxter Burris. **Artists bureau head:** Charles McIntire. **Musical director:** Stella Lukens. **News editor:** Joe Carter.

**Rep:** Sears & Ayer, Inc. **Seating facilities:** Studio seats 60 persons. Other facilities 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:** Contact dealers; arrange window displays and tie-ups; hold sales conferences; contact jobbers; mail broadsides to trade when costs are paid; mail station letters to trade for cost of postage; make surveys. **Foreign language programs:** Accepted. **Artists bureau:** None. **Stock:** 210 shares held by D. J. Poynor and the Joplin Globe Publishing Co. **Base rate:** \$60.

**Copy restrictions:** Copy must not cause any embarrassment to audience; beer advertising accepted; no other alcoholic beverages; patent medicines accepted if meeting "standards of better advertising." **E. T. library:** NBC Thesaurus; NAB. **News:** UP. **Commentators:** Robert Grey (news commentator; newscaster); J. Charles McIntire (newscaster; sports); Ann Carol (women's features); Max Hixson (stock and grain reports); Earl Ritchie (stock market).

### KCKN, KANSAS CITY

See under Kansas City, Kans.

### KCMO, KANSAS CITY

**Operator:** KCMO Broadcasting Co., Commerce Trust Bldg. **Phone:** Victor 0900.

# We're Spending A Quarter of a Million for YOU!



Erle Smith—News Editor



Walt Lochman—Sports Commentator



Beulah Karney—Food Consultant

28 solid hours of service features every week, built around a talent and production staff of 47, run into money fast. But we're willing to make the investment in time and talent to provide:—



1. The oldest established farm program in Kansas City, directed by a nationally known farm personality, and including an especially edited farm newscast, live stock markets thrice daily direct from the Live Stock Exchange (arranged at the invitation of the Kansas City Live Stock Industry), as well as daily grain, poultry, and produce markets.

2. A full-time news editor, veteran of more than a dozen successful sponsorships.

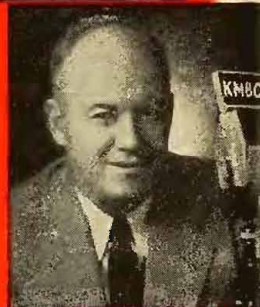
3. A full-time home economics director who is ninety per cent commercial the year 'round.

4. 375 solid hours of play-by-play sports within a year.

5. And the first news broadcast on the air in Kansas City about fruits and vegetables direct from the source of supply!

You needn't match our quarter million—all you need is a one-way ticket that takes you right into the hearts and homes of two and a third million listeners in our P. D. A.!

All this, not to mention these Arthur B. Church Productions, developed at KMBC, that are doing—and ready to do—outstanding jobs for national network or spot advertisers: Texas Rangers, Caroline Ellis, Fran Heyser, Life on Red Horse Ranch, Brush Creek Follies, Phenomenon, Margaret and Gordon Munro, "Across The Breakfast Table"



Phil Evans—Director Farm Service



Bob Riley, Live Stock Market Report



Martha Hunter—The Food Scout



# KMBC OF KANSAS CITY

Free & Peters NAT. REPS.

## MISSOURI STATIONS—Continued

Power: 5,000 and 1,000 watts on 1450 kc. Affiliation: None. Opened: 1925.

President: Tom L. Evans. General manager, sales director: Jack Stewart. Business manager: Clarence Breazeal. Program director: James Coy. Chief engineer: Loyd Sigmon. Musical director: Bobby Jones. Continuity editor: Dave Brown. News editor: Wess Carr.

Rep: None. Seating facilities: Can accommodate 100 persons. Merchandising: Complete service available. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$120 (½ hr.).

Copy restrictions: Hard liquor advertisements not accepted. E. T. library: Associated; Standard; Lang-Worth. News: UP. Commentators: James Coy, Wess Carr, Grayson Enlow and Kenneth Heady (newscasters); Charles Bryant (sports); Anne Hayes (women's features).

### KITE, 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: D. E. (Plug) Kendrick. General manager: Robert Peyton. Chief engineer: Wayne Hatchett.

Rep: Howard H. Wilson Co. Seating facilities: None. Merchandising: Distribute advertising matter; supply data on coverage and market, and plans for merchandising. Foreign language programs: None. Artists bureau: None. Base rate \$150.

Copy restrictions: Accept beer, but no wines or liquor; patent medicines must conform with Federal Trade Commission and other Federal regulations; all copy must be approved by station management. E. T. library: MacGregor; Davis & Schwegler. News: UP. Commentators: Carl Kennagy (news commentator; newscaster; sports); Harry Grove (stock market and produce reports).

### KMBC, KANSAS CITY

Operator: Midland Broadcasting Co., Pickwick Hotel. Phone: HARRISON 2650. Power: 5,000 watts on 950 kc. Affiliation: CBS. Opened: 1921.

President, general manager: Arthur Burdette Church. Vice-president: Karl Koerper. Director of sales: Sam H. Bennett. National program sales: Columbia Artists, Inc. (New York); George E. Halley (Chicago); Columbia Management, Inc. (Hollywood). Program director: Felix Adams. Chief engineer: A. R. Moler. Studio director: A. K. Krahl. Musical director: P. Hans Flath. Research director: Mark N. Smith. Artist bureau head: James

W. McConnell. Publicity director: Milton F. Allison. News editor: Erle H. Smith. Educational director: Kenneth L. Graham. Farm service director: Phil Evans.

Rep: Free & Peters, Inc. Seating facilities: Studio A, 50 persons. Merchandising: Mail letters to jobbers and brokers; letters and cards sent to retailers with sponsor sharing expense; help sponsor lay out special tie-ins; issue program schedules; surveys; furnish art work and plates for sponsors wishing to advertise their program in papers; merchandising help, in general, is commensurate with money spent on station; publicity department sends listings to seven daily papers; publicity releases sent same dailies and several hundred weekly newspapers; publicity department gives courtsey program plugs to sponsored programs in two five-minute programs daily, "Program Notes" and "Program Highlights," following mid-morning and mid-afternoon newscasts; unsold station breaks also used for same purpose. Foreign language programs: No rules; percentage of foreign population very small. Artist bureau: Yes. Base rate: \$100 (¼ hr.).

Copy restrictions: No liquors accepted; beer, wines restricted; offers must conform to all city, state, and federal laws; patent medicines must conform to all laws and the Pure Food and Drug Act; adhere to all NAB code stipulations. E. T. library: World; NAB; Lang-Worth; Davis & Schwegler. News: Transradio (Kansas City bureau housed at KMBC). Commentators: Erle Smith and John Farmer (newscasters); Walt Lochman (sports); Beulah Barney (foods); Martha Hunter (shopping news—foods); Phil Evans (agricultural news, comment and reports); Bob Riley (livestock quotations).

### WDAF, KANSAS CITY

Operator: Kansas City Star Company, 1729 Grand Avenue. Phone: Harrison 1200. Power: 5,000 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. Sales director: R. Gardner Reames. Program and musical director: Harry J. Kaufmann. Chief engineer: Joseph A. Flaherty.

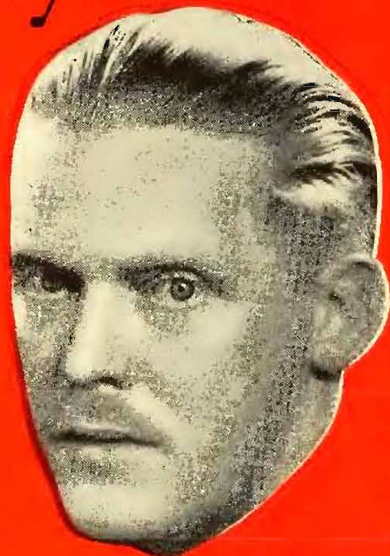
Rep: Edward Petry & Co., Inc. Seating facilities: Can accommodate about 100 persons. Merchandising: Rendered at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$380.

Copy restrictions: No beer, wine or liquor advertising; some patent medicines ac-

Eager!—and *ABLE!*—  
to serve you well  
in Kansas City\*



Don Davis, President



John Schilling, General Manager

# WHB

—and throughout  
the rich KANSAS  
STATE NETWORK  
TERRITORY

KEY STATION *of* the KANSAS STATE NETWORK



## MISSOURI STATIONS—Continued

cepted, with copy subject to station approval; all copy must conform to accepted standards of "good taste" and be passed on by WDAF 24 hours in advance of broadcast. **E. T. library:** Standard; Lang-Worth. **News:** AP from Kansas City Star. **Commentators:** Shelby Storck (newscaster); C. E. McBride, Fred Weingarh, and Ernest Mehl (sports); Betty Lee (fashions; cooking).

### 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; Kansas State Network. **Opened:** April 15, 1922.

**President, commercial manager:** Donald Dwight Davis. **Station manager:** John T. Schilling. **Program director:** Dick Smith. **Program coordinator:** Nelson Rupard. **Chief engineer:** Henry Goldenberg. **Artists bureau head:** Charles Lee Adams. **Musical director:** Virgil Bingham. **Publicity director:** C. V. McGuigan. **Client service and merchandising director:** Frank Barhydt. **Chief of news bureau:** Bob Caldwell.

**Rep:** None. **Seating facilities:** Studio A, 10 persons; Studio B, 50; Studio C, 20; Little Theatre, 1,100; Music Hall, 2,600; Municipal Auditorium Arena, 15,000. **Merchandising:** For every dollar of station time purchased, advertiser is offered one unit of merchandising service; types of services, with unit values: supply wholesale and retail dealer lists of specific classifications, 50 units per list; mail out letters or printed matter, supplying letterheads, mimeographing, sealing, stamping, while advertiser pays postage and furnishes printed matter, one unit per piece; make cross section surveys, checking sale, distribution and standing of advertiser's product against competitors' products in local trading areas (advertiser to pay traveling expenses if more than 20 miles), 5 units per personal call, 2 units per telephone call; introduce salesmen to key buyers, 50 units per call; window displays, 25 units per display placed; counter displays and cards, 25 units per display distributed; personal calls on jobbers, chain store buyers, department store buyers, etc., 10 units per call; arrange audition of program for important local outlets (advertiser to pay talent cost), 10 units per person attending audition. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 30 artists. **Base rate:** \$120 (up to 6 P.M.; \$240 thereafter).

**Copy restrictions:** Some patent medicines and beer accepted; no testimonials which cannot be authenticated; no adver-

tising 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. **E. T. library:** Associated. **News:** INS. **Commentators:** Bob Caldwell, Jr. (news commentator; newscaster); C. V. McGuigan (newscaster; sports); Gene Crum (newscaster); Ernie Whitney (sports); Caroline Clark (interior decoration); J. R. Lloyd (weather); Lt. Barney Mahoney (safety); Bill Williams (livestock reports); Reuben Corbin (fruit and vegetable market reports); Don Rogers (hay and grain market reports).

### WREN

See under Lawrence, Kans.

### KWOC, POPLAR BLUFF

**Operator:** Radio Station KWOC, Barron Road, North Poplar Bluff. **Phone:** 1310. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** May 21, 1938.

**Station and commercial manager:** P. H. Cunningham. **Program and publicity director:** Bill Tedrick. **Chief engineer:** Don Lidenton. **Musical director:** Lola Sechrest.

**Rep:** None. **Seating facilities:** Can accommodate about 20 persons. **Merchandising:** Full cooperation rendered. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Accept beer copy, but no wines or alcoholic beverages. **E. T. library:** World. **News:** AP. **Commentators:** P. H. Cunningham, Allen Wolpers and Bob Standard (newscasters); P. H. Cunningham (sports); Lola Sechrest (film gossip); Mrs. J. D. Maze (garden club).

### KFEQ, ST. JOSEPH

**Operator:** KFEQ, Inc., Schneider Bldg., 7th & Felix. **Phone** 4-0813. **Power:** 2,500 and 500 watts on 680 kc (operates from 6 A.M. to Pacific Coast sunset). **Affiliation:** None. **Opened:** 1924.

**President, station manager:** Barton Pitts. **Promotion manager:** J. Ted Branson. **National advertising manager:** Glenn Griswold. **Program director:** Harry H. Packard. **Chief engineer:** Wesley Koch. **Musical director:** Lawrence Parker.

**Rep:** Headley-Reed Co. **Seating facilities:** Studio, 50 persons. **Merchandising:** No set rules; call on retail and wholesale ac-

## MISSOURI STATIONS—Continued

counts; 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. E. T. library: NBC Thesaurus; Standard. News: UP. Commentators: Dee D. Denver, Jr., M. Dow Mooney, and Lawrence M. Parker (newscasters); Zola Marr (fashions).

### KMOX, ST. LOUIS

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

General and station manager: Merle S. Jones. Commercial manager: Kenneth W. Church. Program director: C. G. Renier. Chief engineer: L. McC. Young. Musical director: Ben Feld. Promotion director: J.

Soulard Johnson. Station promotion: Bob Reichenbach. Publicity director: Jerry Hoekstra. Public relations: Arthur J. Casey.

Rep: Radio Sales. Seating facilities: Columbia Playhouse seats 400. Merchandising: Advertiser-dealer-consumer merchandising plan available, including newspaper publicity service, trade mailings, illuminated display windows, etc.; additional services upon request at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$575.

Copy restrictions: CBS program policies. E. T. library: Associated. News: UP-Day; UP-Night; UP-Radio; Transradio. Commentators: Harry W. Flannery and Bob Dunham (news commentators); John Jacobs, Paul Wills, and Bud Sherman (newscasters); France Laux, Cy Casper, Bob Lyle, Jim Alt, and Jim Conzelman (sports); Josephine Halpin (women's news commentator); fashions; drama reviews; interviews; Jane Porter (cooking; home economics); Margerite King (home economics; cooking, women's features); Charley Stookey (farm news).

**KRW**

**KANSAS CITY'S**

**FASTEST GROWING STATION**

**KCMO**

**JACK STEWART, Director**

## MISSOURI STATIONS—Continued

### RSD, 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. **Affiliation:** NBC Basic Red. **Opened:** March 9, 1922. (Note: This station is newspaper-operated by the St. Louis 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. **Seating facilities:** Can accommodate 30 persons. **Merchandising:** Accounts rendered every service through the merchandising and marketing research departments of the St. Louis Post-Dispatch. **Foreign language programs:** Both programs and announcements accepted. **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. **E. T. library:** NBC Thesaurus. **News:** AP.

### KWK, ST. LOUIS

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

**President and general manager:** Robert T. Convey. **General sales manager:** V. E. Carmichael. **National sales and promotion manager:** Robert M. Sampson. **Station director:** Ray Dady. **Program director:** John W. Tinnea. **Production manager:** Dan Seyforth. **Musical director:** Rolla Coughlin. **Chief engineer:** James P. Burke. **Continuity chief:** Claire M. Harrison. **Public relations:** Louis C. Nelson.

**Rep:** Paul H. Raymer Co. **Seating facilities:** Assembly Hall, 1,400 persons; Opera House, 3,600; Convention Hall, 14,000. **Merchandising:** No special service; station has tie-up with St. Louis Globe-Democrat (daily), in which clients' programs are publicized. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$275.

**Copy restrictions:** Accept beer and wine; no hard liquor; station reserves right to delete objectionable copy or reject material in conflict with federal or state laws. **E. T. library:** World. **News:** UP. **Commentators:** Ray Dady (news commentator and analyst); Martin Bowin, J. Taylor Grant, Don Cochran, Myron J. Bennett

(newscasters); Johnnie O'Hara and Johnnie Neblett (sports); Bob Richardson (sports; automotive news and comment); Carol Gay (women's news and comment); books; films; fashions; chatter); Helen Adams (cooking; recipes; child care; home-making).

### KXOK, ST. LOUIS

**Operator:** Star-Times Publishing Co., Star-Times Bldg. **Power:** 5,000 watts on 630 kc. **Affiliation:** None. (Note: This station is owned by the St. Louis Star Times.)

**Publisher:** Elzey Roberts. **Commercial manager:** Clarence Cosby. **Program director:** Blaine Cornwell.

**Rep:** Weed & Co. **Seating facilities:** Observation room seats 25. **Merchandising:** Complete facilities of the Star Times merchandising department available without extra charge; staff of five special checkers contacts grocery, drug, and similar trades; window stickers; stories and displays in the newspaper, etc. **Foreign language programs:** Accepted at certain hours. **Artists bureau:** None. **Base rate:** \$250.

**Copy restrictions:** Accept beer; no wine or hard liquor. **E. T. library:** Associated; Standard. **News:** UP; INS. **Commentators:** Bruce Barrington (news commentator); Jim Hennessey, Bert Metcalf, Bob Hille, Warren Champlin, and C. J. Moulten-Kelsey (newscasters); Alex Buchan and Ray Schmidt (sports); Rose Claire (fashions; beauty); Virginia Davis (foods).

### WEW, ST. LOUIS

**Operator:** St. Louis University, 3642 Lindell Blvd. **Phone:** Franklin 5665. **Power:** 1,000 watts on 760 kc (daytime). **Affiliation:** None. **Opened:** April 26, 1921.

**Faculty director:** Father W. A. Burk, S.J. **Station manager:** Nicholas Pagliara. **Program director:** Arthur T. Jones. **Chief engineer:** G. E. Rueppel. **Musical director:** Ralph Stein. **Publicity director:** Arthur T. Jones.

**Rep:** None listed. **Seating facilities:** Studio auditorium, 1,200. **Merchandising:** Capable of rendering such service at special rates. **Foreign language programs:** Have programs directed at German, Italian and Greek audiences, but broadcasts are in English. **Artists bureau:** No regular setup, but can supply talent. **Base rate:** \$70.40.

**Copy restrictions:** No patent medicines, wines or whiskey; copy must be truthful and "not exceed the bounds of good taste in length." **E. T. library:** Lang-Worth; Davis & Schwegler. **News:** INS. **Commen-**

## MISSOURI STATIONS—Continued

tators: Arthur T. Jones and William A. Durbin (newscasters); Herb MacCready (sports); Marion Reynolds (fashions; women's features); Margie Lee (cooking); H. A. Powell (livestock markets); Ray Gutting (grain markets).

### WIL, ST. LOUIS

**Operator:** Missouri Broadcasting Corp., Melbourne Hotel. **Phone:** Jefferson 8403. **Power:** 250 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. **Program director:** Neil Norman. **Chief engineer:** Chal Stoup. **Musical director:** Allister Wylie. **Public relations:** Bill Durney. **Publicity director:** Bart Slattery. **Continuity editor:** David Pasternak.

**Rep:** Reynolds-Fitzgerald, Inc. **Seating facilities:** Melbourne auditorium, 300 persons. **Merchandising:** None listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$150.

**Copy restrictions:** All copy must comply with recommendations of the NAB code; beer accepted; no hard liquors; patent medicines must comply with Federal Trade Commission regulations; all copy subject to editing by the management. **E. T. library:** Standard; MacGregor; Lang-Worth; NAB; Davis & Schwegler. **News:** Transradio. **Commentators:** Walter Forster, Mel Kampe, and Ray Manning (newscasters); Neil Norman, and Bill Durney (sports); Mrs. Schuyler Smith (personalities; social and civic news; fashions); Ray C. Schroeder ("Mr. Fixit"—news and advice; city hall news; answers to listeners' questions).

### WTMV, EAST ST. LOUIS (ILL.)

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

**President, station manager:** William H. West. **Vice-president, sales manager:** Carlin S. French. **Program director:** George T. Case. **Musical director:** Doyle Blackard. **Chief engineer:** Thomas R. McLean.

**Rep:** Sears & Ayer, Inc. **Seating facilities:** Broadview Hotel Ballroom, 1,000. **Merchandising:** Send mail to dealers, service men, and occasionally to general public; also supply envelope stuffers, store display, layouts, etc. **Foreign language programs:** Any type accepted; Polish, Croatian, Hungarian, current. **Artists bureau:** Talent available upon request. **Base rate:** \$200.

**Copy restrictions:** Amount of commercial copy restricted to 15% of time bought; exaggerations, falsehoods, and untruths barred; patent medicines accepted if approved by Better Business Bureau; wines and liquors accepted only after 9 P.M. **E. T. library:** Associated. **News:** INS; local. **Commentators:** George T. Case (news commentator; sports; gossip; entertainment news); Fred Moegle (newscaster; grain reports); Joe Hogan (newscaster; stock reports); George Wood (newscaster; stock reports); Don Tolliver (newscaster; entertainment news); Jane Foster (women's features).

### KDRO, SEDALIA

**Operator:** Drohlich Bros., 2100 W. Broadway. **Phones:** 4004-5-6. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** Sept. 15, 1939.

**Owners:** Drohlich Bros. **Station manager:** Robert Drohlich. **Commercial manager, publicity director:** Albert Drohlich. **Program director:** Harry Becker. **Chief engineer:** T. L. Yount. **Script director:** Brad Crandall, Jr.

**Rep:** Howard H. Wilson Co. **Seating facilities:** 125 persons. **Merchandising:** Complete service available at additional charge. **Foreign language programs:** Accepted, if complying with NAB code of ethics. **Artists bureau:** Station has about 15 artists and groups available. **Base rate:** \$75.

**Copy restrictions:** Beer advertising accepted; no other alcoholic beverages; all copy and accounts must comply with NAB code of ethics. **E.T. library:** Standard. **News:** UP. **Commentators:** Lee Pollock (newscaster); Harry Becker (newscaster; stock markets reports); Herb Kerns (sports).

### KGBX, SPRINGFIELD

**Operator:** Springfield Broadcasting Co., 508 St. Louis Street. **Phone:** 1360. **Power:** 5,000 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 and KWTO of the same city, are affiliated with the Springfield Newspapers, Inc., through cross ownership.)

**President:** Thomas W. Duvall. **Station manager:** Ralph Foster. **Business manager:** Art Johnson. **National accounts manager:** John Pearson. **Program director:** George Earle Wilson. **Chief engineer:** Fritz Bauer. **Merchandising director:** Les Kennon. **Publicity director:** Carl Ward.

**Rep:** John E. Pearson (Chicago). **Seating facilities:** About 100. **Merchandising:** No



## MISSOURI STATIONS—Continued

information given. Foreign language programs: No rules; population does not warrant such programs. Artists bureau: Yes. Base rate: \$100.

Copy restrictions: Allow only beer; no other set copy rules. E. T. library: NBC Thesaurus; Standard. News: UP. Commentators: Floyd M. Sullivan (news commentator); Tom Kelly and Joe Hainline (newscaster); Fred McGhee (newscaster; sports).

### 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. National accounts manager: John Pearson. Program director: Terry Moss. Chief engineer: Fritz Bauer. Merchandising director: Les Kennon. Publicity director: Carl Ward.

Rep: John E. Pearson (Chicago). Seating facilities: Studio, 30; Shrine Mosque, 5,000; American Legion Home, 1,200. Merchandising: No information given. Foreign language programs: No rules; population does not warrant such programs. Artists bureau: Yes. Base rate: \$100.

Copy restrictions: Beer accepted but no other alcoholic beverages; scripts required in advance on all health products. E. T. library: NBC Thesaurus; Standard. News: UP. Commentators: Floyd M. Sullivan (news commentator); Fred McGhee (newscaster; sports); Tom Kelly, Bob Page, and Joe Hainline (newscasters).

## MONTANA

*(114,600 radio homes, or 81% ownership among the State's total of 142,000 families. Urban ownership is 44,400, or 91% of urban families; rural ownership is 70,200, or 75% of rural families.)*

### Radio Homes by Counties

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

### KGHL, BILLINGS

Operator: Northwestern Auto Supply Co., Inc., 5th & 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 director: Virginia Braunberger. Musical director: Marion Wold. Chief engineer: Jeff Kiichli. Publicity director: Bob Kunkel.

## MONTANA STATIONS—Continued

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

**Copy restrictions:** All time is subject to change for NBC or outstanding local civic programs, with courtesy announcement to be made in case of change. **E. T. library:** NBC Thesaurus; Standard; Transco; Twentieth Century. **News:** UP. **Commentators:** E. E. Cooney (newscaster; sports; entertainment news); Franz Robischon (newscaster; market, grain and livestock reports); Vern McGahan, and Bob Kunkel (newscasters); Dorothy Morris (women's features).

### KRBM, BOZEMAN

**Operator:** KRBM Broadcasters, Hotel Baxter. **Phone:** 1420. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC North Mountain group; Z net. **Opened:** Oct. 1, 1939.

**President:** Robert B. MacNab, Jr. **Station manager, program director:** Pat M. Goodover. **Commercial manager:** John McLeod. **Chief engineer:** Jack Boor.

**Rep:** Furgason & Walker, Inc. **Base rate:** Station sold only as part of Z Net (which has a base rate of \$60 per half-hour).

**E. T. library:** Lang-Worth; Davis & Schwegler. **News:** Transradio.

### KGIR, BUTTE

**Operator:** KGIR, Inc., West of Butte. **Phones:** 23; 44. **Power:** 5,000 watts on 1340 kc. **Affiliation:** NBC North Mountain Group; Z Net. **Opened:** Jan. 31, 1929.

**Manager:** E. B. Craney.\*

**Rep:** None. **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** Any service desired rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** Station sold only as part of the Z Net with a base rate of \$60 (½ hr.); advertisers buying KGIR receive KPFA, Helena, and KRBM, Bozeman, as bonus stations.

**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 announce-

ment on either end; otherwise only 30-word chainbreak announcements are sold. **E. T. library:** Davis & Schwegler; Lang-Worth; MacGregor. **News:** Tranradio. **Commentators:** Joe Carroll (newscaster; sports); Barbara R. Sprague (women's features).

### KFBB, GREAT FALLS

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

**President:** F. A. Buttrey. **General manager:** J. Jacobsen. **Commercial manager:** Joe Wilkins. **Chief engineer:** Wilbur Myhre. **Program and educational director:** John Alexander. **Musical director:** Gene Price. **Continuity chief:** Dorothy Roberts. **Special events:** Deane Flett.

**Rep:** Weed & Co. (East and San Francisco); Walter Biddick Co. (Los Angeles and Seattle). **Seating facilities:** None. **Merchandising:** Service includes letters to the trade, arranging window displays, contacting merchants in immediate area, mailing out of premiums. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by F. A. Buttrey, Great Falls Tribune, and J. Jacobsen. **Base rate:** \$85.

**Copy restrictions:** Accept beer; no wine or hard liquor; spot announcements limited to 100 words; all copy subject to station approval and government regulations. **E. T. library:** Standard; MacGregor. **News:** UP. **Commentators:** John Alexander and Deane Flett (newscasters); Jack McNichol (newscaster; entertainment news); Bill Tredway and Ed Wilson (sports); Josie Weir (women's news; fashions); Florence Johnson (cooking); Ted Fosse (farm news).

### KPFA, HELENA

**Operator:** The Peoples Forum of the Air, 1306 11th Ave. **Phone:** 857. **Power:** 250 watts on 1210 kc. **Affiliation:** NBC North Mountain Group; Z Net. **Opened:** Sept. 26, 1937.

**Managing director:** E. B. Craney\*. **Station and commercial manager:** K. O. MacPherson.

**Rep:** Furgason & Walker, Inc. **Seating facilities:** Use local theatre, seating anywhere from 300 to 1,200 persons; admission charge occasionally, but not always

\* Also managing director of KPFA, Helena, Mont., and stockholder in KXL, Portland, Ore., and KRBM, Bozeman, Mont.

\* Also manager of KGIR, Butte, Mont., and stockholder in KXL and KRBM.

## MONTANA STATIONS—Continued

made. **Merchandising:** Complete regular service offered gratis; special distribution work, and other special requirements, are billed according to time consumed. **Foreign language programs:** No rules for or against; almost no foreign-speaking population in station area. **Artists bureau:** Setup nominal only. **Base rate:** Station sold only as part of the Z Net; see KGIR.

**Copy restrictions:** Beer and wine advertising accepted; no hard liquors; patent medicines examined very carefully as to product and copy; commercial copy must not exceed 300 words per quarter hour, and should be split into segments of not more than 150 words apiece; announcements are sold as constituting 50 words, day and night, but actually vary from a top limit of 85 words daytime to 25 words nighttime on network station breaks. **E. T. library:** Lang-Worth; Davis & Schwegler; NAB. **News:** Transradio. **Commentators:** Frank Brown (sports); Lillian Stone (homemaking); Bob Zernstein (agriculture).

### KGEZ, KALISPELL

**Operator:** Donald C. 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. La Bonte. **Program director:** O. J. Hockley. **Chief engineer:** Don Gotman.

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

**Copy restrictions:** Announcements may not exceed 100 words; beer accepted; no other alcoholic beverages; all scripts are subject to station approval. **E. T. library:** MacGregor. **News:** UP; Christian Science Monitor. **Commentators:** Don Treloar (news commentator; sports); George Wood and Hugh Houston (newscasters); Mrs. L. Denny (homemaking).

### KGVO, MISSOULA

**Operator:** Mosby's, Inc., 132 W. Front St. **Phone:** 2155. **Power:** 5,000 and 1,000

watts on 1260 kc. **Affiliation:** CBS. **Opened:** Jan. 18, 1931.

**Station manager:** A. J. Mosby. **Program director:** James Alden Barber. **Commercial manager:** Jack Burnett. **Educational director:** King Harmon. **Traffic manager:** Ernestine Flannery. **Chief engineer:** Tom E. Atherstone. **Publicity:** James Barber.

**Rep:** Burn-Smith Co. **Seating facilities:** Studio, 100 persons. **Merchandising:** Assist in distribution and placing of window displays; other general helps. **Foreign language programs:** Population is less than 2% foreign; station does not deem such programs necessary. **Artists bureau:** None. **Base rate:** \$36 (½ hr.).

**Copy restrictions:** Copy restricted to 15% of program period; all copy must be in "good taste"; beer and wines accepted; no patent medicines unless they have "a national standard acceptance." **E. T. library:** Lang-Worth; Davis & Schwegler; NAB. **News:** UP; also own local news staff. **Commentators:** Frank McIntyre, Hal Moon, and Bud Blanchette (newscasters); Max Yandt and Nick Mariana (sports); Ernestine Flannery (fashions); Dagmar Ann Weston (cooking; homemaking).

### KGCX, WOLF POINT

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

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

**Rep:** Burn-Smith. **Seating facilities:** Studio seats 30 persons. **Merchandising:** Publicity in local papers. **Foreign language programs:** No rules; no requests for same. **Artists bureau:** None. **Stock:** All held by E. E. Krebsbach. **Base rate:** \$42.

**Copy restrictions:** Beer and wine copy accepted. **E. T. library:** World; Lang-Worth; Davis & Schwegler. **News:** Transradio. **Commentator:** E. A. Richmond.