

NEBRASKA

(284,100 radio homes, or 81% ownership among the State's total of 352,000 families. Urban ownership is 120,100, or 93% of urban families; rural ownership is 164,000, or 74% of rural families.)

Radio Homes by Counties

Adams	5,480	Frontier	1,510	Nance	1,600
Antelope	2,770	Furnas	2,470	Nemaha	2,640
Arthur	210	Gage	6,370	Nuckolls	2,560
Banner	280	Garden	930	Otoe	4,210
Blaine	280	Garfield	630	Pawnee	1,860
Boone	2,640	Gosper	760	Perkins	1,020
Box Butte	2,560	Grant	290	Phelps	2,060
Boyd	1,280	Greeley	1,410	Pierce	1,970
Brown	1,110	Hall	6,120	Platte	3,880
Buffalo	5,240	Hamilton	2,470	Polk	1,960
Burt	2,500	Harlan	1,720	Redwillow	2,890
Butler	2,780	Hayes	610	Richardson	4,080
Cass	3,750	Hitchcock	1,350	Rock	590
Cedar	2,830	Holt	2,910	Saline	3,630
Chase	980	Hooker	230	Sarpy	1,900
Cherry	1,920	Howard	1,890	Saunders	4,090
Cheyenne	1,970	Jefferson	3,540	Scotts Bluff	5,400
Clay	2,810	Johnson	1,850	Seward	3,150
Colfax	2,350	Kearney	1,590	Sheridan	2,010
Cuming	2,510	Keith	1,290	Sherman	1,620
Custer	4,850	Keyapaha	550	Sioux	790
Dakota	1,850	Kimball	870	Stanton	1,380
Dawes	2,350	Knox	3,380	Thayer	2,680
Dawson	3,540	Lancaster	23,500	Thomas	290
Deuel	730	Lincoln	5,040	Thurston	1,720
Dixon	2,090	Logan	340	Valley	1,820
Dodge	5,660	Loup	300	Washington	2,420
Douglas	55,840	McPherson	250	Wayne	1,960
Dundy	1,000	Madison	5,350	Webster	2,040
Fillmore	2,640	Merrick	2,120	Wheeler	370
Franklin	1,830	Morrill	1,680	York	3,560

KORN, FREMONT

Operator: Nebraska Broadcasting Corp., Pathfinder Hotel. Phone: 1060. Power: 250 watts on 1370 kc. Affiliation: Keystone Network. Opened: Dec. 22, 1939.

President, station and publicity director: Clark Standiford. Commercial manager: W. J. Binkley. Program director: Fred Christensen. Chief engineer: A. C. Blackburn.

Rep: None. Seating facilities: Audience room seats 180 persons. Merchandising: Window cards, taxi posters, and use of a display room (20x35 ft.) gratis to clients. Foreign language programs: No call for any thus far; such programs would be subject to stringent regulations to preserve high ethics and avoid controversial topics. Artists bureau: None. Base rate: \$60.

Copy restrictions: No alcoholic beverages (including beer and wine) accepted. E. T. Library: Standard. News: UP. Commen-

tators: Dale McCampbell (sports); Mrs. Harry Rasmussen (home economics).

KMMJ, GRAND ISLAND

Operator: KMMJ Inc., Radio Bldg. Phones: 703 (4). Power: 1,000 watts on 740 kc (daytime). Affiliation: None. Opened: September, 1925. (Note: Owners of this station also operate the Clay County Sun, a weekly newspaper.)

President: Don Searle.* Station manager, publicity director: Ted Mathews. Program and musical director: Ted Johnson. Chief engineer: Marvin Price.

Rep: Howard H. Wilson Co. Seating facilities: Auditorium, capacity 200. Merchandising: Send letters to dealers and salesmen, charging advertiser only for post-

*Also general manager of KFAB-KFOR, Lincoln, and KOIL, Omaha, Neb.

NEBRASKA STATIONS—Continued

age or special printing. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by Don, Helen, and Harry Searle, and Herb Hollister.* **Base rate:** \$100.

Copy restrictions: Beer accepted, but no wines or hard liquors; patent medicines must comply with FTC regulations; all copy subject to approval of the station management. **E. T. library:** Standard. **News:** UP. **Commentators:** George Kister (newscaster; market-grain reports); Ted Johnson (newscaster); Nay O. Deines (sports); Gertrude Stahl (fashions; cooking; sewing; poetry; homemaking).

* *General manager of KFBI, Wichita, Kans.*

KHAS, HASTINGS

Operator: The Nebraska Broadcasting Co. **Power:** 250 watts on 1200 kc.

At press time this station had a construction permit only.

KGFW, KEARNEY

Operator: Central Nebraska Broadcasting Corporation, Federal Annex. **Phone:** 31551. **Power:** 250 watts on 1310 kc. **Affiliation:** None.

Station manager: Lloyd C. Thomas. **Commercial manager:** E. Anson Thomas. **Program director:** Al Ray Brown. **Chief engineer:** Walter Ely.

Rep: None. **Seating facilities:** Can accommodate from 25 to 500 persons, depending on studio used and point of program origination; several remotes maintained. **Merchandising:** Direct mail, poster distribution, dealer tie-ins, dealer contacts, market information and other "reasonable services" rendered gratis except for postage and printing costs. **Foreign language programs:** Accepted. **Artists bureau:** Limited service. **Base rate:** \$80.

Copy restrictions: All contracts and copy subject to approval of the management and State and Federal regulations. **E. T. library:** Standard. **News:** INS. **Commentators:** Lloyd C. Thomas (news commentator); Al Ray Brown, and Lester Boshara (newscasters); Howard Baxter (sports); Winonah Bailey ("June Lee"—foods); Vera Morris (fashions).

KFAB, LINCOLN

Operator: KFAB Broadcasting Co., Hotel Lincoln (Lincoln), 17th and Farnam (Omaha). **Phones:** 2-3214 (Lincoln); Jackson 7626 (Omaha). **Power:** 10,000 watts on 770 kc. **Affiliation:** CBS. **Opened:** 1924.

(Note: KFAB is a member of the Central States Broadcasting System, with KOIL, and KFOR, and is affiliated with the Lincoln Star and Nebraska State Journal.)

General manager: Don Searle. **Lincoln manager:** Jud Woods. **Commercial manager:** Frank Pellegrin. **Program director:** Jiggs Miller. **Technical director:** Mark Bullock.

Rep: The Katz Agency. **Seating facilities:** Studios, 300 persons; Hotel Lincoln ballroom, 650. **Merchandising:** Complete service department maintained. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$300.

Copy restrictions: Accept beer; no wines or hard liquors; patent medicines are carefully scrutinized before they are accepted. **E. T. library:** World. **News:** INS.

KFOR, LINCOLN

Operator: Cornbelt Broadcasting Corp., Hotel Lincoln. **Phone:** 2-3214. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** 1927. (Note: KFOR is affiliated with the Nebraska State Journal and Lincoln Star and, with KFAB and KOIL, is a member of the Central States Broadcasting System.)

General manager: Don Searle. **Lincoln manager:** Jud Woods. **Commercial manager:** Frank Pellegrin. **Program director:** Chuck Miller. **Technical director:** Mark Bullock.

Rep: The Katz Agency. **Seating facilities:** Studios, 300; Hotel Lincoln Ballroom, 650. **Merchandising:** Complete service department maintained. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$74.

Copy restrictions: Accept beer; no wines or hard liquors; patent medicines carefully checked. **E. T. library:** World. **News:** INS.

WJAG, NORFOLK

Operator: Norfolk Daily News, 116 N. Fourth St. **Phone:** 432. **Power:** 1,000 watts on 1060 kc (daytime). **Affiliation:** None. **Opened:** July 15, 1922. (Note: This station is owned by the Norfolk Daily News.)

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

Rep: Furgason & Walker, Inc. **Seating facilities:** None. **Merchandising:** Free in Norfolk; at cost elsewhere. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Competitive announcements and programs to be separated by at least three minutes; cannot

NEBRASKA STATIONS—Continued

guarantee reading of announcements at any particular minute—10 minute leeway necessary; beer and liquor advertising not accepted Sunday, noon or near children's and devotional programs; do not mention programs of other stations on air at same time as WJAG; announcements must be written in the third person (never the first person); announcements must conform with FCC rules and NAB code of ethics; no announcements accepted which begin with "S.O.S." or "Calling all Cars," etc.; announcements not accepted from advertisers under investigation by the FTC, Food and Drug Administration, or Post Office Dept.; announcements "objectionable to listeners while eating" not accepted at noon or between 6 and 7 P.M. E. T. library: Lang-Worth. News: AP. Commentators: Art Thomas (news commentator; newscaster); Bob Thomas (newscaster); Gene Carrigan (sports); "Cousin Elsie" (women's features); "Cousin Jean" (book reviews).

KGNE, NORTH PLATTE

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

President, station manager: W. I. Le Barron. **Commercial manager:** Joe di Natale. **Program director:** V. L. LeBarron. **Chief engineer:** J. B. Eaves.

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

Copy restrictions: "Good taste" mandatory; beer accepted; medicines of all kinds must have Federal Trade Commission approval. E. T. library: MacGregor; Lang-Worth. News: UP.

KOIL, OMAHA

Operator: Central States Broadcasting Co., 17th and Farnam. **Phone:** Jackson 7626. **Power:** 5,000 and 1,000 watts on 1260 kc. **Affiliation:** CBS; Mutual Broadcasting System. **Opened:** July 5, 1925. (Note: KOIL, with KFAB and KFOR, forms the Central States Broadcasting System; affiliated with Lincoln Star and Nebraska State Journal.)

General manager: Don Searle. **Commercial manager:** Frank Pellegrin. **Program director:** Cliff Johnson. **Technical director:** Mark Bullock. **Production manager:** Harold Hughes.

Rep: The Katz Agency. **Seating facilities:** Studios, 350 persons. **Merchandising:** Complete service department maintained. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: Beer accepted; no wines and liquors; patent medicine commercials carefully checked. E. T. library: World. News: INS.

KONB, OMAHA

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

At press time this station had a construction permit only.

KOWH, OMAHA

Operator: World Publishing Co., World Herald Bldg. **Phone:** Atlantic 2228. **Power:** 500 watts on 660 kc (operates to local sunset). **Affiliation:** NBC Basic Blue Supplementary Group. **Opened:** 1922. (Note: This station is newspaper-owned by the World Herald; call letters previously were WAAW.)

Manager: Vernon H. ("Bing") Smith. **Assistant manager:** Frank E. Shopen. **Chief engineer:** Pete Nelson.

Rep: George P. Hollingbery Co. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Newspaper publicity; window displays; dealer tie-ups; all services rendered on a cooperative basis. **Foreign language programs:** Music directed at foreign-speaking audiences accepted, but all announcements must be in English. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept beer and light wines; no hard liquor advertising; medical accounts subject to station approval. E. T. library: Standard. News: UP; also from World Herald. **Commentators:** Ronnie Ashburn (newscaster; sports); Orville Welmer and Bert Smith (newscasters).

WOW, OMAHA

Operator: Woodmen of the World Life Insurance Society, 17th and Farnam Sts. **Phone:** Webster 3400. **Power:** 5,000 watts on 590 kc. **Affiliation:** NBC Basic Red. **Opened:** April 2, 1923.

Personnel director: William Ruess. **General manager:** John J. Gillin, Jr. **Promotion manager:** Howard O. Peterson. **Program manager:** Harry Burke. **Chief engineer:** Wm. J. Kotera. **Production manager:** Lyle DeMoss. **Musical director:** Freddie Ebener. **Publicity director:** Bill Wiseman.

Rep: John Blair & Co. **Seating facilities:**

NEBRASKA STATIONS—Continued

KGKY, SCOTTSBLUFF

Operator: Hilliard Co., 1517½ Broadway.
Phone: 856. Power: 250 watts on 1500 kc.
Affiliation: None. Opened: March 15, 1930.

General and station manager: L. L. Hilliard. Commercial manager: R. M. Stewart. Program and musical director: Bill Walter. Chief engineer: Harland Morrison.

Rep: None. Seating facilities: Can accommodate 35 persons. Merchandising: Full cooperation rendered gratis. Foreign language programs: Accepted. Artists bureau: None. Stock: R. M. Stewart, L. L. and Ruth K. Hilliard. Base rate: \$50.

Copy restrictions: No formal rules listed. E. T. library: NBC Thesaurus. News: Transradio.

Studio, 50 persons; auditoriums and theatres with larger capacities available. Merchandising: Have publication, Radio News Tower; assist in sales meetings; letters to dealers; in case of counter cards and similar activities, service is rendered at cost. Foreign language programs: Not accepted. Artists bureau: None; can, however, supply talent, latter receiving actual price charged by station. Base rate: \$320.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines subject to thorough examination of product and copy; "good taste" demanded, with three days' cancellation notice on violations. E. T. library: Thesaurus; NAB. News: UP. Commentators: Foster May, Ray Olson, and Harry Burke (newscasters); Tom Daily (sports); Martha Bohlson (cooking); Charles Bruce (livestock).

NEVADA

(28,500 radio homes, or 95% ownership among the State's total of 30,000 families. Urban ownership is 11,000, or 91% of urban families; rural ownership is 17,500, or 97% of rural families.)

Radio Homes by Counties

Churchill	1,600	Humboldt	1,270	Ormsby	680
Clark	2,880	Lander	710	Pershing	810
Douglas	500	Lincoln	980	Storey	280
Elko	2,880	Lyon	1,180	Washoe	8,050
Esmeralda	520	Mineral	720	White Pine.....	3,300
Eureka	430	Nye	1,710		

KENO, LAS VEGAS

Operator: Nevada Broadcasting Co.
Power: 250 and 100 watts on 1370 kc.

At press time this station had a construction permit only.

KFUN, LAS VEGAS

Operator: Las Vegas Broadcasting Co., Inc. Power: 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

KOH, RENO

Operator: The Bee, Inc., 143 Stevens Street, Power: 1,000 watts on 630 kc. Affiliation: NBC Pacific Coast Network.

Opened: 1928. (Note: KOH is owned by the McClatchy Newspapers.)

Manager: Wallie D. Warren. Program director: Merle Snider. Chief engineer: Hewitt Kees. Continuity director: Merrill Inch.

Rep: Paul H. Raymer Co. Seating facilities: Can accommodate 150 persons. Merchandising: Full service available. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$78.

Copy restrictions: Accept beer and wine, but no hard liquor advertising; all copy subject to station approval. E. T. library: World; NAB. News: UP. Commentators: Wallie D. Warren and Merle Snider (newscasters); Merrill Inch (newscaster; sports); Jerry Cobb (sports).

NEW HAMPSHIRE

(124,400 radio homes, or 92% ownership among the State's total of 136,000 families. Urban ownership is 69,700, or 91% of urban families; rural ownership is 54,700, or 93% of rural families.)

Radio Homes by Counties

Belknap	6,290	Grafton	11,890	Stafford	10,170
Carroll	4,340	Hillsborough	36,360	Sullivan	6,510
Cheshire	9,200	Merrimack	15,070		
Coos	9,320	Rockingham	15,250		

WKNE, KEENE

Operator: Twin State Broadcasting Corp., Dunbar St. **Phone:** 2080. **Power:** 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** Oct. 29, 1933. (Note: This station is moving from Springfield, Vt., where it used the call letters WNBX).

Manager: Herman Steinbruch. **Chief Engineer:** W. F. Moore. **Program, publicity director:** W. A. Bamford.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate about 60 persons. **Merchandising:** Make regular coverage of the market. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: Accept beer and wines; no hard liquors; accept all advertising legal in the state of Vermont and New Hampshire. **E. T. library:** Associated. **News:** UP. **Commentators:** Ozzie Wade, and Bob Freeman (newscasters; sports); Harriet Dyke (home economics); Kaye Winters (fashions; beauty hints).

WLNH, LACONIA

Operator: Northern Broadcasting Co., Masonic Temple Bldg. **Phone:** Lac 501. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** 1922.

Station manager, musical and production director: Earle Clement. **Program director:** Sherwin Greenlaw. **Sales manager:** Al Tyler. **Chief engineer:** William MacDonald.

Rep: Joseph Hershey McGilvra. **Seating facilities:** About 100 persons. **Merchandising:** Local cooperation with wholesalers and retailers; will supply market and coverage data, suggestions for promotional tie-ins, publicity, etc., gratis; additional services rendered at actual cost. **Foreign language programs:** French accepted. **Artists bureau:** Yankee Artists Bureau available for talent. **Base rate:** \$60.

Copy restrictions: Beer and wine ac-

cepted; no liquors; copy subject to approval of New Hampshire State Liquor Commission; patent medicines must conform to all laws. **E. T. library:** NBC Thesaurus. **News:** UP; Yankee Network News Service. **Commentators:** Sherwin Greenlaw, William Greene, and Martin Avery (newscasters); Bruce Kochler (sports); Marie Forsberg (women's features).

WFEA, MANCHESTER

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

Manager: Charles G. H. Evans.

Rep: Weed & Co. **Seating facilities:** Largest studio has a capacity of about 35. **Merchandising:** Send letters to the trade and make personal calls on wholesalers. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept wine and beer advertising; no hard liquors. **E. T. library:** NBC Thesaurus. **News:** UP; Yankee Network News Service. **Commentators:** Stephen J. Burke (news commentator; newscaster; program reviews); Charles Evans (newscaster; sports); Alberta Sullivan (fashions; women's features; children's programs).

WHEB, PORTSMOUTH

Operator: Granite State Broadcasting Corp., Lafayette Road, P. O. Box 746. **Phone:** 2670-1. **Power:** 1,000 watts on 740 kc (7 A.M. to sunset at Atlanta, Georgia; no Sunday schedule). **Affiliation:** None. **Opened:** Aug. 8, 1932. (Note: WHEB operates on a non-profit basis, serving charitable, fraternal and benevolent societies without charge; carries devotional programs daily; entire Sunday schedule reserved for Radio Pulpit).

NEW HAMPSHIRE STATIONS—Continued

President: H. J. Wilson. **General manager:** H. C. Wilson. **Program director, artists bureau head:** V. E. Bennett. **Chief engineer:** D. R. Stevens. **Musical director:** George Michael.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Service available at advertiser's expense. **Foreign language programs:** Accepted. **Artists bureau:** No talent listed,

though setup is nominally maintained by station. **Base rate:** \$60.

Copy restrictions: No alcoholic beverages of any kind accepted. **E. T. library:** MacGregor; NBC Thesaurus. **News:** UP; AP. **Commentators:** George E. Sherry, Chester Merrow, and Agnes Ryan (news commentators); Winslow Bettinson (newscaster); George Michael (sports); Helen Bankroft (women's features).

NEW JERSEY

(1,022,500 radio homes, or 93% ownership among the State's total of 1,098,000 families. Urban ownership is 845,400, or 94% of urban families; rural ownership is 177,100 or 91% of rural families.)

Radio Homes by Counties

Atlantic	33,120	Gloucester	18,140	Ocean	9,450
Bergen	96,620	Hudson	170,920	Passaic	77,660
Burlington	23,350	Hunterdon	9,410	Salem	9,320
Camden	63,410	Mercer	43,710	Somerset	15,580
Cape May	8,500	Middlesex	49,230	Sussex	7,270
Cumberland	18,340	Monmouth	40,070	Union	75,800
Essex	212,560	Morris	27,020	Warren	13,020

WCAP, ASBURY PARK

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

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

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

Copy restrictions: Beer and wine accepted; no hard liquor advertising; all copy must conform to station standards and FCC regulations. **E. T. library:** None. **News:** Local; Christian Science Monitor. **Commentators:** A. D. Bedell (news commentator); David Morrow, George Steinhardt, and George Levy (newscasters); Herbert Kamm, Richard Gibbons, and Bill Bowes (sports); Carolyn Warden (women's features).

* Also manager of WBRB, Red Bank, N. J.

WBAB, ATLANTIC CITY

Operator: Press Union Publishing Co., 1900 Atlantic Ave. **Phone:** 5-1111. **Power:**

250 watts on 1200 kc. **Affiliation:** CBS. **Opened:** Feb. 1, 1940. (Note: This station is newspaper-owned by the Atlantic City Press and Union).

President: A. J. Feyl. **Station and commercial manager:** Norman Reed. **Program director:** Ray Morgan. **Chief engineer:** Earle Godfrey.

Rep: Headley-Reed Co. **Seating facilities:** Two studios seat 150 and 50 persons respectively. **Merchandising:** Complete service available gratis; details depend on advertiser's requirements. **Foreign language programs:** Italian and Jewish programs accepted; English translation must be provided in advance. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; station follows recommendations of the N.A.B. code. **E. T. library:** NBC Thesaurus; World. **News:** AP. **Commentators:** Ray Morgan and John L. McClay (newscasters; sports); Paul Martin, Ted Bauer, and Ralph Shoemaker (newscasters); Alma Price (women's features).

WFPG, ATLANTIC CITY

Operator: Neptune Broadcasting Corp. **Power:** 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

NEW JERSEY STATIONS—Continued

WSNJ, BRIDGETON

Operator: Eastern States Broadcasting Corp., Bridgeton. **Phone:** 1-600. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** Aug. 23, 1937.

President, general manager: Howard S. Frazier. **Station, commercial, and promotion manager:** Paul Alger. **Chief engineer:** Russel Ely. **Musical director:** Lowell Ayars. **Program, continuity and publicity director:** J. B. Plumley.

Rep: Cox and Tanz. **Seating facilities:** None. **Merchandising:** Have arrangements with local stores for introduction of new products; complete merchandising service gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Can supply talent. **Stock:** Principally held by Howard S. Frazier. **Base rate:** \$50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors. **E. T. library:** MacGregor; Lang-Worth. **News:** UP. **Commentators:** G. Vernon Pepper (news commentator; newscaster); Mill March (newscaster; Hollywood chatter); Jerry Alden (newscaster; sports); Mac McGuire (newscaster; farm news).

WCAM, CAMDEN

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

Station manager: Frederick S. Caperoon. **Program and publicity director:** Edwin W. Tucker. **Chief operator:** Marvin Seimes. **Musical director:** Edward N. Layman.

Rep: Mack Radio Sales Co. **Seating facilities:** Studio, 35. **Merchandising:** Co-operative city and county newspaper advertising; billboards; trailers. **Foreign language programs:** Time for these broadcasts is limited to 2 hours weekly. **Artists bureau:** None. **Base rate:** \$40 (½ hr.).

Copy restrictions: Beer, wines, and patent medicines must meet laws of state and conform to Federal Trade Commission rulings; no advertising contrary to any government regulations or which is not "in the best interests of the station or the public"; city will not assume any liability for statements made by the advertiser. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Edwin W. Tucker, William Manns, and Walter Maguire (newscasters); Bill Markward (sports); Betty Bowen (fashions; home economics).

WAAT, JERSEY CITY

Operator: Bremer Broadcasting Corp., 50 Journal Square (Jersey City); RKO Bldg. (New York City). **Phones:** Journal Square 4-3500; Rector 2-5878; Market 3-0383; Circle 5-5780 (New York City). **Power:** 1,000 watts on 940 kc. **Affiliation:** None. **Opened:** 1926.

President, station manager: Paul H. La Stayo. **Vice-president, commercial manager:** A. B. Schillin. **Program director:** Gabrielle C. Haas. **Chief engineer:** Anthony Castellani. **Musical director:** Fabian Nicholson. **Continuity director:** Walter P. Kelly.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Use hotel ballroom for audience programs; capacity about 700. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 35 artists. **Base rate:** \$262.50.

Copy restrictions: Accept beer and wine; no liquor; all copy subject to station approval. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** Jackie Farrell (sports); Mary Mitchell (heart and home problems); Claire Cowan (society); Ed Laux (Hollywood news).

WHOM, JERSEY CITY

Operator: New Jersey Broadcasting Corp., 2866 Hudson Blvd. **Phones:** Journal Square 2-2929; Plaza 3-4204 (New York City). **Power:** 1,000 and 500 watts on 1450 kc. **Affiliation:** None. **Opened:** 1930. (Note: This station also has studios in New York City at 29 W. 57th St.)

President, station manager: Paul F. Harron. **Commercial manager:** Joseph Lang. **Program and continuity director:** West W. Willcox. **Chief engineer:** Allison W. Burnham. **Musical director:** Guiseppe De Luca. **Publicity director:** Fred Coll.

Rep: None. **Seating facilities:** None listed. **Merchandising:** None. **Foreign language programs:** Station specializes in same; currently carrying German, Jewish, Polish, Greek, Italian, Lithuanian, Spanish and Irish programs. **Artists bureau:** Yes; artists not listed. **Base rate:** \$125.

Copy restrictions: Accept beer and wine; all copy must be approved by management and conform to state and federal laws. **E. T. library:** Lang-Worth. **News:** Service not listed. **Commentators:** Herman Levine (Yiddish news commentator); R. Lupis and Gulio Ascarelli (Italian news commentators); Michael Kecki and Edward Witnowski (Polish news commentators); Frank Nagorka, Milt Samter, and Clare Fender (newscasters); Lester Gerkin (sports); Ida Amavli (fashions); Eva Wygott (cooking); Bill Goodman (aviation); Charles Balten (drama).

NEW JERSEY STATIONS—Continued

WHBI, NEWARK

Operator: May Radio Broadcast Corp. Power: 2,500 and 1,000 watts on 1250 kc (shares hours with WNEW). Affiliation: None.

Base rate: \$350.

No other data available after repeated requests.

WOR, NEWARK

See listing under New York City, N. Y.

WBRB, RED BANK

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

Station manager: V. N. Scholes*. Commercial manager: Thomas F. Burley. Program director: Lillian Mayhew. Chief engineer: Robert Johnson.

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

Copy restrictions: Beer and wine accepted; no hard liquor; all copy subject to station approval and FCC rules and regulations. E. T. library: None. News: Christian Science Monitor. Commentators: Louise M. Johnson, George Ford Morris, Linda Lowe, Florence Mason, Sally Gaskill, and Art Mayhew (news commentators; comment prepared by Christian Science Monitor); Kimball Smith and Lil-

* Also manager of WCAP, Asbury Park, N. J.

lian Mayhew (news commentators); Joe Bennett and Bill Bowes (sports); Louise Powers (fashions; furnishings); Ruby Lou Dietz (cooking); Linda Lowe (interviews with comment); Frank Taylor (music); Richard T. Clark (entertainment news; personality comment).

WTNJ, TRENTON

Operator: WOAX, Inc., 416 Bellevue Ave. Phones: 8140-8149. Power: 500 watts on 1280 kc (divides time with WCAM and WCAP). Affiliation: None. Opened: 1923.

Vice-president, general manager: F. J. Wolff.

Rep: Joseph Hershey McGillvra. Seating facilities: War Memorial Auditorium available, seating 2,000. Merchandising: Advance spot announcements, display publicity, etc. Foreign language programs: Accepted; Polish, Italian and Hungarian programs current. Artists bureau: None. Base rate: \$72.50.

Copy restrictions: All copy subject to station standards and government regulations. E. T. library: Associated; Lang-Worth; Standard. News: UP. Commentators: Walter Lewis (newscaster); Lou Lautner, and Joe Kovacs (sports); Marion Marshall (fashions; cooking; homemaking).

WAWZ, ZAREPHATH

Operator: Pillar of Fire. Phone: Bound Brook 223. Power: 1,000 watts on 1350 kc (divides time with WBNX).

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

NEW MEXICO

(62,300 radio homes, or 61% ownership among the State's total of 102,000 families. Urban ownership is 23,700, or 88% of urban families; rural ownership is 38,600, or 51% of rural families.)

Radio Homes by Counties

Bernalillo	8,780	Hidalgo	670	San Juan	1,660
Catron	440	Lea	850	San Miguel	3,520
Chaves	3,560	Lincoln	880	Santa Fe	3,390
Colfax	2,980	Luna	1,160	Sierra	710
Curry	2,700	McKinley	3,030	Socorro	1,260
De Baca	380	Mora	1,120	Taos	1,740
Dona Ana	3,730	Otero	1,500	Torrance	1,200
Eddy	2,280	Quay	1,680	Union	1,510
Grant	2,880	Rio Arriba	2,520	Valencia	2,020
Guadalupe	870	Roosevelt	1,450		
Harding	520	Sandoval	1,310		

NEW MEXICO STATIONS—Continued

KGGM, ALBUQUERQUE

Operator: New Mexico Broadcasting Co., Inc., Kimo Bldg. **Phone:** 929. **Power:** 1,000 watts on 1230 kc. **Affiliation:** CBS. **Opened:** 1927.

Station and commercial manager: Dale Robertson. **Production manager, program director:** Elmer Fondrew. **Chief engineer:** Leonard Dodds.

Rep: John Blair & Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Have complete department; details of service not listed. **Foreign language programs:** Accepted at regular rates; bi-lingual announcer available at no extra cost; Spanish-English program current. **Artists bureau:** None. **Stock:** Principally held by A. R. Hebenstreit and S. P. Vidal. **Base rate:** \$90.

Copy restrictions: Accept beer and wine, but no liquor advertising; patent medicines subject to Federal Trade Commission regulations. **E. T. library:** World. **News:** From CBS; Christian Science Monitor. **Commentators:** Dave Kaufman and Harry Thomas (sports).

KOB, ALBUQUERQUE

Operator: Albuquerque Broadcasting Co., 424 West Gold Ave. **Phone:** 1180. **Power:** 50,000 watts on 1180 kc. **Affiliation:** NBC South Mountain Group. **Opened:** June 3, 1920.

General manager: Frank Quinn. **Chief engineer:** George S. Johnson.

Rep: The Katz Agency. **Seating facilities:** None in studios, but outside facilities available. **Merchandising:** Have such a service; details on request. **Foreign language programs:** No information listed. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted; no hard liquor; only restrictions on copy are that it must be within the law, and "in good taste." **E. T. library:** NBC Thesaurus. **News:** INS; UP. **Commentators:** J. C. MacGregor (news editor; newscaster); Charles Barrington (newscaster); Mary McConnell (women's features); Ned Elder (films).

KLAH, CARLSBAD

Operator: Carlsbad Broadcasting Co., Crawford Hotel. **Phone:** 244. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** December 20, 1936. (Note: This station is newspaper affiliated with the Pecos, Tex., Enterprise, and with KIUN, Pecos, Tex.).

Station manager: Jack Hawkins. **Commercial manager:** Lucille Neilson. **Pro-**

gram director: Louis C. Pitchford. **Chief engineer:** Harry Boehnemann.

Rep: None. **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** Furnish window displays, publicity; contact dealers and retailers. **Foreign language programs:** Accept Spanish programs; script subject to station approval. **Artists bureau:** None. **Stock:** Station is a partnership of Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller. **Base rate:** \$35.

Copy restrictions: Accept beer, wine and patent medicines; no hard liquor; all copy subject to station approval and FCC rules and regulations. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Louis Pitchford, Jr., and Morris Vorenberg (news commentators).

KICA, CLOVIS

Operator: Western Broadcasters, Inc., 4th & Main Sts. **Phone:** 3. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1929.

General and commercial manager: Charles C. Alsup. **Program director:** Karl Wm. Schroeder. **Chief engineer:** Olin Johnson. **Musical director:** Mrs. J. E. Alsup. **Continuity director:** Fay Ljungdahl.

Rep: Forjoe & Co. **Seating facilities:** Rainbow Ballroom, Clovis Hotel, seats 300 persons. **Merchandising:** Contact merchants throughout entire trade territory; cooperate in arranging window displays and promotional material; no charge on "reasonable contract." **Foreign language programs:** Accept Spanish programs. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Accept beer advertising; all copy subject to FCC rules and regulations. **E. T. library:** World; Associated. **News:** UP. **Commentators:** Charles Alsup (newscaster; sports); Karl Schroeder (newscaster; film and radio news); Fay Ljungdahl (fashions; cooking; women's news and features); C. J. Todd (farm news); Assen Jordon (farm news; grain and livestock markets).

KAWM, GALLUP

Operator: A. W. Mills, 1100 E. Aztec Ave. **Phone:** 19. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** April 10, 1937.

Owner, station manager: A. W. Mills. **Commercial manager:** Don Mills. **Chief engineer:** R. T. Sampson. **Musical director:** Don S. Bowles.

Rep: Cox and Tanz. **Seating facilities:** Studio auditorium, 70 persons. **Merchandising:** Window cards and banners used on occasion; distribution of novelties etc., un-

NEW MEXICO STATIONS—Continued

dertaken; in cases of "special events" tie-up with merchants provides radio sets in the streets for passers-by; all services gratis. Foreign language programs: Accepted; 29 nationalities live in the area. Artists bureau: None. Base rate: \$25.

Copy restrictions: Beer and wines okay; no hard liquor; patent medicine copy must bear approval of local medical society; copy subject to station approval. E. T. library: None. News: No service listed.

KWEW, HOBBS

Operator: W. E. Whitmore, Box QQ. Phone: 495. Power: 100 watts on 1500 kc. Affiliation: None. Opened: Aug. 8, 1938.

Owner: W. E. Whitmore. Station manager: Orland A. Foster. Program director: Phil Reed. Chief engineer: Floyd Emanuel.

Rep: None. Seating facilities: Can accommodate a small audience. Merchandising: Window cards and circulars issued by the station; sound equipment available. Foreign language programs: Accepted. Artists bureau: None. Base rate: \$35.

Copy restrictions: Accept beer, wines, and alcoholic beverage accounts; no perinquiry business; all copy subject to station approval. E. T. library: Standard; Davis & Schwegler. News: Transradio.

KGFL, ROSWELL

Operator: KGFL, Inc., 502 W. 2nd St. Phone: 288. Power: 100 watts on 1370 kc. Affiliation: None. Opened: April 1, 1932. Base rate: \$35.

No other data available after several requests.

KVSF, SANTA FE

Operator: New Mexico Broadcasting Co., 759 Cerrillos Road. Phone: 2020. Power: 100 watts on 1310 kc. Affiliation: CBS. Opened: December, 1934.

Station manager: Ivan R. Head. Production manager: Ernest N. Thwaites. Chief engineer: Adelbert Schultz. Spanish program director: Henry R. Tafoya, Jr.

Rep: John Blair & Co. Seating facilities: None. Merchandising: Dealer cooperation and promotion supplied. Foreign language programs: Spanish program daily except Sunday. Artists bureau: None. Base rate: \$35.

Copy restrictions: All copy subject to station standards and government regulations. E. T. library: World. News: Transradio. Commentators: Ivan R. Head (newscaster; sports); Ernie Thwaites (newscaster; stock quotations).

NEW YORK

(3,132,300 radio homes, or 93% ownership among the State's total of 3,372,000 families. Urban ownership is 2,623,300, or 93% of urban families; rural ownership is 509,000, or 90% of rural families.)

Radio Homes by Counties

Albany	55,630	Herkimer	16,020	Richmond	35,970
Allegany	10,190	Jefferson	21,680	Rockland	13,550
Bronx	326,360	Kings	620,000	St. Lawrence	21,220
Broome	35,550	Lewis	5,610	Saratoga	16,110
Cattaraugus	18,270	Livingston	8,890	Schenectady	31,630
Cayuga	16,620	Madison	10,720	Schoharie	5,460
Chautauqua	32,920	Monroe	106,720	Schuyler	3,500
Chemung	19,210	Montgomery	14,810	Seneca	5,880
Chenango	9,350	Nassau	75,450	Steuben	21,800
Clinton	9,780	New York	461,300	Suffolk	37,740
Columbia	10,650	Niagara	35,030	Sullivan	9,290
Cortland	8,460	Oneida	47,740	Tioga	6,930
Delaware	10,660	Onondaga	72,790	Tompkins	11,140
Dutchess	24,790	Ontario	13,810	Ulster	21,150
Erie	182,850	Orange	32,120	Warren	9,150
Essex	7,790	Orleans	7,550	Washington	11,510
Franklin	10,170	Oswego	17,610	Wayne	13,440
Fulton	12,900	Otsego	12,930	Westchester	124,110
Genesee	10,740	Putnam	3,350	Wyoming	7,430
Greene	7,230	Queens	284,480	Yates	4,640
Hamilton	970	Rensselaer	30,950		

NEW YORK STATIONS—Continued

WABY, ALBANY

Operator: Adirondack Broadcasting Co., Inc., Radio Centre (also studio in Hotel Troy, Troy, N. Y.). **Phone:** 4-4194. **Power:** 250 watts on 1370 kc. **Affiliation:** NBC Basic Blue Supplementary Service; Mutual Broadcasting System. **Opened:** 1934. (Note: WABY is affiliated with, but not controlled by, the Albany Knickerbocker News.)

President and general manager: Harold E. Smith.

Rep: J. P. McKinney & Sons. **Seating facilities:** Studio seats 250 persons; also arrangements with Strand Theatre, Warner Bros., for programs from stage; no admission charge. **Merchandising:** Spot announcements to build up program; cooperation in obtaining newspaper publicity, window displays, window signs, etc.; letters in limited quantities to dealers and distributors. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Accept beer, wines and patent medicines subject to investigation of product and strict supervision of copy; no hard liquor accounts accepted; exaggerated claims or mis-statements not tolerated. **E. T. library:** Standard. **Commentators:** Gren Rand, and Sherb Herrick (sports); Judy James (women's features).

WOKO, ALBANY

Operator: WOKO, Inc., Radio Centre (also studio in Hotel Troy, Troy, N. Y.). **Phone:** 4-4193. **Power:** 1,000 and 500 watts on 1430 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: WOKO is affiliated with, but not controlled by, The Albany Knickerbocker News.)

General manager: Harold E. Smith.

Rep: J. P. McKinney & Son. **Seating facilities:** Studio seats 250 persons; also arrangements with Warner Bros. Strand and Madison theatres; no admission charge. **Merchandising:** Courtesy announcements to build up program; letters to a limited number of dealers and distributors; cooperation on window displays, distribution of window signs, etc.; attempts to obtain newspaper publicity. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$175.

Copy restrictions: Beer and wines accepted; no hard liquors; no superlatives or exaggerated claims; patent medicines subject to investigation. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Tip Corning, Bill Tompkins, and Forrest Willis (newscasters); Gren Rand, and Sherb Herrick (sports); Eleanor Walter (fashions; consumer information).

WMBO, AUBURN

Operator: WMBO, Inc., Metcalf Bldg., 141 Genessee Street. **Phone:** 433. **Power:** 250 watts on 1310 kc. **Affiliation:** New York Broadcasting System. **Opened:** January, 1926. (Note: WMBO is owned by Auburn Citizen-Advertiser.)

President: William O. Dapping. **Station and commercial manager, program director:** Frederick L. Keesee. **Chief engineer:** Herbert House. **Publicity director:** Dorothy Bolin.

Rep: None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Supply publicity gratis; rates upon request for special services. **Foreign language programs:** Accepted; translation must be furnished two days prior to broadcast. **Artists bureau:** Yes. **Base rate:** \$90.

Copy restrictions: Accept beer and wine accounts, but no hard liquor; patent medicines accepted if complying with Food & Drug Act; all copy subject to station approval and government regulations. **E. T. library:** Standard. **News:** Local. **Commentators:** Winfried Buck (news commentator; newscaster); Jack Deal (news commentator); "Slim" Berthelsen (sports); Dorothy Bolin (women's features).

WBNF, BINGHAMTON

Operator: Howitt-Wood Radio Co., Inc., 135 Chenango Street. **Phone:** 2-3461. **Power:** 250 watts on 1500 kc. **Affiliation:** CBS. **Opened:** Feb. 7, 1927.

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

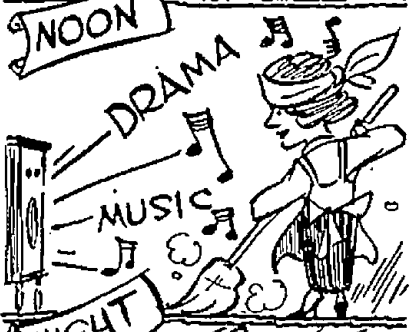
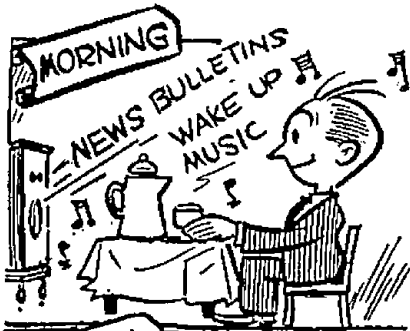
Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Supply lists of wholesalers and retailers, supervise distribution of window and show cards, mail letters to retail outlets advising of new program, free of charge; mailing pieces to local distributors at cost of postage; personally conducted or coincidental telephone surveys at actual cost. **Foreign language programs:** Accept Slavic programs; for eight months of the year carry three such commercial programs. **Artists bureau:** None. **Base rate:** \$125.

Copy restrictions: Accept limited number of beer accounts; no wine or hard liquor; limited number of patent medicines accepted after strict investigation; all copy subject to station approval and government regulations. **E. T. library:** None. **News:** United Press. **Commentators:** Donn Bennett (newscaster; theatre news-comment); Durwood Finch and Oliver Treyz (newscasters); Dorothy Titchener (depart-

NBC RED NETWORK

WBEN

THE STATION
BUFFALO TUNES IN
AT ALL HOURS



REPRESENTED BY

EDWARD PETRY & CO., INC.

ment stores); Sara Burbank (cooking); Dotty Baker (women's features).

WBEN, BUFFALO

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

President: Edward H. Butler. Vice-president: A. H. Kirchhofer. Station manager: Edgar H. Twamley. Commercial manager: Gene Wyatt. Program director: George R. Torge. Dramatic director: Edward Cullen. Chief engineer: Ralph J. Kingsley. Musical director: Robert Armstrong. Publicity director: Joe Haeffner.

Rep: Edward Petry & Co., Inc. Seating facilities: 400 in one room; 2,000 in the Hotel Statler ballroom; 3,000 in the Court St. Theatre. Merchandising: At cost. Foreign language programs: None. Artists bureau: None. Base rate: \$320.

Copy restrictions: No announcements or programs accepted on beer, wine or liquor. E. T. library: NBC Thesaurus; Lang-Worth; Davis & Schwegler. News: UP; also from Buffalo Evening News. Commentators: Joe Wesp (news commentator); George Torge, Charles Lewis, A. L. Taylor, Robert Denton, Edward Wegman, Edwin Reimers and William Griskey (newscasters); James J. G. Wells (sports); Cosette Merrill (women's features—as "Sally Work").

WBNY, BUFFALO

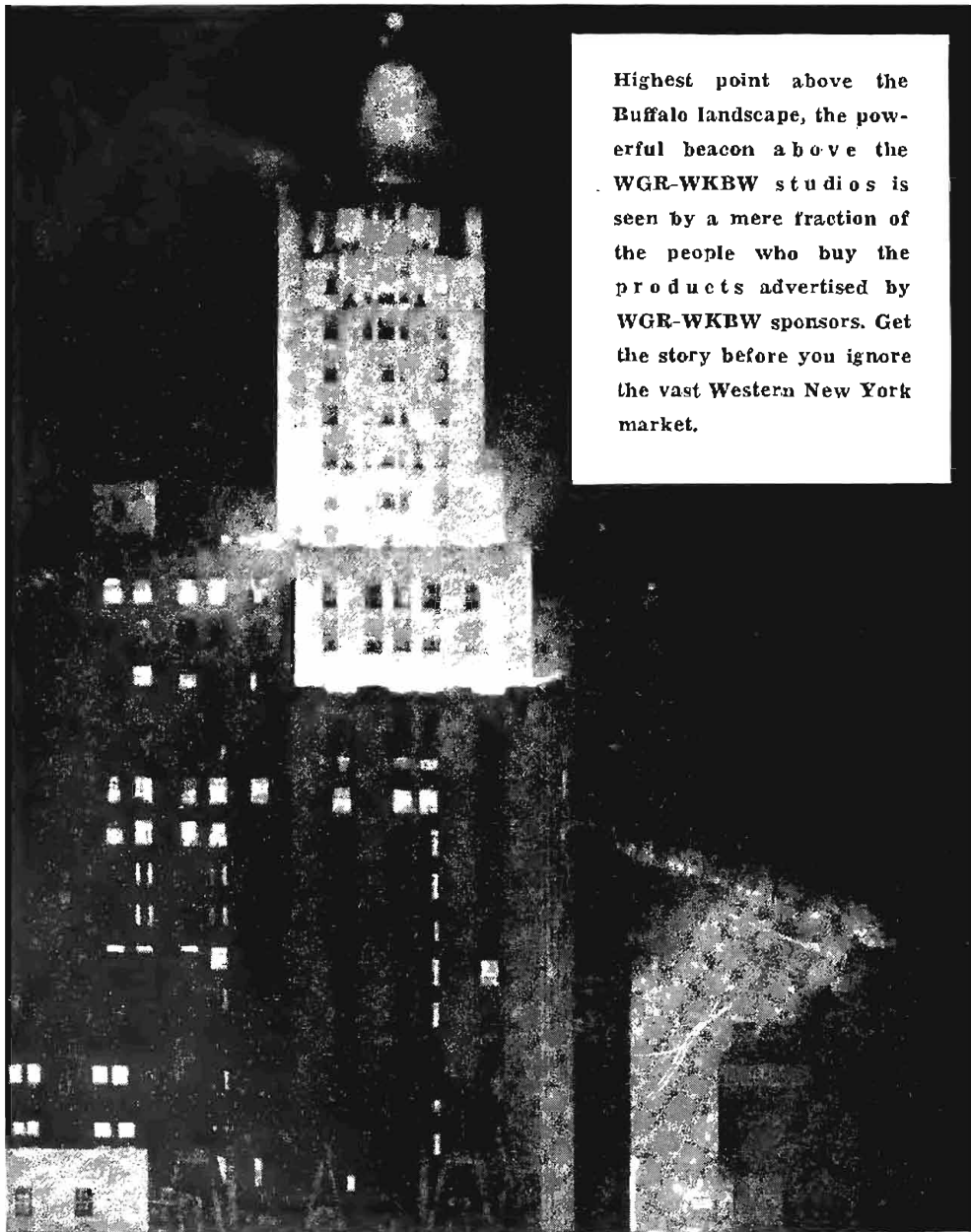
Operator: Roy L. Albertson, 485 Main Street. Phone: Cleveland 3365. Power: 250 watts on 1370 kc. Affiliation: New York Broadcasting System. Opened: March 4, 1936.

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

Rep: None. Seating facilities: 25 persons. Merchandising: None listed. Foreign language programs: Accepted; daily Polish program current. Artists bureau: None. Base rate: \$155.

Copy restrictions: Accept beer and wines; drug and medicinal advertising must comply with FCC and Federal Trade Commission rules and regulations, and all copy is subject to station approval or revision; use of word "free" prohibited except where samples of a product are offered gratis. E. T. library: Standard; Lang-Worth. News:

BEYOND THE HORIZON!



Highest point above the Buffalo landscape, the powerful beacon above the WGR-WKBW studios is seen by a mere fraction of the people who buy the products advertised by WGR-WKBW sponsors. Get the story before you ignore the vast Western New York market.

WGR

BUFFALO BROADCASTING CORP.

WKBW

NATIONAL REPRESENTATIVES - - FREE & PETERS, Incorporated

634

NEW YORK STATIONS—Continued

Transradio. Commentators: Robert A. Sherry (newscaster); Floyd L. Keesee (sports).

WEBR, BUFFALO

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

President: Edward H. Butler. Station manager: C. Robert Thompson. Commercial manager: William Doerr, Jr. Chief engineer: Ralph Kingsley. Musical director: Robert Armstrong. Publicity director: Albert Zink.

Rep: Weed & Co. Seating facilities: None. Merchandising: Available at actual cost. Foreign language programs: No information given. Artists bureau: None. Base rate: \$120.

Copy restrictions: Beer and wine accepted; no hard liquors; copy must comply with FCC and Federal Trade Commission regulations, and be in good taste. E. T. library: NBC Thesaurus. News: Supplied by Buffalo Evening News. Commentators: Cy King (news commentator); Bob Kliment (sports); Ruth Paige (fashions; cooking; women's features); Dr. Horace Frommelt ("A Catholic Scans the News").

WGR, BUFFALO

Operator: Buffalo Broadcasting Corp., Rand Bldg. Phone: WA 3100. Power: 5,000 and 1,000 watts on 550 kc. Affiliation: CBS; Mutual. Opened: 1922. (Note: Same owners operate WKBW, also of Buffalo.)

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

Rep: Free & Peters, Inc. Seating facilities: Can accommodate 250 persons. Merchandising: Complete service available at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$300.

Copy restrictions: All copy subject to station approval. E. T. library: World; Associated. News: UP; local. Commentators: Edward Schweikardt (news commentator); Ralph Hubbell, Charles Bailey, Sieg Smith, and Leon Slohm (sports); Esther Huff (general women's news); Clifford Jones (film-stage comment).

WKBW, BUFFALO

Operator: Buffalo Broadcasting Corp., Rand Bldg. Phone: WA 3100. Power: 5,000

watts on 1480 kc. Affiliation: CBS; Mutual. Opened: 1925. (Note: Same owners operate WGR, also of Buffalo.)

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

Rep: Free & Peters, Inc. Seating facilities: Can accommodate 250 persons. Merchandising: Complete service available at actual cost. Foreign language programs: No information given. Artists bureau: No information given. Base rate: \$300.

Copy restrictions: All copy subject to station approval. E. T. library: World; Associated. News: UP; local. Commentators: See under WGR, Buffalo.

WSVS, BUFFALO

Operator: Board of Education, City of Buffalo. Power: 50 watts on 1370 kc (operates specified hours; shares daytime with WBNY).

This station is non-commercial; city-owned.

WCAD, CANTON

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

This station is non-commercial; university-owned.

WENY, ELMIRA

Operator: Elmira Star-Gazette, Inc., Mark Twain Hotel. Phone: 5181. Power: 250 watts on 1200 kc. Affiliation: Mutual Broadcasting System. Opened: Nov. 26, 1939. (Note: This station is newspaper-owned by the Elmira Star-Gazette (Gannett).)

Manager: Dale Taylor. Commercial manager: Joseph M. Cleary. Program director: George R. Clapp. Chief engineer: Perry Esten. Musical director: Harry Springer. Publicity director: Glenn Williams.

Rep: J. P. McKinney & Son. Seating facilities: Mark Twain Hotel ballroom studio seats 500 persons. Merchandising: Assist client's salesman; make personal calls on the trade; issue letters; service gratis with 26-time series; all special services rendered at actual cost. Foreign language programs: Accepted on restricted basis; English translation essential on

NEW YORK STATIONS—Continued

each program; announcements not accepted. Artists bureau: None. Base rate: \$70.

Copy restrictions: No alcoholic beverage advertising accepted, nor copy dealing with bodily functions; provisions of N. A. B. code enforced. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Matt Richardson (news commentator); A. Ward Fenton and Kenneth Powell (newscasters); Bill Pope (sports); Dorothy Hughes (women's features); Florence Rohan (fashions); Don Rich (radio-film gossip).

WESG, ELMIRA

Operator: Cornell University, Ithaca, N. Y. **Power:** 1,000 watts on 850 kc (operates to sunset in New Orleans). **Affiliation:** CBS. **Opened:** 1921. **Base rate:** \$100.

Note: This station until recently was commercially programmed by the Elmira Star-Gazette, Inc. (Gannett). At press time the Star-Gazette withdrew its interest, and the station is now operated by Cornell University, the licensee. Further details were not available at press time.

WGBB, FREEPORT

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

Base rate: \$60.

No other data available after several requests.

WJTN, JAMESTOWN

Operator: James Broadcasting Co., Inc., Hotel Jamestown Bldg. **Phones:** 7-151; 7-152. **Power:** 250 watts on 1210 kc. **Affiliation:** NBC Basic Blue Supplementary Service; New York Broadcasting System. **Opened:** 1924.

President: Joy E. Mason. **Manager:** Simon Goldman. **Program director:** Marshall Shantz. **Chief engineer:** H. J. Kratzert.

Rep: Paul H. Raymer Co. **Seating facilities:** 1,600 in an auditorium by remote. **Merchandising:** Complete service available. **Foreign language programs:** Accepted. **Artists bureau:** Yes; has complete list of talent on hand. **Base rate:** \$80.

Copy restrictions: Station reserves right to censor copy in accordance with "good practice"; accept beer and wine; patent medicines restricted in accordance with Federal Trade Commission procedure; all contracts accepted subject to the station's right to cancel or offer another time upon 28 days' notice. **E. T. library:** Associated.

News: UP. **Commentators:** Marshall Shantz and John Lewis (newscasters); Tom McKee (newscaster; sports); Marianne Jones (fashions; recipes; women's features); Al Spokes (sports).

WKNY, KINGSTON

Operator: Kingston Broadcasting Corp., Governor Clinton Hotel. **Phone:** 4500. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** Dec. 16, 1939.

President, station manager, chief engineer: John R. McKenna. **Commercial manager:** Leon Bernard. **Program, musical and publicity director:** Ezra McIntosh.

Rep: None. **Seating facilities:** Theatres in Kingston, Catskill, Hudson available. **Merchandising:** All services billed at cost to the advertiser. **Foreign language programs:** Not accepted. **Artists bureau:** Complete roster of talent available. **Base rate:** \$100.

Copy restrictions: Hard liquor not accepted; will take beer and wine advertising; all copy subject to approval of the management. **E. T. library:** World. **News:** INS. **Commentators:** Ezra McIntosh (news commentator; newscaster); Ted Courtney (sports); Drury Hardigan, and Jack Bennett (newscasters); Everice Parsons (home bureau); Mary McManus (films); Anne Herzog (interior decorating); Rosalyn Perlman (geography); Dr. Herbert I. Bloom (books); Robert Van Kleeck (local news).

WGNY, NEWBURGH

Operator: WGNY Broadcasting Co., Inc., 161 Broadway. **Phone:** 4600. **Power:** 250 watts on 1220 kc (daytime). **Affiliation:** None. **Opened:** 1933. (Note: This station is owned by the Speidel Newspapers, Inc.—Poughkeepsie Courier, etc.).

President: Merritt C. Speidel. **Director:** E. A. Chappell. **Business manager:** W. D. McLaughlin. **Executive manager and program director:** H. W. Cassill. **Commercial manager:** W. E. Dunkelbarger. **Chief engineer:** Patrick F. Simpson. **Musical director:** Jack Stotesbury. **Studio manager:** Dick Crans.

Rep: None. **Seating facilities:** Auditorium will accommodate about 100 persons. **Merchandising:** Attention is called to programs via special radio page in the Poughkeepsie Sunday Courier; courtesy announcements given on new programs; window stickers, etc. **Foreign language programs:** Not accepted. **Artists bureau:** Currently being established. **Base rate:** \$60.

NEW YORK STATIONS—Continued

Copy restrictions: Beer and light wine copy accepted, but no hard liquor; medical accounts must submit copy two weeks in advance, agree to the station's right to make changes conforming with suggestions of authorities to whom the copy has been submitted, and agree that the station has the right to cancel the program for repeated violations. **E. T. library:** Associated. **News:** Transradio. **Commentators:** William Jenkins, Raymond J. Dulye, Tom Yates, and Wesley McGinn (newscasters); Mary Bogardus and Peggy Pascoe (home economics; homemaking; gardening); Edward A. Dolph (stock market trends); Joe Rake ("community corner"); Ruth Shafer (fashions); Dick Crans and Gordon Redding (sports).

WABC, NEW YORK CITY

Operator: Columbia Broadcasting System, Inc., 485 Madison Ave. **Phone:** Wick-ersham 2-2000. **Power:** 50,000 watts on 860 kc. **Affiliation:** Key Station, CBS. **Opened:** October, 1924.

President: William S. Paley. **Station manager:** Mefford R. Runyon. **Sales manager:** Arthur Hull Hayes. **Program director:** George Allen. **Chief engineer:** Henry Grossman. **Artists bureau head:** H. I. Rosenthal. **Publicity director:** Luther J. Reid. **Sales promotion manager:** Jules Dundes.

Rep: Radio Sales. **Seating facilities:** Facilities of the CBS available. **Merchandising:** Sales promotion department will assist clients in any promotion or merchandising of programs; all materials billed at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Services of Columbia Artists, Inc., available. **Base rate:** \$1,350.

Copy restrictions: Policies of the CBS observed. **E. T. library:** Associated. **News:** UP; INS.

WARD, NEW YORK CITY

Operator: United States Broadcasting Corp., 427 Fulton St., Brooklyn. **Phone:** Triangle 5-3300. **Power:** 500 watts on 1400 kc (divides time with WBBC, WVFW, WLTH). **Affiliation:** None. **Opened:** 1926.

President, station manager: Aaron Kronenberg. **Chief engineer:** A. Haas. **Program director:** Roy Maypole. **Director of Irish programs:** James A. Hayden. **Director of Spanish programs:** Pasquale Quintana. **Director of Yiddish programs:** Samuel H. Cohen. **Director Ukrainian programs:** Rodian Slipyi. **Director of Scotch programs:** Joe McKeown. **Director of Hungarian programs:** Kalman Polangi. **Musical director:** Jean Fleishman.

Rep: None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Services of sales promotion department available; mailing list of 25,000; keep close contact with grocery organizations. **Foreign language programs:** WARD specializes in this type of program; has Yiddish, Spanish, Irish, Greek, Hungarian, Scandinavian, Chinese, Scotch and Ukrainian programs; translation of programs must be furnished in advance. **Artists bureau:** Yes; has talent available. **Base rate:** \$200.

Copy restrictions: Accept beer; no other alcoholic beverages. **E. T. library:** None. **News:** None. **Commentators:** Joseph A. Connolly (Irish news); Paul Prodis (Greek news); Tersh Laslow (Hungarian news); Rodian Slipyi (Ukrainian news); Henin Chin (Chinese news); Eddie Jarl (Scandinavian news); Joe McKeown (Scotch news); Sam Cohen (Yiddish news); Bob Harold (newscaster); Harry Berger, and Harry Alexander (sports).

WBBC, NEW YORK CITY

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

Managing director: Peter Testan. **Commercial manager:** Arnold J. Jaffe. **Program and publicity director:** Bert Child.

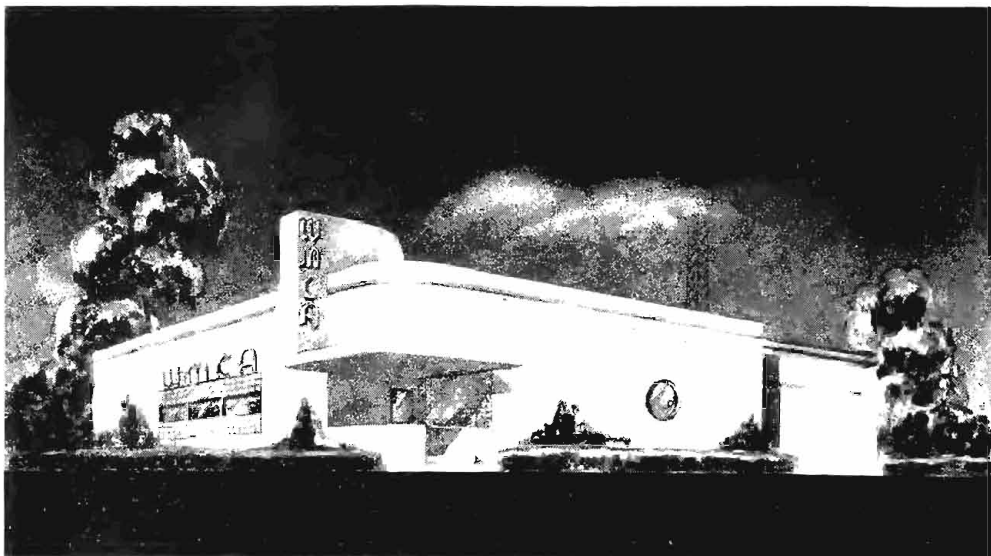
Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Maintain publicity service department; sales department will advise and cooperate in dealer promotion campaigns and any other form of merchandising desired. **Foreign language programs:** Accept Italian, Jewish, German, Polish, Scandinavian and Irish programs; rates on application. **Artists bureau:** Yes. **Base rate:** \$200.

Copy restrictions: Accept beer any time; wine for sacramental purposes only; no liquor advertising; patent medicines accepted if approved by Medical Society of Kings County; all copy subject to station approval and FCC rules and regulations. **E. T. library:** Lang-Worth. **News:** Jewish news periods current. **Commentators:** Louis B. Fine, and Beinish Epstein (news commentators); Barbara Brodsley (women's features).

WBRR, NEW YORK CITY

Operator: Watchtower Bible and Tract Society, Inc., **Power:** 1,000 watts on 1300 kc (shares time with WHAZ and WEVD).

This station is non-commercial; church-owned.



WMCA'S NEW 5KW TRANSMITTER

Two and one-half years ago WMCA opened new studios at 1657 Broadway. Today they are considered the finest and most perfectly equipped of any independent unit in the metropolitan area.

Now with pardonable pride we point to the completion of another progressive step in our continuous modernization — WMCA's new transmitter located a scant $6\frac{1}{4}$ miles from Times Square.

Its high fidelity RCA 5DX

power plant with its three 325-foot towers directs its signal toward New York, New Jersey, Long Island, and Connecticut flooding the most thickly populated sections.

Thirty miles of copper wire spread fanwise underneath the towers and buried in the salt marsh insure a perfect ground system.

As always, WMCA strides ahead continuing to justify its cue line familiar to all New Yorkers:

¶ WMCA "First On Your Dial" NEW YORK ¶



WBNX, NEW YORK CITY

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

Vice-president, general manager: W. C. Alcorn. **Commercial manager:** William I. Moore. **Program director:** Ned Ervin. **Studio and publicity director:** Frank Johnson. **Musical director:** Fred Mendelsohn.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** No regular service; helps with production of foreign language programs; offers information on buying habits, statistics, etc. **Foreign language programs:** Specializes in these. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: No set rules. **E. T. library:** None. **News:** INS.

WCNW, NEW YORK CITY

Operator: Arthur Faske, 846 Flatbush Ave., Brooklyn, N. Y.; 101 Park Ave., New York City. **Phones:** Ingersoll 2-1500 and 2-6000 (Brooklyn); Caledonia 5-7530 (New York City). **Power:** 250 and 100 watts on 1500 kc (shares certain hours with WWRL). **Affiliation:** None. **Opened:** Nov. 26, 1926.

Owner, chief engineer: Arthur Faske. **General and station manager:** A. R. Steinberg. **Program director, artists bureau head:** R. Wayne. **Publicity director:** Wellington Wright.

Rep: None. **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** Complete service offered gratis. **Foreign language programs:** Accepted; copy must be accompanied by an English translation; all languages are taken, and the station is currently running Jewish, Italian, German, Russian, Spanish and Lithuanian programs. **Artists bureau:** No artists under contract, but can supply all necessary talent. **Base rate:** \$150.

Copy restrictions: Beer and wine advertising accepted; no hard liquors. **E. T. library:** None listed. **News:** No service listed. **Commentators:** Wel Wright (news and political commentator); Clive Davis (newscaster; oddities in the news); Addison Armour, Larry Collier, Ray Baker, and Bill Faison (newscasters); Chris St. James, and Gene O'Callahan (sports); Mary St. John Kane (psychology; fashions); Babs Brodley (women's sports); Naomi Postal (theatres; films); Julius Postal (entertainment news); Dan Russell (business; economics).

WEAF, NEW YORK CITY

Operator: Owned and operated by the National Broadcasting Co., 30 Rockefeller Plaza. **Phone:** Circle 7-8300. **Power:** 50,000 watts on 660 kc. **Affiliation:** NBC Red key station. **Opened:** 1922.

Vice-president in charge: William S. Hedges. **Commercial manager:** James V. McConnell. **Program directors:** John Royal; Phillips Carlin. **Chief engineers:** O. B. Hanson; George McElrath. **Artists bureau heads:** George Engles; Daniel Tuthill. **Musical director:** Frank Black. **Publicity director:** Frank Mason.

Rep: National Broadcasting Co. **Seating facilities:** All Radio City studios available, if not previously scheduled for other programs; seating facilities range up to a capacity of 1,300. **Merchandising:** Two pre-announcements per day seven days prior to start of any new series; publicity department cooperates in promoting the campaign; letters mailed out at sponsor's expense. **Foreign language programs:** Not accepted. **Artists bureau:** Complete NBC Artists Service Department available. **Base rate:** \$1,200.

Copy restrictions: Beer advertising accepted; time signals sold only to watch and clock companies; all products, copy and continuity subject to approval of NBC. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS.

WEVD, NEW YORK CITY

Operator: Debs Memorial Radio Fund, Inc., 117-119 W. 46th St. **Phone:** Bryant 9-2360. **Power:** 1,000 watts on 1300 kc (shares time with WBBR, WHAZ). **Affiliation:** None. **Opened:** July, 1931 (reorganized).

Managing director: Henry Greenfield. **Director of programs and publicity:** George Field. **Musical director:** Nicholas L. Saslawsky.

Rep: None. **Seating facilities:** About 100 persons. **Merchandising:** None. **Foreign language programs:** Will accept; medical copy subject to approval of Academy of Medicine; commercial copy checked for "good taste." **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: No set rules; prefer announcements to be limited to one minute and kept within "realm of good taste." **E. T. library:** None. **News:** None. **Commentators:** Bryce Oliver (news analysis); Prof. Charles Hodges, Ludwig Lore, and Emil Lengyel (European and war news; comment); Stanley Richards (theatre comment); Joseph Shipley (theatre and books).

NEW YORK STATIONS—Continued

WHN, NEW YORK CITY

Operator: Marcus Loew Booking Agency, 1540 Broadway. **Phone:** Bryant 9-7800. **Power:** 5,000 and 1,000 watts on 1010 kc. **Affiliation:** None. **Opened:** March 18, 1922.

Director: Herbert L. Pettley. **Sales director:** Bertram H. Lebhar, Jr. **Station manager:** Frank Roehrenbeck. **Program manager:** Fred Raphael. **Chief engineer:** Paul Fuelling. **Musical conductors:** Don Albert, Dick Ballou. **Production manager:** Maurice Barrett. **Public relations:** A. L. Simon.

Rep: Operate own Chicago office at 360 N. Michigan Avenue. **Seating facilities:** Studio A, 150; Studio B, 100; Studio No. 1403, 50. **Merchandising:** None. **Foreign language programs:** None. **Artists bureau:** Complete service; artists booked directly plus booking tieups through Loew's Theatres and Metro-Goldwyn-Mayer pictures. **Stock:** WHN has no outstanding stock; it is affiliated with the Metro-Goldwyn-Mayer interests including Loew's Theatres, Marcus Loew Booking Agency, etc. **Base rate:** \$450.

Copy restrictions: Commercials restricted to three minutes per quarter-hour of

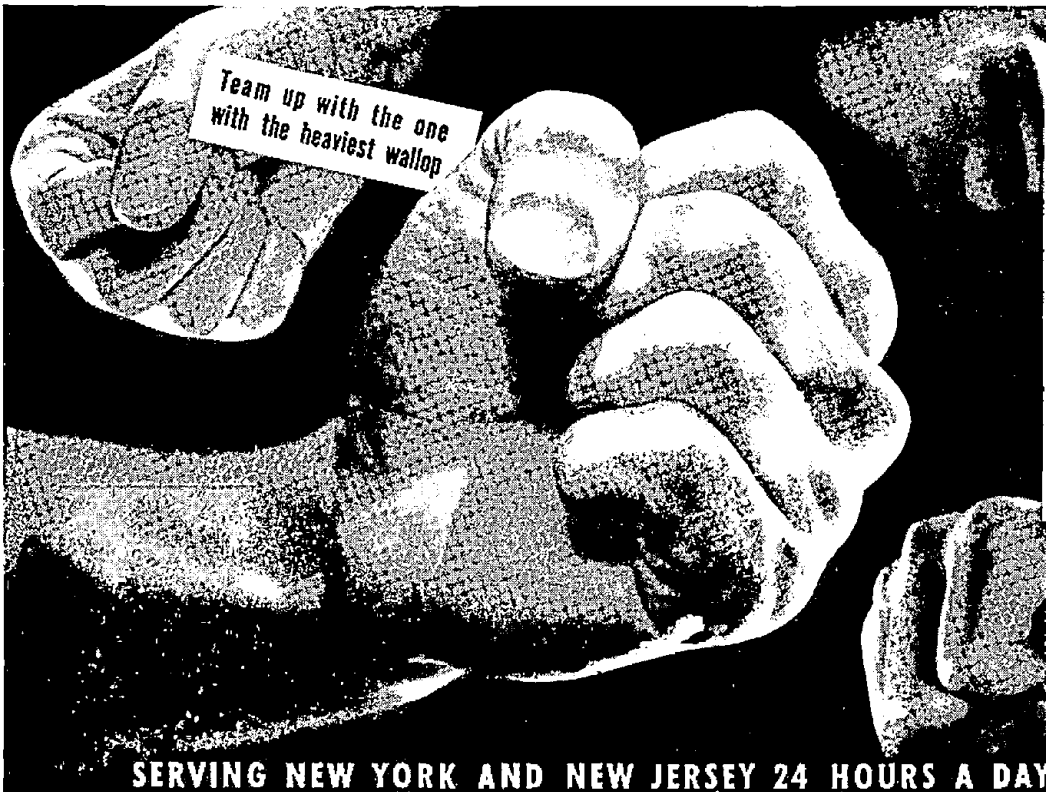
broadcast. **E. T. library:** Associated. **News:** UP. **Commentators:** George Hamilton Combs, Jr., and Bryce Oliver (news commentators); William Bond, William Shepard, Robert Stevenson, and Henry Gladstone (newscasters); Jimmy Powers, Dick Fishell, Bert Lee and Sam Taub (sports); Polly Martin (fashions; sports; women's features); Amie Bruun (civic affairs); Sam Taylor (films); Bide Dudley (theatre).

WINS, NEW YORK CITY

Operator: Hearst Radio, Inc., 110 East 58th Street. **Phone:** Eldorado 5-6100. **Power:** 1,000 watts on 1180 kc (operates to two hours after sunset). **Affiliation:** New York Broadcasting System. **Opened:** 1924.

General and sales manager: Carl Calman. **Program director:** Hazel Bower. **Chief engineer:** Paul Von Kunits. **Musical director:** Louis Katzman. **Traffic manager, New York Broadcasting System:** Albert A. Grobe. **Continuity editors:** Ted Byron, William Dewart. **Publicity director:** B. S. Bercovici.

Rep: International Radio Sales. **Seating facilities:** 50 persons. **Merchandising:**



NEW YORK STATIONS—Continued

Complete service available at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$225.

Copy restrictions: Accept beer and wine, but no hard liquors; all copy subject to station approval and government regulations. E. T. library: World. News: INS. Commentators: B. S. Bercovici (news commentator); Don Dunphy, Bill Harding, and Ted Webbe (sports); Dorothy Wilcock (fashions; recipes; women's features); Joan Hobart (fashions); Martin Weldon (stage-screen comment; books); Diana Foster (women's news).

WJZ, NEW YORK CITY

Operator: Owned and operated by the National Broadcasting Co., 30 Rockefeller Plaza. Phone: Circle 7-8300. Power: 50,000 watts on 760 kc. Affiliation: NBC Blue key station. Opened: 1921.

Personnel, services, and copy restrictions: Consult the National Broadcasting Co. Base rate: \$1,200.

WLTH, NEW YORK CITY

Operator: WLTH-New York, Inc., 105 Second Ave., New York City. Phone:

Orchard 4-1203. Power: 500 watts on 1400 kc (divides time with WBBC, WARD, WVFW). Affiliation: None. Opened: September, 1925.

President, commercial manager: Samuel Gellard. Program director: Norman H. Warembud. Chief engineer: Clifton Foss. Merchandising manager: Jack Welt.

Rep: None. Seating facilities: WLTH Radio Theatre seats 100. Merchandising: Station has organized Jewish dairies, groceries and delicatessen stores into a group known as the WLTH Radio Foodstores to aid advertisers in merchandising; market survey by Ross Federal Research Corp. available. Foreign language programs: Specialize in Jewish programs; present regular programs in Scandinavian, Spanish and Hungarian. Artists bureau: None. Base rate: \$210.

Copy restrictions: Beer, wines, liquor, patent medicines accepted if copy does not violate NAB Code of Ethics; patent medicine copy and hour of broadcast also supervised by station. E. T. library: Lang-Worth; MacGregor. News: No service listed. Commentator: Mark Wilner (news commentator—Jewish); Norman H. Warembud (newscaster); Rubin Goldberg

WNEW DELIVERS!

6 powerful reasons why:

1. ONE-THIRD THE COST of any New York network station. **2. THE NATION'S BIGGEST MARKET.** (The 50-mile metropolitan trading area.) **3. TWICE THE AUDIENCE** of any other New York independent station. (Hooper-Holmes and other surveys.) **4. RADIO'S OUTSTANDING PROGRAMS.**

("Start the Day Right" with Hal Moore, "Make Believe Ballroom" with Martin Block, "Milkman's Marinee" with Stan Shaw.) **5. LOCAL ADVERTISERS know** WNEW moves most goods—fastest. **6. MORE COMMERCIAL TIME** is bought on WNEW than on any station in New York.

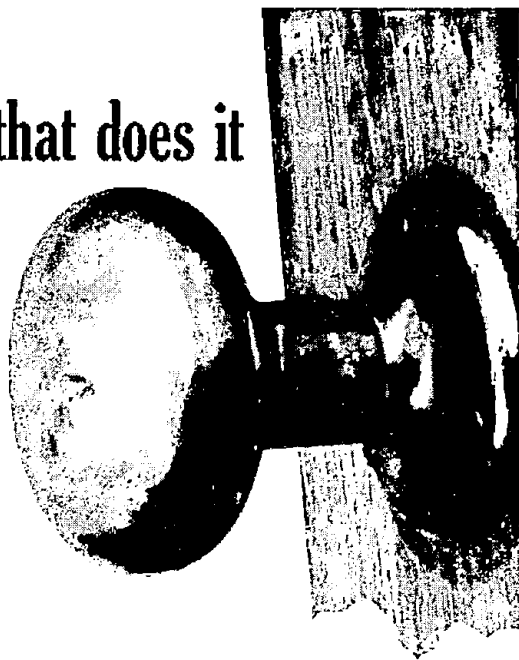
WNEW NEW YORK



100 WATTS BY DAY • 1250 KILOCYCLES • 1000 WATTS BY NIGHT

it's the twist that does it

—not the
knob



If we were an advertiser selecting a radio station, we'd give more than a moment's thought to this remark regarding the doorknob. For it illustrates rather simply one unique quality that makes WOR the most power-full dollar for dollar advertising investment in New York.

For example, when you buy WOR you buy more than 50,000 watts guaranteed to cover an area containing approximately 4,250,000 homes with radios.

You buy 50,000 watts skillfully twisted away from ocean dead-space on the East and the thinly populated portions of those states on the West. *You buy 50,000 watts multi-*

plied more than two times by a unique directive-array system which spears them on cities where people listen, and buy what they are told to buy.

Your program idea may have the potential power to move millions, but obviously it begins with a disadvantage if it fails to be carried by the station that is delivering the messages of America's greatest time-buyers to more people with radios, more power-fully than any station anywhere.

that power-full station—

WOR

NEW YORK STATIONS—Continued

(newscaster—Jewish); Wanda Rogers and Harriet Forbes (women's features); Molly Jacobson (cooking school—Jewish).

WMCA, NEW YORK CITY

Operator: Knickerbocker Broadcasting Co., Inc., 1657 Broadway. **Phone:** Circle 6-2200. **Power:** 5,000 and 1,000 watts on 570 kc. **Affiliation:** Inter-City Broadcasting System. **Opened:** Feb. 6, 1925.

President: Donald Flamm. **Executive vice-president:** Donald S. Shaw. **Vice-president, counsel:** William Weisman. **Vice-president:** Leslie Evan Roberts. **Secretary, assistant to the president:** Sidney Flamm. **National sales director:** Charles Stark. **Chief engineer:** Frank Marx. **Artists bureau head:** Charles Wilshin. **Musical director:** Lee Grant. **Publicity and special events director:** Leon Goldstein.

Rep: Virgil Reiter & Co. (Chicago). **Seating facilities:** Theatre studio seats 300 persons. **Merchandising:** Sales promotion department prepares copy for posters, displays, signs, advertisements, etc. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; complete roster with about 65 artists available for booking. **Base rate:** \$650.

Copy restrictions: Beer and wine accepted, subject to rules of Federal Control Board; patent medicines subject to rules of Federal Trade Commission; advertiser must agree to indemnify Knickerbocker from any and all liability suits, damages, costs, expenses and lawyers' fees. **E. T. library:** NBC Thesaurus. **News:** INS; also own local news. **Commentators:** Johannes Steel (news commentator); Bob Carter and Joe O'Brien (sports); Allie Lowe Miles (women's features).

WNEW, NEW YORK CITY

Operator: WODAAM Corp., 501 Madison Ave. **Phone:** Plaza 3-3300. **Power:** 5,000 and 1,000 watts on 1250 kc (shares time with WHBI on Sunday and Monday). **Affiliation:** None. **Opened:** Feb. 13, 1934.

Station manager: Bernice Judis. **Commercial managers:** Herman Bess, Walter Duncan. **Sales promotion director:** Halsey V. Barrett. **Traffic manager:** Irene Davis. **Program director:** Have a program board. **Chief engineer:** M. J. Weiner. **Musical director:** Merle Pitt. **Production director:** William McGrath. **Continuity editor:** Ruth Frank. **Publicity and special features director:** Richard K. Bard.

Rep: John Blair & Co. **Seating facilities:** Studios, 200 persons. **Merchandising:** Maintain such a department. **Foreign language programs:** None. **Artists bureau:**

Yes; about 45 artists listed. **Base rate:** \$430.

Copy restrictions: Accept beer, wine and medicines; no reducing medicines or radio schools. **E. T. library:** Associated. **News:** A. P. **Commentators:** Richard Stark, John Jaeger, and Hal Moore (newscasters); Earl Harper (sports); David Lowe (film and theatre news).

WNYC, NEW YORK CITY

Operator: City of New York, Municipal Broadcasting System, 2500 Municipal Bldg. **Phone:** Worth 2-4740. **Power:** 1,000 watts on 810 kc (operates to sunset in Minneapolis). **Opened:** July 2, 1924.

This station is non-commercial.

WOR, NEW YORK CITY

Operator: Bamberger Broadcasting Service, Inc., 1440 Broadway. **Phone:** Pennsylvania 6-8383. **Power:** 50,000 watts on 710 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** February 22, 1922. (Note: This station is licensed for Newark, N. J., but maintains studios and general offices in New York City.)

President: Alfred J. McCosker. **Vice-president, general manager:** Theodore C. Streibert. **Vice-president in charge of sales:** Frank Braucher. **Sales manager:** Eugene S. Thomas. **Vice-president in charge of program operations:** Julius F. Seebach, Jr. **Chief engineer:** Jack R. Poptele. **Artists bureau head:** Nat Abramson. **Musical director:** Alfred Wallenstein. **Director of public relations and news:** Dave Driscoll. **Publicity director:** Jerry Danzig. **Director of sales promotion:** Joe Creamer.

Rep: Own offices in Chicago and Boston; Edward S. Townsend in San Francisco. **Seating facilities:** Two studios, seating 75 persons; WOR-Mutual Playhouse, with capacity of 700, also available to clients. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** WOR Artists Service. **Base rate:** \$1,100.

Copy restrictions: Accept beer and wine providing programs do not run less than 5 minutes; announcements accepted daytime only, but cannot be sponsored by drug manufacturers, nor can they mention contests or offers; reserve right to eliminate all or parts of programs considered contrary to policy or interest, without notice or consent. **E. T. library:** World. **News:** Transradio. **Commentators:** Arthur Hale (news commentator; newscaster); Wythe Williams, Major Leonard Nason, Paul Schubert, Gabriel Heatter, and Raymond Gram Swing (news commentators); Arthur Mann and Victor Lusinchi (front line corre-

NEW YORK STATIONS—Continued

spondents); Waverly Root (Paris correspondent); John Steel (London correspondent); Sigrid Schultz (Berlin correspondent); Mark Hawley, George Putman, Frank Singiser, and Sidney Walton (newscasters); Stan Lomax and Sam Balter (sports); Pegeen Fitzgerald and Martha Deane (women's features); Ed Fitzgerald (general comment); George Fisher (Hollywood).

WOV, NEW YORK CITY

Operator: Greater New York Broadcasting Corp., 132 West 43rd St. **Phone:** Bryant 9-6080. **Power:** 5,000 watts on 1100 kc. **Affiliation:** None. **Opened:** Sept. 1, 1926.

General manager: (Miss) Hyla Kiczales. **Commercial manager:** Ralph Nardella. **Program director:** John C. Schramm. **Chief engineer:** Robert E. Study. **Artists bureau head:** Sydney Leipzig. **Musical director:** Julio Occhiboi. **Publicity director:** David G. Casem.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Italian programs accepted. **Artists bureau:** Yes; lists 280 artists, 1 orchestra leader, 4 writers, 15 producers; and 16 announcers. **Base rate:** \$360.

Copy restrictions: Copy must adhere to all Federal Trade Commission rulings; hard liquor advertising not accepted. **E. T. Library:** Standard; Lang-Worth. **News:** INS. **Commentators:** B. P. Adams, Roger Shaw, and John Fox (news commentators); Tom Spadaro (sports).

WQXR, NEW YORK CITY

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

President: John V. L. Hogan. **Station manager:** Elliott M. Sanger. **Commercial manager:** Robert M. Scholle. **Chief engineer:** Russell Valentine. **Musical director:** Eddy Brown. **Publicity director:** Dorothea Beckman.

Rep: None. **Seating facilities:** Studio, 50 persons. **Merchandising:** Services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$350.

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

Library: World. **News:** AP; New York Herald Tribune. **Commentators:** Quincy Howe and Estelle M. Sternberger (news commentators); William D. Strauss, Robert Chase, and Rex Keith Benware (newscasters); Lisa Sergio (international affairs; art; books; human interest material); Alistair Cooke (stage and screen); Irving Deakin (ballet).

WVFW, NEW YORK CITY

Operator: Paramount Broadcasting Corp., 1 Nevin St., Brooklyn. **Phone:** Triangle 5-0313. **Power:** 500 watts on 1400 kc (shares time with WARD, WBEC and WLTH). **Affiliation:** None.

Managing director: Salvatore D'Angelo.

Rep: None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Available if requested; cooperative agreement on charges. **Foreign language programs:** Accept any foreign language except Oriental; program and translation must be submitted 24 hours in advance. **Artists bureau:** None. **Stock:** Principally held by Salvatore D'Angelo. **Base rate:** \$175.

Copy restrictions: No hard liquors or

A NEW APPROACH TO THE NEW YORK MARKET

WBNX

Now 5000 WATTS DAY and NIGHT
Directional over New York
YOUR BEST NATIONAL SPOT BUY

THE New York Metropolitan Area—completely covered by the half millivolt signal of WBNX—contains eleven million persons of whom 69% are foreign born.

WBNX offers a highly specialized and intimate approach to this vast group with programs which appeal, also, to the English dialing audience.

WBNX-NEW YORK

NEW YORK STATIONS—Continued

patent medicines; beer and wine copy accepted; commercials must be submitted 24 hours prior to broadcast. **E. T. Library:** None. **News:** No service listed. **Commentators:** Israel Rosenberg (Jewish newscaster); Bernie Bloom (sports); Betty Pitt (fashions); Ceil Taylor (cooking; child training); Ruth Garvin (beauty); Richard Gould (college gossip); Frances Lipp (literary personalities).

WWRL, NEW YORK CITY

Operator: Long Island Broadcasting Corp., 41-30 58th St., Woodside, L. I. **Phone:** Newtown 9-3300. **Power:** 250 watts on 1500 kc (divides time with WCNW). **Affiliation:** None. **Opened:** August, 1926.

President, general manager, chief engineer: W. H. Reuman. **Office manager:** Edith Dick. **Program director:** Dudley J. Connolly. **Production and musical director:** Adolph Goebel. **Director of foreign programs:** Lou Cole. **Special events director:** Allen Strong. **Public relations:** Emil Dorer.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Cooperate in any service requested, free of charge. **Foreign language programs:** Will accept; German, Polish, Czechoslovak, Hungarian, Italian and Greek programs current; translation must be furnished in advance for station approval. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Accept beer and wine; no hard liquor; recognized patent medicines accepted if copy conforms to station standards; all copy subject to approval of management. **E. T. Library:** Lang-Worth; NAB; Davis & Schwegler. **News:** Local. **Commentators:** James J. Wilson (local news commentator); Sanford Baker (newscaster); Jacko Maxwell, and Allen Strong (sports); Esther Wallace (fashions; cooking; timely topics); Jean Patrick (current events at LaGuardia field); Martha Harrison (society); Kay Saron (interior decoration); Arthur Ford (Hollywood gossip); Sylvester Point Kowski (civil service).

WHDL, NIAGARA FALLS

Operator: The Niagara Falls Gazette Publishing Co. **Power:** 1,000 watts on 1260 kc (daytime only). **Affiliation:** None. **Opened:** 1940.

Rep: Headley-Reed Co.

Base rate: \$75.

Note: This station had only recently been put in operation at press time. Complete details are therefore unavailable.

WSLB, OGDENSBURG

Operator: St. Lawrence Broadcasting Corp., 2315 Knox St. **Phone:** 500. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** April 20, 1940.

President, commercial manager: Joseph R. Brandy. **Station manager, program director:** Harold J. Frank. **Chief engineer:** Clifford L. Gorsuch.

Rep: DeLisser-Boyd, Inc. **Seating facilities:** None listed. **Merchandising:** Issue cards, notify dealers of new campaigns, etc., without charge. **Foreign language programs:** No policy formulated. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Hard liquor advertising not accepted; all copy must meet with State and Federal regulations, and be subject to the approval of the management. **E. T. Library:** NBC Thesaurus. **News:** UP. **Commentators:** Prof. Charles Lightbody (news commentator); William Kent, Ken Wilson, John Goerss, Earl Kelly, and Harold J. Frank (newscasters); J. R. Brandy (newscaster; sports); Dan McConville (sports); Anne Meredith (women's features; social news); Mary Lou Callanan, and Mary Hook (women's features).

WHDL, OLEAN

Operator: WHDL, Inc., Exchange National Bank Bldg. **Phone:** 3300. **Power:** 250 watts on 1420 kc (daytime). **Affiliation:** None. **Opened:** Nov. 4, 1934. (**Note:** Station also has studios in Bradford, Pa., and St. Bonaventure College; WHDL is owned by the Olean Times-Herald, a Gannett newspaper).

Station manager: Thomas L. Brown. **Program director:** Charles Sebastian. **Chief engineer:** Warren McDowell.

Rep: J. P. McKinney & Son. **Seating facilities:** Have studios in both Olean, N. Y., and Bradford, Pa.; capacity about 150. **Merchandising:** Maintenance merchandising department available. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Do not accept beer, wine, hard liquors, or laxatives. **E. T. Library:** NBC Thesaurus; World. **News:** UP from Olean Times-Herald. **Commentators:** H. R. Helsby (news commentator); Arthur Wakelee, and Fred Meyer (newscasters); Rocco Tito (sports); Dr. John A. Armstrong (civic affairs).

WMFF, PLATTSBURG

Operator: Plattsburg Broadcasting Corp., Hotel Cumberland. **Phone:** 1600. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Basic Blue Supplementary. **Opened:** 1935.

NEW YORK STATIONS—Continued

Treasurer, station and commercial manager: George F. Bissell. Chief of production, news and publicity: Donald Hart. Chief engineer: Jack Nazak. Musical director: Donald Hart.

Rep: George P. Hollingbery Co. Seating facilities: None. Merchandising: Letters to trade on stationery at cost plus postage and fee for typist; moderate charge for personal calls on dealers and distributors in city; no calls made outside of city. Foreign language programs: Will accept. Artists bureau: Yes; list about 30 artists. Base rate: \$75.

Copy restrictions: Accept beer, wine, liquor; all continuity subject to station approval. E. T. library: NBC Thesaurus. News: Transradio. Commentators: Donald Hart, Arthur Redwood, and Mrs. Kenneth C. Bowman (newscasters); Jack O'Reilly (newscaster; sports); Hortense Graves and Betty Swift (cooking).

WKIP, POUGHKEEPSIE

Operator: Poughkeepsie Broadcasting Corp. Power: 250 watts on 1420 kc.

At press time this station's construction

permit had only recently been covered. For all details consult the management.

WHAM, ROCHESTER

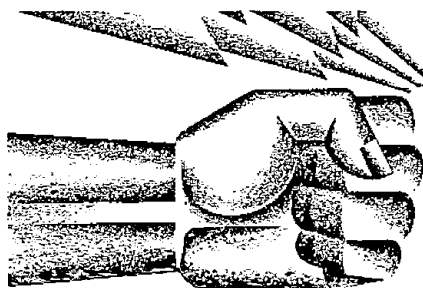
Operator: Stromberg-Carlson Telephone Mfg. Co., Sagamore Hotel. Phone: Stone 1862. Power: 50,000 watts on 1150 kc. Affiliation: NBC Basic Red and Blue. Opened: 1922.

General manager: William Fay. Assistant manager: John Lee. Commercial manager: J. W. Kennedy, Jr. Program director: Charles Siverson. Technical supervisor: Kenneth J. Gardner. Musical director: Charles Siverson. Publicity director: Art Kelly.

Rep: George P. Hollingbery Co. Seating facilities: None listed. Merchandising: Pre-announcements and direct program publicity rendered gratis; other services rendered by outside organizations at cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$380.

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

IN WESTERN NEW YORK



WHAM

THE FORCE BEHIND A SALES SUCCESS

Sales drives, backed by the power of WHAM's 50,000 watts, are profitable in Western New York. WHAM's power is double-edged—it not only reaches every one of this area's 900,000 radio homes, but it carries the local and national programs listeners prefer. Radio dials, tuned to WHAM's clear channel, await your sales message. And the whole of the WHAM 43 county area is yours for approximately one-third the cost of localized coverage.

50,000 Watts — Clear Channel — Full Time
NBC Blue and RED Networks

National Representatives: GEORGE P. HOLLINGBERY CO.

WHAM
ROCHESTER, N. Y.

The Stromberg-Carlson Station

NEW YORK STATIONS—Continued

brary: World. News: UP. Commentators: Fritz Brownell (news commentator); Tom Murray (newscaster; farm news); Jack Ross, Tom Pritchard, and Melvin Bartell (newscasters); Al Sisson (sports); Hazel Cowles (fashions; cooking; women's features); Joan Harding (merchandise); John Springer (film news and reviews); Edwin Murphy and John Barrows (Catholic news).

WHEC, ROCHESTER

Operator: WHEC, Inc., 40 Franklin St. Phone: Stone 1320. Power: 1,000 and 500 watts on 1430 kc. Affiliation: CBS. Opened: Feb. 1, 1922. (Note: WHEC is affiliated with, but not completely owned by, the Rochester Democrat and Chronicle, and the Rochester Times-Union—Gannett.)

Vice-president: Clarence Wheeler. Station manager: Gunnar O. Wiig. Commercial manager: LeMoine C. Wheeler. Chief engineer: Maurice H. Clarke. Musical director: Kenneth Sparnon. Dramatics director: Kenneth French. Continuity director: Charlotte Edwards. Educational director: Elizabeth Gledhill. Publicity director: Ross Woodbridge.

Rep: Paul H. Raymer Co. Seating facilities: Studio A, 150; Studio B, 50. Merchandising: Has column appearing in Rochester Times Union and Democrat and Chronicle highlighting programs, with sponsors named; special announcements anent new programs; secures cooperation from dealers, many groups of which have been given time over the station without charge to publicize their type of industry. Foreign language programs: Not accepted. Artists bureau: Yes; score of artists under contract. Base rate: \$175.

Copy restrictions: Alcoholic beverages of any kind not accepted; all programs dealing with internal products or proprietaries will be judged on the basis of good taste and public value; maximum of three and a half minutes of copy in a quarter-hour program; five minute maximum for half-hours; one minute announcements limited to 120 words, or, if transcribed, to 55 seconds playing time; flash announcements must not exceed 35 words; all programs must be in keeping with ethical standards. E. T. library: Associated. News: INS. Commentators: Al Sigl (news commentator); Harry Le Brun and Ken French (newscasters); Lowell MacMillan (sports); Charlotte Edwards (women's features); Dorothy Benton (gossip).

WSAY, ROCHESTER

Operator Brown Radio Service and Laboratory, Taylor Bldg. Phone: Stone 702.

Power: 250 watts on 1210 kc. Affiliation: Mutual Broadcasting System. Opened: Sept. 26, 1936.

General manager, chief engineer: Gordon P. Brown. Commercial manager: Mortimer A. Nusbaum. Sales manager: Winston H. Thornburg. Program director: Kenneth Loysen.

Rep: None. Seating facilities: Studio seats about 100 persons. Merchandising: Service, as desired by the sponsor, is rendered at cost. Foreign language programs: Accepted, providing that copy is in two days in advance, and that any material broadcast in a foreign language be immediately followed by the English translation. Artists bureau: Yes. Base rate: \$160.

Copy restrictions: Beer and wines accepted; no hard liquors; programs subject to approval of management; foreign language programs subject to translation and monitoring charge. E. T. library: None. News: Transradio. Commentators: Frank Silva (news commentator; sports); Marian Karasick (fashions; cooking); Betty Scott (shopping guide; styles); Mort Nusbaum (popular music).

WNBZ, SARANAC LAKE

Operator: Upstate Broadcasting Corp., 70 Broadway. Phone: 824. Power: 100 watts on 1290 kc (daytime). Affiliation: None. Opened: 1927.

General, station and commercial manager: W. H. Carpenter. Chief engineer: Albert J. Kanze.

Rep: George P. Hollingbery Co. Seating facilities: None. Merchandising: No formal department, but suitable cooperation is rendered. Foreign language programs: No rules listed. Artists bureau: None. Base rate: \$25.

Copy restrictions: NAB Code of Ethics fully observed; liquor advertising not accepted. E. T. library: NBC Thesaurus. News: Transradio. Commentators: Edward L. Trudeau and I. H. Roberts, Jr. (newscasters); William H. Carpenter (newscaster; sports); Richard C. Grinnell (sports); Ruth E. O'Connell and Virginia Carpenter (women's features).

WGY, SCHENECTADY

Operator: Programmed by the National Broadcasting Co., Inc. (owned by the General Electric Co.), 1 River Road. Phone: 3-2121. Power: 50,000 watts on 790 kc. Affiliation: NBC Basic Red. Opened: Feb. 20, 1922.

Station manager: Kolin Hager. Program director: A. O. Coggeshall. Chief engineer: W. J. Purcell. Artists bureau

NEW YORK STATIONS—Continued

head: Kolin Hager. Musical director: Gordon Randall. Publicity director: W. T. Meenam.

Rep: National Broadcasting Co., Inc. **Seating facilities:** Studio A, 200; Albany studio, 40. **Merchandising:** None listed. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; complete roster of artists available. **Base rate:** \$420.

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 or other alcoholic beverages not accepted; 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 The-saurus. **News:** UP. **Commentators:** James Healey (news commentator); Albert Zink, Wilbur Morrison, Victor Campbell, Thomas Martin, and Howard Tupper (newscasters); Leo Bolley, Waite Hoyt, and Gene O'Haire (sports); Betty Lennox (cooking); Martha Brooks (shopping); Emerson Markham, Merrill Phillips, and Ed. W. Mitchell (agri-cultural comment).

WFBL, SYRACUSE

Operator: Onondaga Radio Broadcasting Corp., Onondaga Hotel. **Phone:** 2-1147. **Power:** 5,000 watts on 1360 kc. **Affiliation:** CBS. **Opened:** January, 1922.

President: Samuel H. Cook. **Vice-president:** Robert G. Soule. **Station manager:** Samuel Woodworth. **Commercial manager:** Charles F. Phillips. **Program director, artists bureau head:** George M. Perkins. **Musical director:** Thelma MacNeil Curren. **Publicity director:** Harvey D. Sanderson.

Rep: Free & Peters, Inc. **Seating facilities:** Roof garden, 350 persons; ballroom, 1,500; two theatres also available for certain hours. **Merchandising:** Maintain centrally located display window for use of

WFBL
SYRACUSE

... *Now!*
5000 Watts NIGHTS!

With WFBL's increased power from 1000 to 5000 watts nights, your advertising dollar now works for you even harder, reaches more people with greater force.

Measure WFBL's worth to you not only by programs and service, but by its coverage, as well. Remember, it gives you the greatest coverage of any station in the Syracuse and Central New York area. Coverage that multiplies your present sales by a new and greater potential—5000 watts BOTH day and night!

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, N. Y.

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives—Free & Peters, Inc.

NEW YORK STATIONS—Continued

advertisers for one week periods; use standard store counter display for pictures and sales messages; invitation previews and broadcasts for retailers; monthly cards to retailers; newspaper publicity, theatre trailers, pre-announcement letters; direct mail and general promotion schemes. **Foreign language programs:** No rules. **Artists bureau:** None. **Stock:** Principally held by Samuel H. Cook, Oscar F. Soule, Robert G. Soule, Frank C. Soule, Samuel Woodworth and Charles H. Sanford, Jr. **Base rate:** \$225.

Copy restrictions: All copy for beer, wine and patent medicines subject to approval and government regulations; no hard liquor copy accepted. **E. T. library:** World. News: INS. **Commentators:** Prof. C. Grove Haines (war background); Jim De Line, Jack O'Neil, John Batchelder, and Jack Curren (newscasters); Leo Bolley and Bud Wilkinson (sports); Jessie Brown (women's events); Lyn O'Neil (fashions; cooking; society); Fred Demong (regional market reports); Neal Moylan (special events).

WOLF, SYRACUSE

Operator: Civic Broadcasting Corp., Chimes Bldg. **Phone:** 2-7211. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** May 9, 1940.

President, station and commercial manager: T. S. Marshall. **Program director:** Louis W. Kaiser. **Chief engineer:** Lawrence Reilly. **Artists bureau head:** Wynne Sandefur. **Musical director:** Fred Shults. **Publicity director:** Martin Burstein.

Rep: Gellatly, Inc. **Seating facilities:** Auditorium studio can accommodate about 100 persons. **Merchandising:** Limited amount of window cards, sales letters, etc., provided gratis; additional services billed at cost. **Foreign language programs:** Programs only accepted; announcements must be in English. **Artists bureau:** Yes; talent list not available at this time. **Base rate:** \$120.

Copy restrictions: Beer, wine, and patent medicine copy subject to approval of the station. **E. T. library:** Standard. News: Transradio. **Commentators:** Robert Anthony, Hamilton Woodle, Roger Goodrich, Jerome Roberts, and Donald Volpe (newscasters); Red Parton, and Bob O'Hara (sports); Harriet Douglas (shopper's program); Wynne Sandefur, also known as Ann Wynn and Wynne Parrish (home-making; fashions; news).

WSYR, SYRACUSE

Operator: Central New York Broadcasting Corp., Starret Syracuse Bldg., 204

Harrison St. **Phone:** 3-7111. **Power:** 1,000 watts on 570 kc. **Affiliation:** NBC Basic Blue and Red. **Opened:** 1923.

President: H. C. Wilder.* **Vice-president:** Fred R. Ripley. **Program director:** L. B. Lindquist. **Chief engineer:** Armand Belle Isle. **Artists bureau head:** Fred Jeske. **Musical director:** Victor Miller.

Rep: Paul H. Raymer Co. **Seating facilities:** Studio seats 100 persons; also have use of two auditoriums, one seating 900, the other 500. **Merchandising:** Sponsors are, on request, and without charge, accorded letters and personal calls on dealers, news items and program listings in papers, follow-up surveys, pre-program announcements; also without charge, a sponsor may obtain salesmen's presentations, route lists, use of studios for dealer meetings, guest tickets for broadcasts, market data, display and promotion aids, one-week window display in the Hotel Syracuse Building; for a minimum expense the sponsor may obtain personal appearance of talent, handling and mailing of give-aways and premiums, counter and window display distribution, telegraphic promotion, distribution of 5,000 or more circulars, house to house canvas, mail notices to listeners and trade, display ads in newspapers, periodic calls on all retailers in his market, and repeating announcements anent his program in other spots. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 25 artists. **Base rate:** \$220.

Copy restrictions: Accept beer and wine programs; no hard liquor; abide by rules of Syracuse Advertiser's Association, NAB Code of Ethics and recommendations of Proprietary Association. **E. T. library:** Associated. News: UP. **Commentators:** Edmund R. Vadeboncoeur (news commentator); William Rothrum (newscaster; sports); Elliott Gove, Jan Costley, Ed Jones, and Kenneth Eggleston (newscasters); Nick Stemmler (sports); Ruth Chilton (women's features director); Patricia Allen (society); Marian Rodgers and Sally Franklin (foods); Ben Stanley (markets); Don Rich (radio).

* Also president of WTRY, Troy, N. Y., and WNBX (WKNE), Keene, N. H.

WHAZ, TROY

Operator: Rensselaer Polytechnic Institute, 110 Eighth St. **Phone:** 6810. **Power:** 1,000 watts on 1300 kc (divides time with WBBR and WEVD). **Affiliation:** None. **Opened:** August, 1922. (Note: This station is college-owned—Rensselaer Polytechnic Institute).

Professor of Communication Engineering, station manager: Wynant J. Williams.

NEW YORK STATIONS—Continued

Program and musical director: Algernon O. Niles. **Chief engineer:** Hiram D. Harris. **Publicity director:** Floyd Tift.

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

Copy restrictions: Beer, wine, liquor and patent medicine advertising not accepted; all copy must conform to station standards. **E. T. library:** None. **News:** None.

WTRY, TROY

Operator: Troy Broadcasting Co., Inc., 92 Fourth St. **Phone:** Troy 2100. **Power:** 1,000 watts on 950 kc (daytime only). **Affiliation:** New York Broadcasting System. **Opened:** April 15, 1940.

President: Harry C. Wilder.* **Station manager:** Fred R. Ripley. **Commercial manager:** W. A. Ripley. **Program director:** Woodbury Carter. **Chief engineer:** Al Chismark. **Musical director:** Tony Sharpe. **Women's director:** Kay Moser. **Publicity director:** A. F. Kinbacher.

Rep: Paul H. Raymer Co. **Seating facilities:** Proctor Theatre, seating 2,468, available. **Merchandising:** Courtesy announcements, distribution of window displays and point-of-sale aids, mailings, and service of merchandise man rendered without charge; extra activities billed at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and wine accounts accepted only if programs are used; hard liquor advertising not accepted; all copy subject to approval of the management. **E. T. library:** World; Lang-Worth; Hollywood Producers. **News:** UP. **Commentators:** Andy Kinbacher, Don Lyon, and Cecil Walker (newscasters); Al Parker (newscaster; financial reports); Jerry Lansing (newscaster; financial reports); Roy Schudt (sports); Kay Moser (women's features); Nick Carter (farm news).

* Also president of WSYR, Syracuse, N. Y., and WKNE, Keene, N. H.

WIBX, UTICA

Operator: WIBX, Inc., 187 Genessee Street. **Phone:** 2-2101. **Power:** 250

watts on 1200 kc. **Affiliation:** CBS. **Opened:** 1925.

President, general manager: Scott Howe Soven. **Business manager:** E. Kendall Johnson. **Program director:** Elliott Stewart. **Chief engineer:** Hubert M. Hathaway. **Traffic director:** Walter Griswold. **Merchandising director:** Nathan W. Cook. **Publicity director:** Michael R. Hanna.

Rep: M. L. Swars (New York City); Virgil P. Reiter (Chicago). **Seating facilities:** Hotel ballroom, 1,500; Y. M. C. A. auditorium, 150. **Merchandising:** Cooperate in arranging window displays, counter displays, distribution of window cards, letters to the trade; personal calls on jobbers and retailers; all services rendered at actual cost. **Foreign language programs:** Will accept; subject to station standards. **Artists bureau:** None. **Base rate:** \$105.

Copy restrictions: All copy subject to station approval. **E. T. library:** Associated. **News:** Transradio.

WFAS, WHITE PLAINS

Operator: Westchester Broadcasting Corp., Hotel Roger Smith. **Phone:** White Plains 6400. **Power:** 250 watts on 1210 kc (divides time with WGBB and WBRB). **Affiliation:** None. **Opened:** Aug. 11, 1932.

President: J. Noel Macy (publisher, Westchester newspapers). **Vice-president, managing director:** Frank A. Seitz. **Treasurer:** William Fanning. **Secretary:** Harry Lippold. **Commercial manager:** Anthony Hyde Francis. **Program director:** Ran Kalcr. **Chief engineer:** Harry C. Laubenstein.

Rep: Headley-Reed Co. **Seating facilities:** Can accommodate about 300 persons. **Merchandising:** Information on application to the station. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Copy must adhere to N.A.B. code stipulations. **E. T. library:** World; Lang-Worth. **News:** Through Westchester County Publishers, Inc. **Commentators:** Frank A. Seitz (newscaster); John Dillon (sports); Betty Patterson (women's features).

NORTH CAROLINA

(408,600 radio homes, or 55% ownership among the State's total of 736,000 families. Urban ownership is 161,900, or 79% of urban families; rural ownership is 246,700, or 47% of rural families.)

Radio Homes by Counties

Alamance	5,650	Franklin	3,030	Pamlico	1,120
Alexander	1,320	Gaston	10,400	Pasquotank	3,030
Alleghany	790	Gates	1,060	Pender	1,670
Anson	3,160	Graham	580	Perquimans	1,180
Ashe	2,100	Granville	3,150	Person	2,280
Avery	1,180	Greene	1,720	Pitt	6,430
Beaufort	4,430	Guilford	22,740	Polk	1,190
Bertie	2,580	Halifax	5,710	Randolph	4,380
Bladen	2,330	Harnett	4,110	Richmond	4,250
Brunswick	1,830	Haywood	3,540	Robeson	7,120
Buncombe	16,660	Henderson	3,140	Rockingham	6,060
Burke	3,230	Hertford	1,770	Rowan	8,250
Cabarrus	5,500	Hoke	1,340	Rutherford	4,670
Caldwell	3,330	Hyde	920	Sampson	4,190
Camden	610	Iredell	6,260	Scotland	2,350
Carteret	2,430	Jackson	1,820	Stanly	3,570
Caswell	1,660	Johnston	6,030	Stokes	2,200
Catawba	5,680	Jones	990	Surry	4,640
Chatham	2,570	Lee	2,130	Swain	1,230
Cherokee	1,670	Lenoir	4,640	Transylvania	1,190
Chowan	1,470	Lincoln	2,580	Tyrrell	570
Clay	550	McDowell	2,280	Union	4,650
Cleveland	6,340	Macon	1,460	Vance	3,250
Columbus	3,980	Madison	2,060	Wake	13,650
Craven	4,440	Martin	2,500	Warren	2,240
Cumberland	5,630	Mecklenburg	23,520	Washington	1,270
Currituck	800	Mitchell	1,440	Watauga	1,560
Dare	710	Montgomery	1,780	Wayne	6,850
Davidson	6,390	Moore	3,360	Wilkes	3,720
Davie	1,590	Nash	6,370	Wilson	5,800
Duplin	3,720	New Hanover	8,330	Yadkin	1,890
Durham	12,550	Northampton	2,690	Yancey	1,470
Edgecombe	6,170	Onslow	1,570		
Forsyth	20,020	Orange	2,590		

WISE, ASHEVILLE

Operator: Radio Station WISE, Inc., Langren Hotel. **Phone:** 1213. **Power:** 250 watts on 1370 kc. **Affiliation:** NBC Southeastern Group. **Opened.** Oct. 20, 1939.

Owner, station manager, publicity director: Harold H. Thoms. **Commercial manager:** Baxter Barkley. **Program director:** Bernard Macy. **Chief engineer:** Ralph Kilbler.

Rep: Bryant, Griffith & Brunson, Inc. **Seating facilities:** Large viewing room, opening from lobby of the Langren Hotel, seats 100. **Merchandising:** Distribute window cards and furnish special publicity to the client gratis. **Foreign language programs:** Only ones accepted so far have been on world topics via NBC. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Alcoholic beverage advertising not accepted. **E. T. library:** Standard. **News:** Transradio. **Commenta-**

tors: Zeb Lee and Kenneth Beachboard (newscasters); Tom Cushing (sports).

WWNC, ASHEVILLE

Operator: Asheville Citizen-Times Company, Inc., 14 O'Henry Ave. **Phone:** 5507. **Power:** 1,000 watts on 570 kc. **Affiliation:** CBS. **Opened:** Feb. 22, 1927. (Note: This station is newspaper-owned by the Asheville Citizen and Times.)

Vice-president and executive director: Don S. Elias. **Commercial manager:** John E. Thayer. **Program and production director:** Bob Bingham. **Assistant program director:** Steve Douglas. **Chief engineer:** Cecil B. Hoskins.

Rep: None. **Seating facilities:** No information given. **Merchandising:** Cooperate in usual services, including listings and publicity in the Citizen and Times, without charge; special services rendered at actual

NORTH CAROLINA STATIONS—Continued

cost. Foreign language programs: No set rules; requests have never been received, as foreign population is very small. Artists bureau: None. Base rate: \$125.

Copy restrictions: Accept beer; no wine or hard liquor; abide by NAB Code of Ethics and Federal Trade Commission regulations. E. T. library: World; Associated. News: UP. Commentators: Bob Bingham and Steve Douglas (newscasters; sports); Norine Lowe (fashions; cooking; film reviews); Mardi Liles (farm-grain-produce reports).

WBT, CHARLOTTE

Operator: Columbia Broadcasting System, Inc., Wilder Bldg. Phone: 3-8833. Power: 50,000 watts on 1080 kc. Affiliation: CBS. Opened: 1921.

General manager: A. E. Joscelyn. Sales manager: Royal E. Penny. Program director: Charles H. Crutchfield. Chief engineer: J. J. Beloungy.

Rep: Radio Sales. Seating facilities: Studio seats 200; can secure Charlotte City Auditorium, capacity 5,000. Merchandising: Follow policies of Columbia Broad-

casting System, Inc. Foreign language programs: Not accepted. Artists bureau: None; however, agreements have been made with 60 artists and musicians for service to the sponsor. Stock: Station is wholly owned by CBS, Inc. Base rate: \$350.

Copy restrictions: Policies of Columbia Broadcasting System. E. T. library: None. News: UP. Commentators: William Winter (news analysis); Russ Hodges (newscaster; sports); Don Kerr (newscaster); Lee Kirby (sports); Marie Devant (women's features); Grady Cole (farm news, activities, and commodity market reports); Bill Bivens (market reports; agricultural news).

WSOC, CHARLOTTE

Operator: WSOC, Inc., Mecklenburg Hotel. Phones: 7130, 7133, 7139. Power: 250 and 100 watts on 1210 kc. Affiliation: NBC Southeastern Group; Mutual. Opened: Oct. 14, 1933.

President, general manager: Earle J. Gluck. Commercial manager: W. C. Irwin. Sales promotion manager, publicity director: Paul W. Norris. Program director:

Believe It or Not!—

the GREENSBORO (N.C.) Market is BIGGER than either Richmond or Atlanta!

Startling? Well, it's true! Just cast your eyes on the figures at the right for proof that the 50-mile circle around Greensboro is the richest and most populous equal area in the South, bar none!

Night and day, WBIG blankets this region of riches—plus a tremendous secondary area—at surprisingly low cost! Why not get *all* the facts—*now*?

POPULATION

Greensboro*	915,360
Richmond*	612,000
Atlanta*	876,000



INDUSTRIAL PAYROLL

Greensboro*	\$98,000,000
Richmond*	34,200,000
Atlanta*	45,900,000



FARM INCOME

Greensboro*	\$75,300,000
Richmond*	32,787,000
Atlanta*	58,090,000



*50-mile radius

W/BIG

5000 W. DAY — 1000 W. NIGHT
CBS Affiliate . . . Edney Ridge, Director
GREENSBORO, NORTH CAROLINA

NORTH CAROLINA STATIONS—Continued

Charles G. Hicks. Musical director: Boe Norris. Artists bureau head, assistant program director: George Brengel.

Rep: Headley-Reed Co. Seating facilities: 100 persons. Merchandising: Build-up announcements, dealer contacts, dealer mailings, wholesaler contacts and mailings, publicity, sales and distribution surveys, coincidental telephone surveys, displays (within city limits), offered gratis except for postage costs; regular rate for coincidental phone surveys if made by local branch of the Ross Federal firm; displays placed outside city limits are billed at 5c per mile travel expenses; department will handle any other type of merchandising campaign submitted by client. Foreign language programs: Not accepted. Artists bureau: Yes; lists about 75 artists. Base rate: \$120.

Copy restrictions: Beer and wine accepted; no liquor advertising; questionable copy submitted through attorney to Federal Trade Commission and FCC for approval or rejection. E. T. library: NBC Thesaurus. News: Transradio. Commentators: George Brengel (news commentator; newscaster); Charles Hicks and Glenn Adams (newscasters); Paul Norris (newscaster; sports; film news); Bomar Lowrance (sports); Mrs. F. D. Powell (women's features—as "Aunt Sally").

WDNC, DURHAM

Operator: Durham Radio Corp., Chapel Hill St. Phone: R-155. Power: 250 watts on 1500 kc. Affiliation: CBS. Opened: April 9, 1934. (Note: This station is newspaper-owned by the Durham Morning Herald and Sun.)

President: C. C. Council. Station manager: J. Frank Jarman, Jr. Commercial manager: Woody Woodhouse. Program, musical and educational director: Robert J. Stratton. Chief engineer: Raymond A. Dalton.

Rep: Howard H. Wilson Co. Seating facilities: Auditorium studio seats 75; two small studios, one seating 15. Merchandising: Weekly publicity and program releases; annual remote studios at local exposition; daily columns in newspapers; one sheet displays; other services through The Katz Agency. Foreign language programs: Not accepted. Artists bureau: Yes, lists about 40 artists. Base rate: \$70.

Copy restrictions: Beer and wine accepted; no liquor advertising; "discretionary restrictions" on commercial copy. E. T. library: Standard. News: UP; AP. Commentators: Woody Woodhouse (newscaster; baseball); Robert Estes (newscaster); Clay Daniel (newscaster; entertainment news); Kenneth Gerard (football;

basketball); Mrs. J. Frank Jarman (fashions—as "Betty Lou").

WCNC, ELIZABETH CITY

Operator: The Albemarle Broadcasting Co., Colonial Ave. Phone: 1370. Power: 250 watts on 1370 kc. Affiliation: None. Opened: Sept. 26, 1939.

President, station manager: T. W. Aydeleft. Commercial manager: Nathan Frank. Program and musical director, artists bureau head, publicity director: Paul Moyle. Chief engineer: Lewis Hilland.

Rep: None. Seating facilities: Can accommodate about 100 persons. Merchandising: Newspaper tie-ins offered without charge. Foreign language programs: Accepted. Artists bureau: Setup nominal only. Base rate: \$65.

Copy restrictions: Beer and wine accounts accepted; no hard liquor. E. T. library: World. News: UP. Commentators: George W. Haskett (news commentator); Paul Moyle (newscaster; sports); Tommie Williams, and Louis Rigsbee (newscasters); Jennie Ruth McAliley (fashions; cooking); Edith Midgette (society).

WFNC, FAYETTEVILLE

Operator: W. C. Ewing and Harry Layman, doing business as Cumberland Broadcasting Co. Power: 250 watts on 1340 kc (daytime).

At press time this station had a construction permit only.

WGNC, GASTONIA

Operator: F. C. Todd, National Bank of Commerce Bldg. Phone: 732. Power: 250 watts on 1420 kc. Affiliation: None. Opened: March 24, 1939.

Owner: F. C. Todd. Station manager: Pat McSwain. Commercial manager: F. C. Abernethy. Program director: Earl Holder. Chief engineer: Clarence Morse.

Rep: None. Seating facilities: Can accommodate about 50 persons. Merchandising: Will render reasonable amount of assistance gratis. Foreign language programs: Not accepted; station claims no audience for them in this area. Artists bureau: None. Base rate: \$50.

Copy restrictions: No commercial advertising whatsoever accepted on Sundays; no alcoholic beverage advertising; provisions of the N. A. B. code enforced. E. T. library: Standard. News: UP. Commentators: Pat McSwain (news commentator; sports); Dick Gray and Don Mack (newscasters; sports); Howard Turner (newscaster); Naomi Cunningham (fashions; cooking).

NORTH CAROLINA STATIONS—Continued

WGBR, GOLDSBORO

Operator: Eastern Carolina Broadcasting Co., P. O. Box 372. **Phone:** 1550. **Power:** 250 watts on 1370 kc. **Affiliation:** Carolina Network. **Opened:** Aug. 14, 1939.

Station director, chief engineer: M. H. Lance. **Commercial manager:** Robert L. Zealy. **Program director:** Mrs. John R. Morris. **Continuity director:** Harry Bright.

Rep: None. **Seating facilities:** None in studios; but station can arrange for outside accommodations. **Merchandising:** Any "reasonable" service rendered gratis; by "reasonable" is meant an amount of service not disproportionately high to the advertiser's expenditure for station time. **Foreign language programs:** Not considered feasible in this area. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: Accept beer and wine advertising; no other alcoholic beverages; patent medicine copy accepted subject to approval by the station. **E. T. library:** World. **News:** Transradio. **Commentators:** Jan King and David Sievers (newscasters); Harry Bright (newscaster; sports); Mrs. John R. Morris (women's features).

WBIG, GREENSBORO

Operator: North Carolina Broadcasting Co., Inc., O. Henry Hotel. **Phones:** 6125-6. **Power:** 5,000 and 1,000 watts on 1440 kc. **Affiliation:** CBS. **Opened:** May 26, 1926.

Station director, manager, commercial manager: Edney Ridge. **Program director, artist bureau head:** Frank Harden. **Chief engineer:** Earl Allison. **Musical director:** Margaret Banks. **Publicity:** Virginia Wilson McKinney.

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

Copy restrictions: No alcoholic beverages accepted; no products presenting question of "good taste"; after 6 P.M. commercials may consume 10% of total time, with allowance of additional 40 seconds on 15-minute programs; daytime programs allowed 15% commercial leeway, with 40 extra seconds for 15-minute periods. **E. T. library:** World; Lang-Worth; NAB; Davis & Schwegler. **News:** Transradio. **Commentators:** Francis Elliott (news commentator); Frank Harden (newscaster; sports); Floyd Ryel and Phil Cameron

(newscasters); Dick Whitney (sports); Mrs. Frank Morton (fashions; decorating; as "Mary Jane"); Charles M. Brown (radio news; sports); Ruth Cameron (home economics).

WGTC, GREENVILLE

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

At press time this station had a construction permit only.

WHKY, HICKORY

Operator: Catawba Valley Broadcasting Co., Inc. **Power:** 250 watts on 1370 kc.

At press time this station had a construction permit only.

WMFR, HIGH POINT

Operator: Radio Station WMFR, Inc., 156½ S. Main St. **Phone:** 4593. **Power:** 250 watts on 1200 kc. **Affiliation:** None; rebroadcasts WLW programs. **Opened:** Jan. 8, 1936.

President, general and station manager: Wayne M. Nelson. **Commercial manager, publicity director:** E. Z. Jones. **Program and musical director, artists bureau head:** Gary C. Davis. **Chief engineer:** E. J. Day.

Rep: None. **Seating facilities:** Guest room seats 40 persons. **Merchandising:** Reception room display window furnished in rotation to sponsors in two-week periods without charge; Commercial Service Department cooperates with advertisers in calling on the trade jointly with their representative; direct mail handled at actual cost. **Foreign language programs:** No request for such to date; foreign population less than 1%. **Artists bureau:** Setup nominal only. **Stock:** Principally held by Wayne M. Nelson and E. Z. Jones. **Base rate:** \$35.

Copy restrictions: Accept beer and wine (no hard liquor; dry county) and patent medicines; commercials must not exceed 20% of program time. **E. T. library:** NAB; Lang-Worth. **News:** UP.

WFTC, KINSTON

Operator: Jonas Weiland, Kinston. **Phone:** 1200. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System; Carolina Broadcasting System. **Opened:** March 1, 1937.

Owner and station manager: Jonas Weiland. **Commercial manager:** Bob Brenner. **Program director:** Ray Woodard. **Chief engineer:** Glen Neville.

Rep: Burn-Smith Co., Inc. **Seating facilities:**

NORTH CAROLINA STATIONS—Continued

ties: Studio seats 75 persons; auditorium seating facilities can accommodate 1,000. **Merchandising:** Services available; window card displays handled at cost. **Foreign language programs:** Will accept, if accompanied by running English translation. **Artists bureau:** Yes. **Stock:** Entirely held by Jonas Weiland. **Base rate:** \$65.

Copy restrictions: Station reserves right to edit all scripts. **E. T. library:** Standard; Lang-Worth; MacGregor. **News:** Transradio. **Commentator:** Ray Woodard (newscaster; sports).

WPTF, RALEIGH

Operator: WPTF Radio Co., Commercial Bldg. **Phone:** 8311. **Power:** 5,000 watts on 680 kc (has construction permit for 50,000 watts). **Affiliation:** NBC Southeastern Group. **Opened:** 1924.

President: J. R. Weatherspoon. **Station manager:** Richard H. Mason. **Commercial manager:** J. H. Field, Jr. **Program director:** Graham B. Poyner. **Chief engineer:** Henry Hulick. **Publicity director:** Add Penfield.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 40 persons. **Merchandising:** Limited service offered; letters to dealers; and personal calls on dealers. **Foreign language programs:** Foreign population so small that no rules were ever set. **Artists bureau:** None. **Base rate:** \$160.

Copy restrictions: Copy must be in good taste and brief; no alcoholic beverages; all medical accounts subject to approval of medical director. **E. T. library:** NBC The-saurus; Lang-Worth; NAB. **News:** UP. **Commentators:** Carl Goerch (news commentator); Wesley Wallace, and Bob Dufour (newscasters); Add Penfield (sports).

WRAL, RALEIGH

Operator: Capitol Broadcasting Co., Inc., 130½ So. Salisbury St. **Phone:** 6411. **Power:** 250 watts on 1210 kc. **Affiliation:** Mutual. **Opened:** March 20, 1939.

President: A. J. Fletcher. **General manager:** Gillespie B. Murray. **Program and musical director:** Fred Fletcher. **Sales manager:** Fred W. Ayer. **Chief engineer:** L. B. Terry. **Continuity and publicity director:** William M. Carpenter.

Rep: Sears & Ayer, Inc. **Seating facilities:** One studio seats 30, another 20; city auditorium, seating 1,000, available. **Merchandising:** Car and window cards; sales letters; displays. **Foreign language programs:** Accepted only as sustaining features. **Artists bureau:** No formal setup; station can, however, supply talent. **Base rate:** \$72.

Copy restrictions: Wines or alcoholic beverages not accepted; patent medicines

accepted only if approved by the Medical Society. **E. T. library:** Associated. **News:** Transradio. **Commentators:** Tom Bost (news commentator); Ken Givens and Fred Fletcher (newscasters); J. B. Clark (sports); Virginia Schudt (cooking; fashions); Allyn Robinson (religious news); Bob Bowers (entertainment news); Leigh Stevens (government reports); Rabbi Grossfield (Jewish news).

WCBT, ROANOKE RAPIDS

Operator: J. Winfield Crew, Jr. **Power:** 250 watts on 1200 kc.

At press time this station had a construction permit only.

WEED, ROCKY MOUNT

Operator: William Avera Wynne, Box 391. **Phone:** 1420. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** September, 1933.

Station head, general manager: W. Avera Wynne. **Assistant manager in charge of sales:** B. W. Frank. **Program director:** Eddie Burwell. **Musical director:** Wally Williams. **Continuity director:** Tommy Snowden. **Accountant:** Roy Bechtol. **Chief engineer:** Ike Murphy.

Rep: None. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 30 artists. **Base rate:** \$45.

Copy restrictions: Beer and wine accepted; no hard liquor advertising; patent medicine copy subject to station censorship. **E. T. library:** World. **News:** Transradio. **Commentators:** Gill Shaw (newscaster; sports); Tommy Snowden (newscaster); Margaret Hadley Staton (women's features).

WSTP, SALISBURY

Operator: Piedmont Broadcasting Corp., Yadkin Hotel. **Phone:** 2121. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual. **Opened:** Jan. 2, 1939.

President: Bryce P. Beard. **Vice-president:** James F. Hurley. **Station and commercial manager, publicity director:** John W. Shultz. **Program director:** Bob Van Camp. **Chief engineer:** J. R. Yost.

Rep: Bryant, Griffith & Brunson. **Seating facilities:** Studio observation room seats 25; Barn Dance program staged in hall with seating capacity of 1,000 (admission 20c). **Merchandising:** Distribution of window cards, publicity, etc., rendered gratis in "reasonable amounts." **Foreign language programs:** No request for same in this

NORTH CAROLINA STATIONS—Continued

area. Artists bureau: None. Base rate: \$57.50.

Copy restrictions: Wine and beer advertising accepted; all copy checked against, and subject to, station policy. **E. T. library:** Associated. **News:** Transradio. **Commentators:** Walter Haislip (news commentator; newscaster); Johnny Shultz (newscaster; sports); Bob Van Camp and Earl Caton (newscasters); Naomi Randleman (women's features).

WMFD, WILMINGTON

Operator: R. A. Dunlea, Hotel Wilmington. **Phone:** 484. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** April 18, 1935.

Station manager: R. A. Dunlea. **Program director:** H. W. Lee. **Chief engineer:** William Crist.

Rep: Burn-Smith Co., Inc. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Not accepted; population is 98% native-born. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Accept beer and wine; no hard liquor. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Harry W. Lee, Richard A. Dunlea, and Robert Bowden (newscasters); Julia Mae Johnston (cooking).

WGTM, WILSON

Operator: WGTM, Inc., 115 W. Nash St. **Phone:** 2188. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** July 18, 1937.

General manager: H. W. Wilson. **Commercial manager:** Allen Wannamaker. **Program director:** Billy Steadman. **Chief engineer:** Jack Hudson. **Publicity director:** Mina Church.

Rep: Cox and Tanz. **Seating facilities:** Main studio seats 30 persons. **Merchandising:** Mail letters to dealers advising them of new programs; furnish window cards, and "other suitable merchandising plans." **Foreign language programs:** No rules; foreign population very small. **Artists bureau:** None, as such; supply advertisers with list of available local talent. **Base rate:** \$50.

Copy restrictions: Accept beer, wine and patent medicines "recognized by the medical profession"; no hard liquor; all copy subject to station censorship. **News:** Transradio. **Commentators:** Henry Sullivan and Clinton Faris (newscasters; sports); Al-

berta Carr (fashions); Billy Steadman (agriculture).

WAIR, WINSTON-SALEM

Operator: C. G. Hill, George D. Walker, and Susan H. Walker, Van Dyke Building. **Phone:** 2-1133. **Power:** 250 watts on 1250 kc (daytime). **Affiliation:** Mutual. **Opened:** March 24, 1937.

Station and promotion manager: George D. Walker. **Commercial manager:** C. G. Hill. **Program and musical director, artists bureau head:** Charles Keaton. **Chief engineer:** Earl F. Downey.

Rep: Sears & Ayer, Inc. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete service; mimeographing, mailings, window card distribution, etc.; service is gratis except for postage. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$70.

Copy restrictions: No alcoholic beverages except beer; medicine accounts subject to inspection by medical adviser; all copy subject to station approval. **E. T. library:** World; NAB. **News:** Transradio. **Commentators:** Dr. Francis C. Anscome (news analyst); William Gordon (newscaster); Rosser Fowlkes (sports); Lynn Davies (fashions; cooking; books; films); Bill Sharpe (local news).

WSJS, WINSTON-SALEM

Operator: Piedmont Publishing Co., 416-420 N. Marshall St. **Phone:** 4141. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Southeastern Group. **Opened:** April 17, 1930. (Note: This station is newspaper-owned by Winston-Salem Journal and Twin City Sentinel).

Station manager: Norris L. O'Neil. **Sales manager:** Harold Essex. **Program director:** John Miller. **Chief engineer:** Phil Hedrick. **Publicity director:** Harold Essex.

Rep: Headley-Reed Co. **Seating facilities:** Can accommodate 40 persons. **Merchandising:** Complete free service including publicity through affiliated newspapers; regular sales surveys. **Foreign language programs:** No demand for same in this area. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Accept beer and wine; no hard liquor. **E. T. library:** Langworth; Davis & Schwegler. **News:** UP. **Commentators:** Glen Adams (newscaster); Johnny Miller (sports); Ada Browning (cooking); Dorothy Nicholson (fashions).

NORTH DAKOTA

(119,600 radio homes, or 77% ownership among the State's total of 156,000 families. Urban ownership is 26,200, or 94% of urban families; rural ownership is 93,400, or 73% of rural families.)

Radio Homes by Counties

Adams	1,080	Grant	1,590	Ransom	1,900
Barnes	3,570	Griggs	1,160	Renville	1,290
Benson	2,290	Hettinger	1,370	Richland	3,740
Billings	480	Kidder	1,250	Rolette	1,710
Bottineau	2,610	La Moure	1,930	Sargent	1,630
Bowman	930	Logan	1,190	Sheridan	1,140
Burke	1,710	McHenry	2,600	Sioux	750
Burleigh	3,830	McIntosh	1,450	Slope	740
Cass	10,030	McKenzie	1,730	Stark	2,620
Cavalier	2,380	McLean	2,950	Steele	1,140
Dickey	1,840	Mercer	1,450	Stutsman	4,600
Divide	1,670	Morton	3,420	Towner	1,390
Dunn	1,440	Mountrail	2,390	Trail	2,130
Eddy	1,030	Nelson	1,690	Walsh	3,400
Emmons	1,830	Oliver	650	Ward	6,620
Foster	1,090	Pembina	2,540	Wells	2,190
Golden Valley	760	Pierce	1,440	Williams	3,690
Grand Forks	6,570	Ramsey	2,980		

KFYR, BISMARCK

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

President: P. J. Meyer. Station manager, commercial manager: F. E. Fitzsimonds. Program director, musical director: Wayne Griffin. Chief engineer: Ivar Nelson.

Rep: John Blair & Co. Seating facilities: None in studio; have access to city auditorium. Merchandising: Place window displays; call on dealers wherever possible; notify wholesalers by mail of new programs; length of contract governs amount of merchandising. Foreign language programs: No information given. Artists bureau: None. Base rate: \$200.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; accept restricted list of patent medicines; copy on all commercials must be in accord "with sound broadcasting practices." E. T. Library: Standard. News: AP. Commentators: Wayne Griffin, Mervin Clough, and Robert McLeod (newscasters); Fay Brown (sports).

KDLR, DEVILS LAKE

Operator: KDLR, Inc., 1025 Third St. Phone: 1090. Power: 250 watts on 1210 kc. Affiliation: Mutual; North Central Broadcasting System. Opened: Jan. 25, 1925.

Director, station manager: Bert Wick. Program director: Hildur Marie Wick. Chief engineer: Richard Moritz.

Rep: Cox and Tanz (Philadelphia and Chicago). Seating facilities: Theatre seats 990 persons (25c. admission). Merchandising: Service offered at cost plus 10% for card distribution; tie-in trailers at theatres at cost plus 10%; window displays and general publicity included when available at no extra cost. Foreign language programs: Accepted; copy in English must be submitted, and programs must conform to standards of good taste. Artists bureau: None. Stock: Held by Bert and Hildur Marie Wick. Base rate: \$25 (½ hr.).

Copy restrictions: Accept beer; no wine or liquor advertising; no "cure-alls"; copy must be in good taste and conform to station standards. E. T. Library: World. News: Transradio. Commentators: Hildur Marie Wick (newscaster; fashions; cooking; women's features); Bert Wick (newscaster; sports); Donald Donahue and William Weaver (sports).

WDAY, FARGO

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

President, station manager: E. C. Reinecke. Commercial manager: Barney J. Lavin. Program director: Ken Kennedy. Chief engineer: Julius Hetland. Produc-

NORTH DAKOTA STATIONS—Continued

tion manager: Dave Henley. Musical director: A. Andrews. Educational director: Howard Nelson. Farm editor: Bob Dobbins. Publicity and promotion director: Bill Dean.

Rep: Free & Peters, Inc. Seating facilities: Studio, 150 persons. Merchandising: Pre-announcements; promotional plugs throughout duration of contract; mentions in newspapers and shopping papers; window displays and street signs in downtown districts; bus signs on Fargo-Moorehead buses; dealer displays and cooperation; notification of all Fargo and Moorehead dealers; tear sheets, copies of announcements, and photographs of all promotional work furnished sponsor and agency at regular intervals. Foreign language programs: Will accept one-minute transcribed announcements in Scandinavian languages. Artists bureau: Yes. Stock: Principal holders are E. C. Reineke, C. H. Reineke, Jenny C. Black, Norman D. Black, H. D. Paulson. Base rate: \$160.

Copy restrictions: Take wine, beer, liquor. E. T. library: NBC Thesaurus. News: UP; Transradio. Commentators: Jack Dunn (news commentator; newscaster); Howard Nelson, Ken Kennedy, and Bill Dean (newscasters); Don Elder (newscaster; sports); Margaret Foss (home economics); Esther Noess (county extension agent); Dick Burris (agriculture); Bob Dobbins (markets); Dave Henley (entertainment news).

KFJM, GRAND FORKS

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

General and station manager: Dalton Le Masurier*. Commercial manager: Elmer Hanson. Program director: Helen A. La Velle. Chief engineer: Elwin J. O'Brien.

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

Copy restrictions: Beer and light wines accepted; no hard liquor or patent medicine advertising; only restriction on copy

* Also general manager of KOVC, Valley City, N. D., and KDAL, Duluth, Minn.

is that it be in good taste. E. T. library: Lang-Worth; Davis & Schwegler. News: Transradio. Commentators: Jimmy Valentine and John Mosely (newscasters); Bill Walker (newscaster; sports); Elmer Hanson and George Chance (sports); Gail Peterson (society); Mrs. W. G. Boylan (markets); Ed Butler (local radio column).

KRMC, JAMESTOWN

Operator: Roberts MacNab Co., Midland Railroad Bldg. Phone: 100. Power: 250 watts on 1370 kc. Affiliation: Mutual; North Central Broadcasting System. Opened: March 14, 1937.

Station and commercial manager: B. Harland Ohde. Chief engineer: Lloyd Amoo. Program director: Verna Bekken.

Rep: None. Seating facilities: One studio (capacity not listed); Jamestown Armory, 1,200. Merchandising: Place window displays, cards, etc. Foreign language programs: Accepted; German and Scandinavian preferable. Artists bureau: None. Base rate: \$60.

Copy restrictions: Beer, wine and patent medicine copy accepted; no hard liquors; all copy subject to editing by station. E. T. library: World. News: Transradio.

KGCU, MANDAN

Operator: Mandan Radio Association, 111 First Ave., N. W. Phone: 631. Power: 250 watts on 1240 kc. Affiliation: None. Opened: 1925. (Note: KGCU also maintains studios in Prince Hotel, Bismarck).

General manager: J. K. Kennelly. Program director: Arne Anzjon. Assistant manager, chief engineer: James E. Gilfoy.

Rep: None. Seating facilities: Visitors' Room seats 200 persons. Merchandising: Reasonable services rendered free of charge; special services at cost, plus 10%. Foreign language programs: Accepted; translation must be furnished in advance. Artists bureau: None, as such, but station has a register of 6 orchestras and 56 entertainers for convenience of advertisers. Base rate: \$50.

Copy restrictions: Accept beer, but no wine or hard liquor; announcements limited to 100 words; all copy subject to station approval. E. T. library: MacGregor. News: Transradio; AP. Commentators: "Mac" McCann (newscaster).

KLPM, MINOT

Operator: John B. Cooley, Fair Block. Phone: 1267. Power: 1,000 and 500 watts on 1360 kc. Affiliation: None. Opened: October 1, 1929.

General and commercial manager: Ethel

NORTH DAKOTA STATIONS—Continued

H. Cooley. Station manager, program and publicity director; Richard J. Schmidt. Chief engineer; Carroll W. Baker. Artists bureau head; Leslie E. Maupin. Musical director; Kathryn Baker.

Rep: Transamerican Broadcasting and Television Corp. Seating facilities: Can accommodate 100 persons. Merchandising: Cooperate with advertisers upon request; services worked out between station and individual accounts. Foreign language programs: Accept Norwegian, German and Russian programs. Artists bureau: Setup nominal only. Base rate: \$75.

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising; copy censored for misleading claims, and commercials are restricted to a maximum of 3 minutes. E. T. library: World. News: Transradio. Commentators: John B. Cooley (news commentator); Leslie E. Maupin, C. W. Baker, and Richard J. Schmidt (newscasters); Floyd L. Wynne (newscaster; sports; markets); Mary Lee

Ross (home economics); Ethel H. Cooley (agricultural specialist).

KOV. VALLEY CITY

Operator: KOVC, Inc., 312 Fifth Ave. Phone: 408. Power: 250 watts on 1500 kc. Affiliation: None. Opened: Oct. 19, 1938.

General manager: Dalton Le Masurier*. Station and program director, commercial manager: Robert E. Ingstad. Chief engineer: Kermit Holm.

Rep: None. Seating facilities: 1,000 persons. Merchandising: Partial service; two display windows for sponsor use. Foreign language programs: No restrictions on this type of business. Artists bureau: Nominally maintained. Base rate: \$20.

Copy restrictions: Will accept beer; no wines or other alcoholic beverages. E. T. library: None. News: UP. Commentator: Robert E. Ingstad (newscaster; sports).

* See footnote to KFJM, Grand Forks.

OHIO

(1,641,500 radio homes, or 92% ownership among the State's total of 1,777,000 families. Urban ownership is 1,130,200, or 93% of urban families; rural ownership is 511,300, or 91% of rural families.)

Radio Homes by Counties

Adams	4,990	Hamilton	153,830	Noble	3,660
Allen	17,460	Hancock	10,760	Ottawa	6,160
Ashland	7,320	Hardin	7,190	Paulding	3,770
Ashtabula	17,230	Harrison	4,710	Perry	7,440
Athens	10,230	Henry	5,530	Pickaway	5,980
Auglaize	7,060	Highland	6,900	Pike	3,040
Belmont	21,880	Hocking	4,780	Portage	10,600
Brown	5,330	Holmes	3,940	Preble	5,990
Butler	27,530	Huron	8,920	Putnam	5,780
Carroll	3,990	Jackson	5,870	Richland	16,270
Champaign	6,460	Jefferson	19,760	Ross	10,460
Clark	22,890	Knox	7,880	Sandusky	10,290
Clermont	7,960	Lake	10,320	Scioto	18,440
Clinton	5,870	Lawrence	9,710	Seneca	11,700
Columbiana	21,580	Licking	16,010	Shelby	6,070
Coshocton	7,380	Logan	7,750	Stark	53,510
Crawford	9,250	Lorain	25,670	Summit	82,210
Cuyahoga	295,030	Lucas	85,940	Trumbull	27,960
Darke	9,690	Madison	4,760	Tuscarawas	17,040
Defiance	5,720	Mahoning	52,780	Union	4,990
Delaware	6,700	Marion	11,640	Van Wert	6,670
Erie	10,850	Medina	7,540	Vinton	2,370
Fairfield	10,830	Meigs	5,910	Warren	6,770
Fayette	5,320	Mercer	5,670	Washington	10,810
Franklin	90,880	Miami	13,460	Wayne	11,850
Fulton	5,950	Monroe	4,320	Williams	6,530
Gallia	4,980	Montgomery	68,570	Wood	12,660
Geauga	3,790	Morgan	3,490	Wyandot	4,890
Greene	8,300	Morrow	3,980		
Guernsey	10,150	Muskingum	17,420		

OHIO STATIONS—Continued

WADC, AKRON

Operator: Allen T. Simmons, First Central Tower. Phones: Hemlock 5151-2-3. Power: 5,000 watts on 1320 kc. Affiliation: CBS. Opened: April 8, 1925.

Owner, general manager, station manager: Allen T. Simmons. Promotion, educational, and publicity director: R. B. Wilson. Program director, musical director: H. L. Hageman. Chief engineer: John Aitkenhead, Jr.

Rep: George P. Hollingbery Co. Seating facilities: O'Neil's Auditorium, 1,000. Merchandising: Complete service available. Foreign language programs: Accepted. Artists bureau: No talent listed, though nominally there is an artists setup. Base rate: \$175.

Copy restrictions: Federal Trade Commission rulings and regulations observed; copy must be in "good taste"; alcoholic beverages accepted. E. T. Library: Associated. News: Transradio.

Commentators: Harold Hageman and Roger Adams (newscasters); Ray Spencer (sports); Louise Taylor (fashions; society); Velma Golding (home economics); A. M. Griffin (farm commentator).

WAKR, AKRON

Operator: Summit Radio Corp. Power: 1,000 watts on 1530 kc.

At press time this station had a construction permit only.

WJW, AKRON

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

President: W. M. O'Neil. Commercial manager: R. L. Bowles. Publicity director: Bill Griffiths. Production manager: Russ Salter.

Rep: Headley-Reed Co. Seating facilities: Akron Armory, 3,500 persons. Merchandising: Complete service available; devote space in local paper to new clients. Foreign language programs: Rules not listed. Artists bureau: No talent listed, although a setup is nominally maintained. Base rate: \$130.

Copy restrictions: Advertising of beer, wines and alcoholic beverages accepted. E. T. Library: World. News: UP. Commentator: Bill Griffiths (newscaster).

L. B. Wilson presents...

WCKY

POWERFUL AS ANY STATION IN THE

OHIO STATIONS—Continued

WICA, ASHTABULA

Operator: WICA, Inc., 221 Center St. Phones: 1211; 1311. Power: 1,000 watts on 940 kc (daytime). Affiliation: None. Opened: Nov. 22, 1937. (Note: This station is affiliated with the Ashtabula Star-Beacon, the Geneva Free Press, the Painesville Telegraph, and the Conneaut News & Herald).

Manager: Robert B. Rowley. Commercial manager: Robert C. Marvin. Program director: Walter W. Walrath. Chief engineer: George E. Gautney. Artists bureau head: Gerald C. O'Brien. Musical director: Harold Leaman. Publicity: Handled by Thurse F. Sigman Advertising.

Rep: Furgason & Walker. Seating facilities: Two studios, seating 40 and 70. Merchandising: None listed. Foreign language programs: Accepted and encouraged; copy must be accompanied by translation. Artists bureau: Setup nominal only. Base rate: \$60.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages. E. T. library: Associated. News: UP. Commentators: Thurse Sigman (newscaster); Walter Walrath (sports); Pauline Hopkins (fashions; cooking).

WHBC, CANTON

Operator: The Ohio Broadcasting Co., 550 S. Market Ave. Phone: 7166. Power: 250 watts on 1200 kc. Affiliation: Mutual Broadcasting System. Opened: May 1, 1925.

General manager: Felix Hinkle. Commercial manager: Bill Kirkendale. Program director: S. T. Mayers. Chief engineer: Kenneth Sliker. Publicity director: Frank Grosjean.

Rep: None. Seating facilities: Master studio available. Merchandising: Complete service rendered at actual cost. Foreign language programs: Accepted. Artists bureau: Setup nominal. Base rate: \$100.

Copy restrictions: No hard liquors; patent medicine copy must be worded in a manner acceptable to the average listener, and is subject to station approval. News: UP. Commentators: Truesdale Mayers, Jack Watts, and Bob Geis (newscasters); Joe Wilson (sports); Janet Baker (women's features).

WCKY, CINCINNATI

Operator: L. B. Wilson, Inc., Hotel Gibson. Phone: Cherry 6565. Power: 50,000



ENTIRE UNITED STATES

OHIO STATIONS—Continued

watts on 1490 kc. **Affiliation:** CBS. **Opened:** Sept. 16, 1929.

President, general manager: L. B. Wilson. **Sales manager:** E. C. Krautters. **Public relations director:** Elmer H. Dressman. **Merchandising manager:** Thomas Mitchell. **Station program manager:** Bev. Dean. **Chief engineer:** C. H. Topmiller. **Traffic manager:** Jeanette Fuller. **Chief accountant:** Marie Schulte.

Rep: Free & Peters, Inc. **Seating facilities:** Studio, 75 persons; Gibson ballroom 500. **Merchandising:** Meetings with wholesaler and jobber salesmen, chain store employees, broker salesmen and manufacturers' representatives; WCKY is a member of the Cincinnati Association of Manufacturers' Representatives (food), Cincinnati Retail Grocers and Meat Dealers' Association and the Ohio Valley Druggists Association, and maintains active contact with these men; personal calls on buyers for wholesale and chain trade to inform them of programs; call on retail dealers to place displays and report on stock and competitive stock, copy of which report is forwarded to company and agency; publicity furnished without charge; notify dealers and jobbers by mail; make comparative surveys before and during contracts; merchandising service available at no cost to clients using 26 or more programs. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$500.

Copy restrictions: All commercial copy must be approved by continuity department; accept beer and wine; no whiskey; medical copy passed on by continuity department. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Rex Davis and Jack Foster (newscasters; sports); Bill Robbins (newscaster); Verona Hughs (fashions; cooking; homemaking); W. B. Schlomer (weather and river reports); Mr. Peden (livestock prices).

WCPO, CINCINNATI

Operator: Scripps-Howard Radio, Inc., B. F. Keith Bldg. **Phone:** Main 3314. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** Oct. 1, 1935. (Note: Operator is a division of the Scripps-Howard Newspapers; local S-H paper is The Cincinnati Post.)

General manager: Mortimer C. Watters. **Commercial manager:** John P. Smith. **Program director:** Andre Carlon. **Continuity director:** Albert Stephan. **Auditor:** John G. Sweeney. **Promotion director:** Robert Bentley. **Traffic manager:** Evelyn Eppinger. **Publicity director:** Tom McCarthy.

Rep: The Branham Co. **Seating facilities:** Three studios, capacity about 150. **Mer-**

chandising: Maintains complete department; large street studio with display windows; tie-ins with merchandising facilities of The Cincinnati Post. **Foreign language programs:** Accepted at restricted hours. **Artists bureau:** Yes. **Base rate:** \$120.

Copy restrictions: All continuity subject to station approval; wine and liquor advertising not accepted. **E. T. library:** Associated; Standard. **News:** From Cincinnati Post; UP. **Commentators:** Tom McCarthy (news commentator; newscaster); Tim Elliott, Andre Carlon, and Joe Graham (newscasters); Harry Hartman (sports); Jane Ellen Eastey (social news; recipes; Hollywood news; women's features).

WKRC, CINCINNATI

Operator: The Cincinnati Times-Star Co., Hotel Alms. **Phone:** Woodburn 0550. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** May 5, 1924. (Note: This station is newspaper-owned by the Cincinnati Times-Star.)

General manager: Hulbert Taft, Jr. **Commercial manager:** Herman E. Fast. **Program and musical director:** Ruth Lyons. **Chief engineer:** John Tiffany. **Production manager:** Lin Mason. **Educational director:** Bernice Williams Foley. **Special events director:** George Sutherland. **Publicity director:** Margaret Maloney.

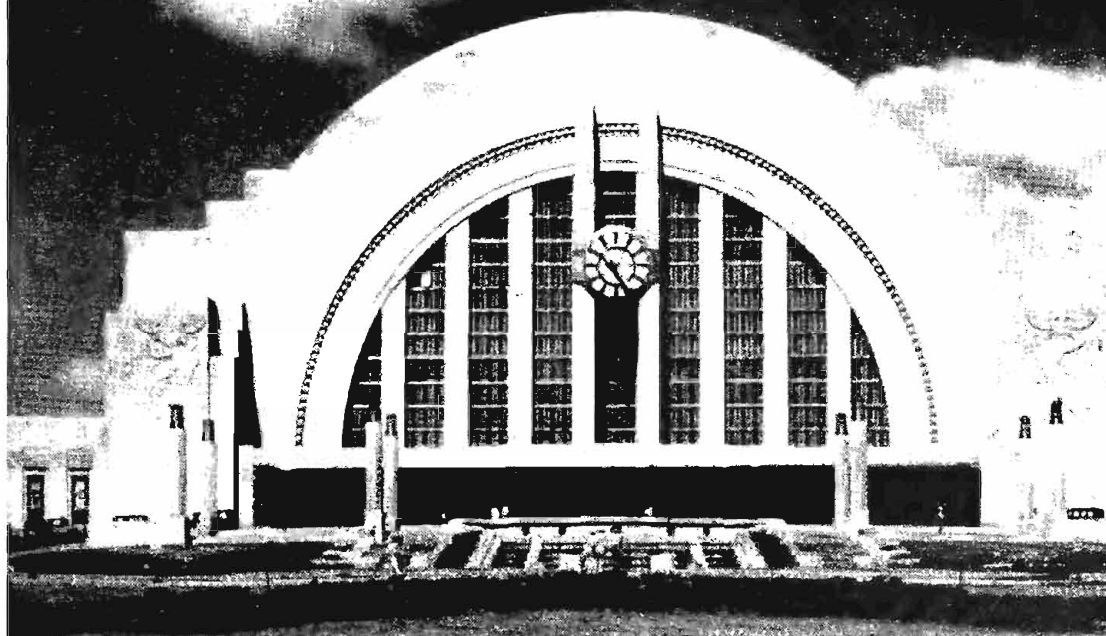
Rep: Weed & Co. **Seating facilities:** Auditorium studio seats 125 persons. **Merchandising:** Monthly merchandising letter to 1,450 retail and wholesale grocers and 488 wholesale and retail druggists; make surveys of from 20-50 retail outlets to determine sponsor's program popularity; window display in the Hotel Alms (sponsor to furnish the trim); furnish distribution information, etc.; all foregoing services gratis. **Special services** include sending out of special mailings for sponsor at 4c per letter (WKRC furnishing everything except dealer helps or printed matter); will make intensive surveys of all types, cost depending on nature and extent of the work; trailers in 30 theatres. **Foreign language programs:** No rules. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: All copy and programs subject to approval of the station. **E. T. library:** Standard. **News:** AP. **Commentators:** Joseph Sagmaster and Joseph Garretson, Jr. (news commentators); Charles V. Lutz and Bill Welch (newscasters); Dwight Mallon (newscaster; stock market); George Sutherland (sports); Ruth Lyons (fashions; women's news); Virginia List (cooking); George Fithian (drama; literature).



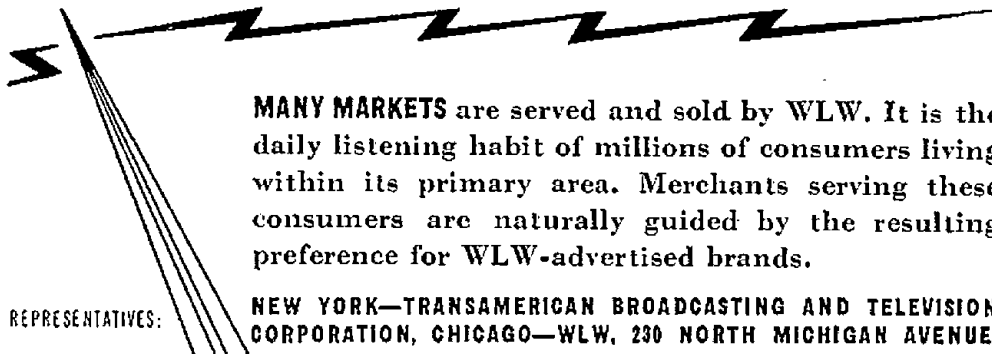
2 GATEWAYS TO CINCINNATI

Two gateways lead into the \$600,000,000 Cincinnati market. Arriving at the world's most beautiful railway terminal, pictured here, your item is in the city limits. . . . To get it into the homes and hearts and buying habits of Greater Cincinnati, use WSAI. Cincinnati's Own Station opens up the market for your item by getting your sales messages into Greater Cincinnati's 400,000 homes — by backing your program with thorough promotion. In short, by making your product a "must" on the buying lists of 1,600,000 consumers



WSAI . . . *Cincinnati's Own Station*

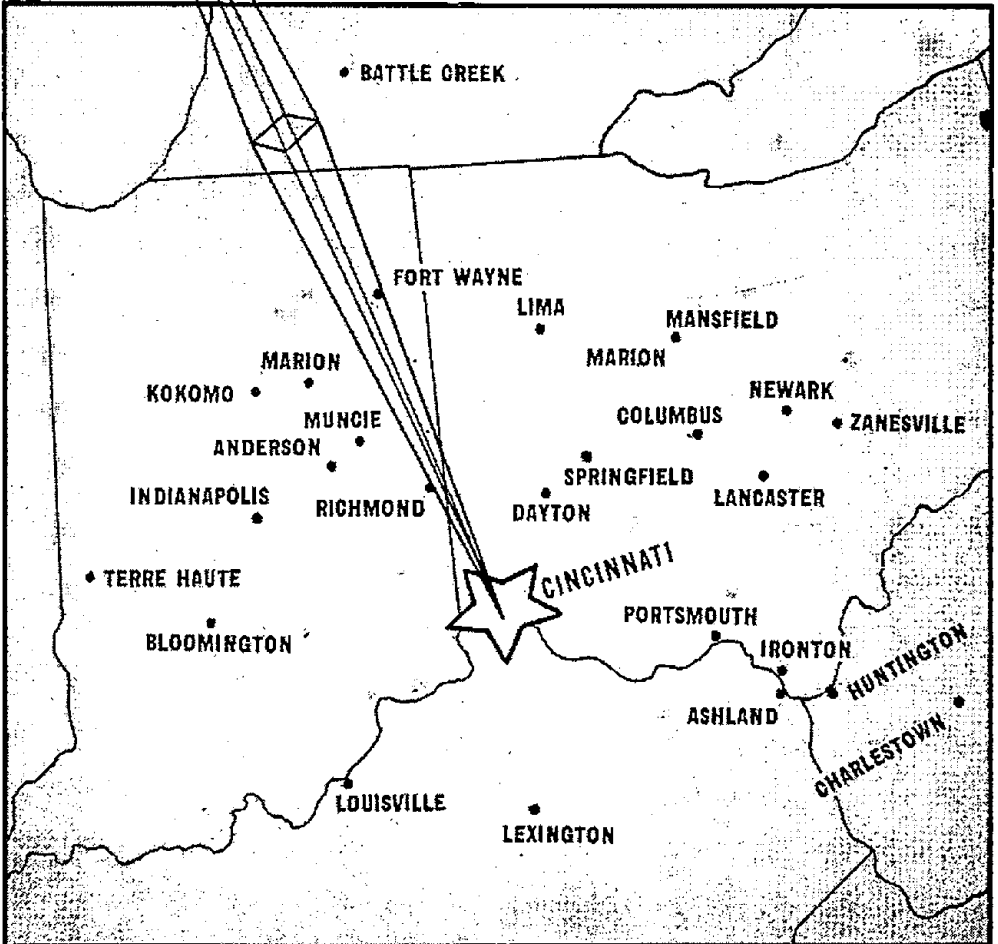
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NEW YORK—TRANSAMERICAN BROADCASTING AND TELEVISION CORPORATION, CHICAGO—WLW, 230 NORTH MICHIGAN AVENUE.



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STATION

OHIO STATIONS—Continued

WLW, CINCINNATI

Operator: The Crosley Corp., 1329 Arlington St. **Phone:** Kirby 4800. **Power:** 50,000 watts on 700 kc; 500,000 watts on 700 kc after midnight. **Affiliation:** NBC Red and Blue Basic. **Opened:** 1921. (Note: WSAI, Cincinnati, is under same ownership.)

President: Powel Crosley, Jr. **Vice-president in charge of broadcasting:** James D. Shouse. **General sales manager:** Robert E. Dunville. **Assistant sales manager:** Eldon Park. **Technical advisor and assistant to the vice-president:** G. E. Branch. **Publicity director and assistant to the vice president:** Cecil Carmichael. **Program director:** George C. Biggar. **Technical supervisor:** R. J. Rockwell. **Sales service manager:** J. E. Rudolph. **Artists bureau head:** W. McClusky. **Musical director:** Josef Cherniavsky. **Research and promotion director:** William Oldham. **Merchandising director:** Beulah Strawway. **Continuity director:** Lee House.

Rep: Transamerican Broadcasting & Television Corp., New York; maintain own office in Chicago. **Seating facilities:** Auditorium studio seats 400 (shared with WSAI); second auditorium seats 6,000 (available via special arrangement). **Merchandising:** Conduct market research and field surveys of products advertised on station; issue organ publicizing sponsor's promotional activities; publicity sent to 2,910 newspapers, daily and weekly, radio publications, national and local fan magazines, plus trade journals. **Foreign language programs:** No policy listed. **Artists bureau:** Yes. **Base rate:** \$1,080.

Copy restrictions: Beer accepted; no other alcoholic beverages; proprietary medicines subject to specific approval of management; length of commercial copy subject to time of day, length of program, and station restrictions. **E. T. library:** Associated; World. **News:** INS; AP. **Commentators:** Peter Grant, Michael Hinn, and Harvey Miller (newscasters); Roger Baker, Dick Bray, and Nixson Denton (sports); Jane Sheridan (homemaking); Ed Mason (agricultural features).

WSAI, CINCINNATI

Operator: The Crosley Corp., 1329 Arlington St. **Phone:** Kirby 4800. **Power:** 5,000 watts on 1330 kc. **Affiliation:** NBC Red and Blue Basic. **Opened:** 1921. (Note: This station is under the same ownership as WLW, Cincinnati.)

President: Powel Crosley, Jr. **Vice-president in charge of broadcasting:** James D. Shouse. **General manager:** Dewey H. Long. **Sales manager:** Archie Grinalds. **Technical advisor and assistant to vice-president:** G.

E. Branch. **Publicity director and assistant to vice-president:** Cecil Carmichael. **Sales promotion manager:** Richard A. Rupert. **Program director:** Clair Shadwell. **Technical supervisor:** R. J. Rockwell. **Artists bureau head:** George C. Biggar. **Musical director:** Josef Cherniavsky. **Research director:** William Oldham. **Continuity director:** Lee House.

Rep: International Radio Sales. **Seating facilities:** Auditorium studio seats 400 (shared with WLW); second auditorium seats 6,000 (available via special arrangement). **Merchandising:** Dealer tie-ins, car and bus cards, film trailers, changeable neon signs; monthly house organ; publicity sent to national and local fan magazines, trade journals, and 88 papers in WSAI area. **Foreign language programs:** No policy listed. **Artists bureau:** Yes. **Base rate:** \$240.

Copy restrictions: Accept beer, but no other alcoholic beverages; some patent medicines accepted after investigation of products; commercials must conform to standards of good taste. **E. T. library:** Associated; World; Lang-Worth. **News:** INS; AP. **Commentators:** Peter Grant and Michael Hinn (newscasters); Roger Baker and Dick Bray (sports); Marsha Wheeler (women's news; home economics).

WCLE, CLEVELAND

Operator: United Broadcasting Co., 1311 Terminal Tower. **Phone:** Prospect 5800. **Power:** 500 watts on 610 kc (to local sunset). **Affiliation:** Mutual Broadcasting System. **Opened:** Jan. 1, 1927, as WJAY. (Note: WCLE is newspaper-owned by the Cleveland Plain Dealer.)

Vice-president, general manager: H. K. Carpenter. **Commercial manager:** K. K. Hackathorn. **Advertising manager:** Robert Greenberg. **Program manager:** Russell Richmond. **Chief engineer:** E. L. Gove. **Musical supervisor:** Louis Rich. **Musical director:** Willard Pott. **Publicity director:** Milton C. Hill.

Rep: Radio Advertising Corp. **Seating facilities:** Two largest studios seat 350-400 apiece. **Merchandising:** See description of WHK, Cleveland. **Foreign language programs:** Not accepted. **Artists bureau:** See WHK, Cleveland. **Stock:** See WHK, Cleveland. **Base rate:** \$123.75.

Copy restrictions: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1,350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising; beer and wines accepted if copy does not intend to

OHIO STATIONS—Continued

spread further use of these beverages; no hard liquors. **E. T. library:** Lang-Worth. **News:** UP. **Commentators:** Newman Burnett, Alun Jenkins, Lew Henry, and Harry Brown (newscasters); Jack Graney and Pinky Hunter (sports); Florence LaGanke (cooking; home economics); Eleanor Hanson (fashions; cooking; women's news); Lew Henry (farm news); Henry Hiser and Phil Coad (livestock reports); Lehman Otis (news editor); Ray McCoy (associate news editor).

WGAR, CLEVELAND

Operator: WGAR Broadcasting Co., Hotel Statler. **Phone:** Prospect 0200. **Power:** 5,000 and 1,000 watts on 1450 kc. **Affiliation:** CBS. **Opened:** Dec. 15, 1930.

President: G. A. Richards.* **General manager:** John F. Patt. **Assistant manager:** Eugene Carr. **Local sales manager:** Harry Camp. **Merchandising manager:** Ellis C. Vander Pyl. **Program director:** Carl George. **Production manager:** David Baylor. **Chief engineer:** R. Morris Pierce. **Musical director:** Walberg Brown. **Publicity director:** Maurice Condon.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Ballroom Hotel Statler, 1,000; studio A, 100; studio B, 75; Carnegie Hall auditorium, 400; Public Auditorium, 15,000; Music Hall, 2,500. **Merchandising:** Complete service; keep lists and mail announcements of new air campaigns; circularize retail outlets for cost; send speakers to sales meetings; help introduce products; check product sales; for cost of printing, will deliver street car cards and get them placed; send talent for retail store gatherings; preview air shows for dealers; lobby display; board display of premiums and give-aways. **Foreign language programs:** Will accept Sunday mornings only. **Artists bureau:** Yes; has complete talent roster. **Stock:** Privately held by G. A. Richards, Leo Fitzpatrick, P. M. Thomas, and John F. Patt. **Base rate:** \$350.

Copy restrictions: Beer and wine accepted at any time; liquor not accepted; patent medicine acceptance limited insofar as restricted by government agencies; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** INS. **Commentators:** Carl George, Wayne Mack, Maurice Condon, Ted Hanna, and Ralph Worden (newscasters); Bob Kelley (sports); Ruth Merriam Wells (cooking hints; recipes; home economics); Nancy Dixon (news of stores); Sidney Andorn (local gossip); Jack Paar (Hollywood news).

*Also president of WJR, Detroit, Mich., and KMPC, Beverly Hills, Calif.

WHK, CLEVELAND

Operator: United Broadcasting Co., 1311 Terminal Tower. **Phone:** Prospect 5800. **Power:** 5,000 watts on 1390 kc. **Affiliation:** NBC Basic Blue; Mutual Broadcasting System. **Opened:** July 26, 1921, as 8ACS; March 5, 1922, as WHK. (Note: WHK is newspaper-owned by the Cleveland Plain Dealer.)

Vice-president, general manager: H. K. Carpenter. **Commercial manager:** K. K. Hackathorn. **Advertising manager:** Robert Greenberg. **Chief engineer:** E. L. Gove. **Program manager:** Russell Richmond. **Musical supervisor:** Louis Rich. **Musical director:** Willard Pott. **Publicity director:** Milton C. Hill.

Rep: Radio Advertising Corp. **Seating facilities:** Two largest studios seat 350-400 apiece. **Merchandising:** Supply lists of retailers and wholesalers; mail out letters and/or printed matter, station to furnish letter heads and labor, advertiser paying for postage and furnished printing matter; make surveys by phone or personal contact (advertiser to pay traveling expense on personal calls if more than 20 miles from station); introduce salesmen to key buyers; arrange for window display space; distribute displays; arrange audition of program for important local outlets (advertiser to pay for talent); personal calls informing dealers, etc., of campaign. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; all station artists under its control for outside appearances. **Stock:** All stock held by the United Broadcasting Co.; this company also holds all stock of WCLE, Cleveland; WHK holds all stock of WHKC, Columbus; WKBN, Youngstown, is a UBC affiliate. **Base rate:** \$340.

Copy restrictions: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1,350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (station cooperates with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis, poisonous, or body odor," or any violation of good taste; no fortune telling, etc.; beer and wines accepted if copy does not encourage further use of these beverages; no hard liquors. **E. T. library:** Lang-Worth. **News:** UP. **Commentators:** Lehman Otis (city council proceedings); Newman Burnett, Alun Jenkins, Lew Henry, and Harry Brown (newscasters); Carl Mark (special events director); Ray McCoy (associate news editor); Jack Graney and Pinky

OHIO STATIONS—Continued

Hunter (sports); Eleanor Hanson (fashions; cooking; women's news); Jean Abbey (fashions; home economics).

WTAM, CLEVELAND

Operator: Owned and operated by the National Broadcasting Co., NBC Building, 815 Superior Ave., N. E. **Phone:** Cherry 0942. **Power:** 50,000 watts on 1070 kc. **Affiliation:** NBC Basic Red. **Opened:** September, 1923.

Station manager: Vernon H. Pribble. **Program director:** Hal Metzger. **Chief engineer:** S. E. Leonard. **Sales manager:** Howard Barton. **Musical director:** Lee Gordon. **Publicity director:** Bob Dailey.

Rep: National Broadcasting Co. **Seating facilities:** Studio A, 150 persons; Studio B, 150. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** None; complete roster of talent available, however. **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 station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; patent medicines subject to NBC rules. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Harry Burge and John Murphy (newscasters); Tom Manning (newscaster; sports); Jane Weaver (home topics; fashions; cooking; golf); E. F. Potter (stock market reports); Ralph Mize (weather reports).

WBNS, COLUMBUS

Operator: WBNS, Inc., 33 N. High St. **Phone:** Adams 9265. **Power:** 5,000 and 1,000 watts on 1430 kc. **Affiliation:** CBS. **Opened:** 1921. (Note: This station is affiliated with the Columbus Dispatch and Ohio State Journal.)

General manager, station manager: Richard A. Borel. **Commercial manager:** W. I. Orr. **Program director:** Jack Price. **Chief engineer:** Lester Nafzger. **Musical director:** Lowell Riley. **Promotion director:** Jim Yerian. **Publicity director:** Jerome C. Reeves.

Rep: John Blair & Co. **Seating facilities:**

50 persons. **Merchandising:** Have working agreement with Columbus Dispatch giving WBNS and clients access to news and radio columns with frequent editorials on public service rendered; maintain display window and house organ; full-time merchandising staff; installation of window posters and counter displays; call letters and time stickers supplied by station; informative letters issued on new programs, contests, etc., to distributors; tear-sheet service; complete exploitation files maintained; personal contacts; special efforts suggested by clients will be made. **Foreign language programs:** Accepted; none current. **Artists bureau:** None. **Base rate:** \$175.

Copy restrictions: Beer and wine accepted after 10 P.M.; patent medicines accepted only after station approves copy; "good taste angle carefully guarded." **E. T. library:** Associated; World. **News:** Transradio; AP. **Commentators:** Jim Cooper (newscaster; news commentator); Fern Sharp (women's features).

WCOL, COLUMBUS

Operator: WCOL, Inc., 33 North High St. **Phone:** Main 4581. **Power:** 250 watts on 1200 kc. **Affiliation:** NBC Basic Red and Blue Supplementary. **Opened:** September, 1934.

President: Kenneth B. Johnston. **Station manager:** Neal A. Smith. **National sales manager:** Jack Kelly. **Program director:** Ed Bronson. **Production director:** William W. Beavers. **Chief engineer:** James E. Lowe.

Rep: Weed & Co. **Seating facilities:** Can accommodate 40 persons; remote to Columbus Woman's Club, 600 persons, available on request. **Merchandising:** Merchandising assistance rendered to all accounts; up to 500 postal cards announcing new programs mailed free; newspaper advertising and publicity. **Foreign language programs:** None. **Artists bureau:** None; talent available through program department. **Base rate:** \$125.

Copy restrictions: Better Business Bureau of Columbus consulted on copy claims. **E. T. library:** NBC Thesaurus. **News:** INS. **Commentators:** David Penn and Bill Wallace (newscasters); Charlie Warren (sports); Mildred Warner (women's news).

WHKC, COLUMBUS

Operator: United Broadcasting Co., 22 E. Gay Street. **Phone:** Adams 1101. **Power:** 500 watts on 640 kc (to sunset in Los Angeles). **Affiliation:** Mutual Broadcast-

OHIO STATIONS—Continued

ing System. **Opened:** 1921. (Note: This station is owned by the Cleveland Plain Dealer, also owners of WHK and WCLE, Cleveland).

General and station manager: Carl M. Everson. **Commercial manager:** Harry H. Hoessly. **Program director:** George Beebout. **Chief engineer:** J. E. Anderson. **Musical director:** John K. Agnew. **Publicity director:** Fred W. Sample.

Rep: Radio Advertising Corp. **Seating facilities:** None. **Merchandising:** Newspaper ads on new programs for two-week period, gratis; work out direct mail campaigns, window cards, truck posters, window displays, at actual cost; distribution is handled free. **Foreign language programs:** Accepted, but foreign element is very small; translation must accompany copy. **Artists bureau:** None. **Stock:** Owned entirely by United Broadcasting Co., Cleveland. **Base rate:** \$97.50.

Copy restrictions: Beer and wine accepted; no hard liquor; medical copy must meet specifications of Federal Trade Commission and all copy is subject to station approval. **E. T. library:** Lang-Worth; Davis & Schwegler. **News:** UP. **Commentators:** Bob French (news commentator; newscaster); John B. Moses, Larry Lawrence, and George Beebout (newscasters); Budd Sweeney (sports); Virginia Bear (home economics); "The Boy Friend" (anonymous male commentator for women, giving fashions, recipes, etc.).

WOSU, COLUMBUS

Operator: Ohio State University. **Power:** 1,000 watts on 570 kc (shares time with WKBN).

This station is non-commercial; university-owned.

WHIO, DAYTON

Operator: Miami Valley Broadcasting Corp., 45 S. Ludlow. **Phone:** Adams 2261. **Power:** 5,000 and 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** Feb. 9, 1935. (Note: This station is newspaper owned by the Dayton Daily News, which also owns the Springfield News and Sun.)

President: J. M. Cox, Jr. **Station manager:** James M. LeGate. **Commercial manager:** D. A. Brown. **Program director:** Lester Spencer. **Production manager:** A. H. Robb. **Chief engineer:** Ernest L. Adams. **Musical director:** Henry Lange.

Rep: George P. Hollingbery Co. **Seating facilities:** Can accommodate audiences up to 250. **Merchandising:** Calls on dealers; mailings to trade; mention of sponsor's program on broadcast summaries; deliver dis-

play material; send out publicity; window posters; use of display window offered each sponsor for two weeks. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$180.

Copy restrictions: No wines or alcoholic beverages accepted, but will take beer advertising; all copy must be in "good taste." **E. T. library:** None. **News:** AP; UP. **Commentators:** Dick Cull (news commentator; grain-livestock markets); John Stillj (news commentator); Dick Roll (newscaster; sports); Lester Spencer and Lloyd Anderson (newscasters); Si Burick (sports); "Cornelia" (fashions); "Madeline" (cooking); Audrey Wilcke (women in the news; clubs); O. L. Cunningham (farm news); Georgia Burke Herman (women's farm news); H. C. Renolette (4-H club activities).

WING, DAYTON

Operator: WSMK, Inc., Loew's Theatre Bldg. **Phone:** AD 3288. **Power:** 500 and 250 watts on 1380 kc. **Affiliation:** NBC Basic Supplementary Group. **Opened:** 1922.

General manager: Ronald B. Woodyard. **Production manager:** Walter Patterson. **Program manager:** Chester Porterfield.

Rep: Radio Advertising Corp. **Seating facilities:** 400 persons. **Merchandising:** Complete service, including publicity, window displays, etc., available; cost varies with contract. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$140.

Copy restrictions: Beer and light wine accounts accepted; patent medicines carefully checked prior to acceptance. **E. T. library:** NBC Thesaurus. **News:** Transradio; INS. **Commentators:** Douglas Fleming (newscaster); Ranny Daly (sports); Martha Gowdy and Marjorie Hayduck (women's features).

WLOK, LIMA

Operator: The Fort Industry Co., Lima Trust Bldg. **Phone:** Main 1316. **Power:** 100 watts on 1210 kc. **Affiliation:** NBC. **Opened:** Dec. 15, 1936. (Note: The Fort Industry Co. also operates WSPD, Toledo.)

President: George B. Storer*. **Vice-president:** J. H. Ryan†. **Managing director, commercial manager, sales manager:** Don Ioset. **Program director:** Howard Donahue. **Chief engineer:** R. E. Shettler.

* Also president of WSPD, Toledo, and WWVA, Wheeling, W. Va.

† Also vice-president of above-named stations.

OHIO STATIONS—Continued

Rep: None. **Seating facilities:** Can accommodate a small number of persons. **Merchandising:** Distribute window cards (if furnished by sponsor), and assist in promotion of all types; no charge for service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$69.50.

Copy restrictions: Accept beer and wines; no hard liquor. **E. T. library:** NBC Thesaurus; Davis & Schwegler; Lang-Worth. **News:** INS. **Commentators:** Harry Jay (newscaster); Howard Donahoe (sports); Ralph Elvin (sports; farm features); Helen Noonan (women's features).

WMAN, MANSFIELD

Operator: Richland, Inc., 140 Park Ave., West. **Phone:** Canal 1771. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Dec. 3, 1939.

Station and commercial manager: O. E. Fields. **Program director:** Gwen Fields. **Chief engineer:** Howard Jonard. **Musical director:** Earl P. Black.

Rep: None. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Cooperate with clients on request. **Foreign language programs:** Accepted, subject to approval of program department. **Artists bureau:** None. **Base rate:** \$48.75 (½ hr.).

Copy restrictions: "Standard practices" observed. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Carl Raymond, Harry Lytell and Richard Oberlin (newscasters); Oscar Ruhl (sports); Bessie Blackman (fashions; beauty; women's features).

WPAY, PORTSMOUTH

Operator: Vee Bee Corp., 1009 Gallia St. **Phone:** 1010. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** April 15, 1935.

Station and commercial manager: Ralph H. Patt. **Program director:** Robert Horn. **Chief engineer:** Maurice Meyers.

Rep: Cox and Tanz (East only). **Seating facilities:** Studio can accommodate 100 persons. **Merchandising:** No set service; have sent cards to dealers and made telephone contacts with them for clients. **Foreign language programs:** Accepted, though such business is not solicited. **Artists bureau:** Nominal setup for obtaining talent. **Base rate:** \$75.

Copy restrictions: None listed. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Robert Horn (newscaster); Paul Wagner and Lloyd Henderson (sports); Ann Smith (women's features); George E. Wood (farm news); Rev. Laurence L. Hucksoll (religious news).

WIZE, SPRINGFIELD

Operator: Radio Voice of Springfield, Inc. **Power:** 100 watts on 1310 kc.

At press time this station had a construction permit only.

WSTV, STEUBENVILLE

Operator: The Valley Broadcasting Co. **Power:** 250 watts on 1310 kc (specified hours; all hours not used by WSAJ, Grove City, Pa.).

At press time this station had a construction permit only.

WSPD, TOLEDO

Operator: The Fort Industry Co., Commodore Perry Hotel. **Phone:** Adams 3175. **Power:** 5,000 watts on 1340 kc. **Affiliation:** NBC Basic Red. **Opened:** April 15, 1921. (Note: The Fort Industry Co. also operates WLOK, Lima.)

President: George B. Storer. **Vice-president, general manager:** J. Harold Ryan. **Commercial manager:** Edward Y. Flanigan. **Program director:** Russell A. Gohring. **Production manager:** Robert K. Richards. **Chief engineer:** William Stringfellow. **Publicity director:** Merrill N. Pheatt.

Rep: The Katz Agency. **Seating facilities:** Studio seats 75 persons. **Merchandising:** Any reasonable assistance rendered; market surveys, wholesaler and dealer contacts, distribution of displays, letters to merchants, etc.; other special services rendered at cost. **Foreign language programs:** Accepted, if run during daytime. **Artists bureau:** None. **Stock:** Principal holders are George B. Storer, Mary P. Storer, Mabel M. Storer, J. Harold Ryan, and Frances S. Ryan; stock denotes ownership also in subsidiaries and minority interests. **Base rate:** \$220.

Copy restrictions: Beer and light wines accepted; hard liquor copy is not accepted; patent medicines carefully checked. **E. T. library:** NBC Thesaurus; Davis & Schwegler. **News:** INS. **Commentators:** James W. Uebelhart, Edward C. Ames, and Miecieslaw Friedel (newscasters); Jack Solon (newscaster; market reports); Cornelius J. Desmond (sports); Mary Lucille Roth (home economics); Elmore Williams (agriculture); Rev. R. Lincoln Long (religion); Gordon Duncan (travelogue).

WTOL, TOLEDO

Operator: Community Broadcasting Co., Bell Bldg. **Phone:** Adams 3291. **Power:** 250 watts on 1200 kc. **Affiliation:** NBC Basic Blue Supplementary group. **Opened:** Feb. 27, 1938.

OHIO STATIONS—Continued

President: Frazier Reams. **Vice-president, general manager:** Arch Shawd. **Promotion manager:** Herb Gilleland. **Program director:** George Morgan. **Chief engineer:** Frank E. Ridgeway.

Rep: Radio Advertising Corp. **Seating facilities:** Two studios, seating 40 and 15. **Merchandising:** None. **Foreign language programs:** Have Polish program. **Artists bureau:** None. **Stock:** Stockholders are Frazier Reams, Morton Neipp (attorney), Thomas Bretherton (attorney), and Glenn Reams. **Base rate:** \$120.

Copy restrictions: No hard liquor advertising; all commercial copy subject to station approval. **E. T. library:** Associated; Standard. **News:** UP. **Commentators:** Ralph Sisson (news commentator); Herb Gilleland (newscaster; entertainment news); Karl Nelson and Joe Fields (newscasters); Stanley Wyszatycki (Polish newscaster); Bob Ingham (sports); Ruth Landwehr (fashions; films; women's news).

WFMJ, YOUNGSTOWN

Operator: William F. Maag, Jr., 101 W. Boardman St. **Phone:** 34121. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC Basic Blue Supplementary Group. **Opened:** Sept. 6, 1939. (Note: The owner of this station is also publisher of the Youngstown Vindicator.)

General manager: William F. Maag, Jr. **Commercial manager:** Leonard Nasman. **Program director:** Lee Bland. **Chief engineer:** Frank Dieringer. **Musical director:** L. R. Boals.

Rep: Headley-Reed Co. **Seating facilities:** Studio 1 will seat up to 300 persons. **Merchandising:** Complete facilities available without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: All stipulations of the N.A.B. code must be strictly followed as to product and copy. **E. T. library:** Standard; MacGregor; Lang-Worth. **News:** UP. **Commentators:** Robert Wylie and Frank B. Ward (sports).

WKBN, YOUNGSTOWN

Operator: WKBN Broadcasting Corp., 17 N. Champion St. **Power:** 1,000 and 500

watts on 570 kc (operates specified hours with WOSU). **Affiliation:** CBS. **Opened:** 1926. (Note: This station is newspaper-affiliated with the Cleveland Plain Dealer.)

President: W. P. Williamson, Jr. **Station director:** J. L. Bowden.

Rep: Radio Advertising Corp. **Seating facilities:** Can accommodate 300 persons. **Foreign language programs:** Accepted if copy is limited. **Merchandising:** Complete service available. **Base rate:** \$160.

Copy restrictions: Alcoholic beverage advertising accepted, if not broadcast earlier than 10 P.M., while programs must not be of less than five minutes' duration, nor plug anything but institutional angles and brand names. **E. T. library:** World; NAB; Lang-Worth; Standard. **News:** Transradio. **Commentators:** Will Douglas, Wayne Johnson, Charlie Lake, and Dwight Merriam (newscasters); Don Gardner (sports); Georgia Davidson (homemaking); Dr. Henry V. Sterns (music); Bert Dowling (stock market).

WHIZ, ZANESVILLE

Operator: WALR Broadcasting Corp., 48-52 N. Fifth St. **Phone:** Main 644. **Power:** 250 watts on 1210 kc. **Affiliation:** NBC Basic Supplementary Group. **Opened:** April, 1924.

Managing director: Stanton P. Kettler. **Program and production director:** Allen Haid. **Chief engineer:** William Hunt. **Musical director:** James Minium.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** "All local cooperation possible" offered. **Foreign language programs:** Accepted. **Artists bureau:** Set-up nominal only. **Stock:** 250 shares outstanding; principal holders are West Virginia Broadcasting Corp. (WWVA, Wheeling). **Base rate:** \$69.50.

Copy restrictions: Beer and patent medicines accepted; liquor not accepted. **E. T. library:** Standard; Lang-Worth. **News:** INS. **Commentators:** Jim Minium, and Allen Haid (newscasters); Nate Milder (sports); Mary Branas (fashions; cooking; women's news); William Bem Bower (farm news).

OKLAHOMA

(454,300 radio homes, or 73% ownership among the State's total of 619,000 families. Urban ownership is 202,500, or 87% of urban families; rural ownership is 251,800, or 65% of rural families.)

Radio Homes by Counties

Adair	2,170	Grant	2,660	Nowata	2,380
Alfalfa	2,710	Greer	3,410	Okfuskee	4,680
Atoka	2,240	Harmon	2,240	Oklahoma	54,080
Beaver	1,890	Harper	1,350	Okmulgee	10,690
Beckham	5,230	Haskell	2,400	Osage	8,940
Blaine	3,430	Hughes	5,090	Ottawa	7,500
Bryan	5,290	Jackson	5,180	Pawnee	3,610
Caddo	8,360	Jefferson	2,820	Payne	7,630
Canadian	5,340	Johnston	2,100	Pittsburg	8,460
Carter	7,980	Kay	11,040	Pontotoc	5,770
Cherokee	2,630	Kingfisher	2,990	Pottawatomie	13,240
Choctaw	3,970	Kiowa	5,160	Pushmataha	2,400
Cimarron	950	Latimer	1,790	Roger Mills	2,200
Cleveland	4,580	Le Flore	6,860	Rogers	3,220
Coal	1,860	Lincoln	5,710	Seminole	15,090
Comanche	6,300	Logan	5,560	Sequoyah	2,890
Cotton	2,490	Love	1,510	Stephens	6,030
Craig	2,860	McClain	3,260	Texas	2,450
Creek	12,130	McCurtain	5,450	Tillman	4,340
Custer	4,960	McIntosh	3,650	Tulsa	45,550
Delaware	2,300	Major	2,090	Wagoner	3,510
Dewey	2,240	Marshall	1,740	Washington	6,170
Ellis	1,870	Mayer	2,770	Washita	4,820
Garfield	10,330	Murray	2,240	Woods	3,400
Garvin	4,990	Muskogee	12,960	Woodward	2,900
Grady	8,270	Noble	2,950		

KADA, ADA

Operator: C. C. Morris, North Broadway. Phone: 1212. Power: 250 watts on 1200 kc. Affiliation: Mutual; Oklahoma Network. Opened: Sept. 26, 1934.

Owner, station head: C. C. Morris. Station and commercial manager: James F. Griffith. Program director: Jack Cahill. Chief engineer: J. Leland Seay.

Rep: Arthur H. Hagg & Associates. Seating facilities: Limited; capacity not listed. Merchandising: Publicity, personal contacts, displays, etc., rendered. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$50.

Copy restrictions: No beer, wine or hard liquor advertising; no (local) commercials accepted for Sunday broadcasting. E. T. library: None. News: Transradio. Commentators: Kenneth Lowe, Steve Cowan and James Griffith (newscasters).

KVSO, ARDMORE

Operator: Ardmoreite Publishing Company, Inc., Chickasaw & Northwest Blvd. Phone: 3030. Power: 250 and 100 watts on

1210 kc. Affiliation: None. Opened: August 4, 1935. (Note: This station is newspaper-owned by the Ardmore Daily Ardmoreite.)

General Manager: Albert Riesen. Program director: Dolly Dutton.

Rep: None. Seating facilities: 100 persons. Merchandising: Publicity in Sunday radio page in Daily Ardmoreite; features on both local and national advertisers also run daily in connection with program schedule; direct mail, dealer reports. Foreign language programs: No rules; such programs have never been requested. Artists bureau: Setup nominal only. Base rate: \$32.50.

Copy Restrictions: Beer and wine accepted; no liquor advertising; no soliciting of funds; all copy must be approved by station and conform to government regulations. E. T. library: NBC Thesaurus. News: From parent paper. Commentators: Eugene Colley (newscaster; sports); Ramon Martin (newscaster); Dolly Dutton (fashions; cooking).

KASA, ELK CITY

Operator: E. M. Woody, Casa Grande Hotel. Phone: 730. Power: 100 watts on

OKLAHOMA STATIONS—Continued

1210 kc. **Affiliation:** Keystone Broadcasting System. **Opened:** Oct. 18, 1932.

Owner: E. M. Woody. **Station and commercial manager, publicity director:** F. E. Mayhew. **Program director, artists bureau head:** Johnny Carman. **Chief engineer:** George Fenter. **Musical director:** Frank Kennedy.

Rep: None. **Seating facilities:** Reception room seats 300. **Merchandising:** Have a "KASA Radio Review" running in one daily and three weekly papers; newspaper publicity; employ sign writer to work up window displays; representative in each town in coverage area makes dealer contacts. **Foreign language programs:** None have been broadcast; no restrictions against them, however. **Artists bureau:** Setup nominal only. **Base rate:** \$45.

Copy restrictions: No alcoholic beverages of more than 3.2% content; no misleading copy; patent medicines thoroughly investigated. **E. T. library:** Davis & Schwegler. **News:** Transradio. **Commentators:** F. E. (Tiny) Mayhew (news commentator; sports); Johnny Carman and Charles Welch (newscasters); Betty Adams (women's features); L. C. Freeman (poultry); Layne Betty (agriculture).

KCRC, ENID

Operators: Enid Radiophone Co., Tower Studios. **Phone:** 447. **Power:** 250 watts on 1360 kc. **Affiliation:** Mutual; Oklahoma Network. **Opened:** April 1, 1928. (Note: Station is interlocked in ownership with Enid News and Eagle.)

Managing-director: Milton B. Garber. **Commercial manager:** H. P. Hale. **Program director:** Keith Painton. **Chief engineer:** A. B. Clopton.

Rep: Arthur H. Hagg & Associates. **Seating facilities:** Two studios, capacity 250. **Merchandising:** Supply dealer contacts throughout territory, direct mail, stories in both Enid dailies, etc. **Foreign language programs:** No rules listed. **Artists bureau:** Yes; number of artists not listed. **Base rate:** \$60.

Copy restrictions: Beer and wine accepted; no hard liquors; only approved patent medicines accepted. **E. T. library:** World, News: AP. **Commentators:** Dale Simpson (newscaster; sports); Bill Butterfield and George Reeves (newscasters); Carl Dalbey (newscaster; grain reports); Mabel Waken (household hints); Harold Baker (grain reports).

KBIX, MUSKOGEE

Operator: Oklahoma Press Publishing Co., Barnes Bldg. **Phone:** 303. **Power:** 100

watts on 1500 kc. **Affiliation:** Mutual Broadcasting System; Oklahoma Network. **Opened:** May 1, 1936. (Note: This station is newspaper-owned by the Muskogee Daily Phoenix and Times-Democrat.)

Vice-president: Tams Bixby, Jr. **Station manager:** O. C. Benjamin. **Sales manager:** Frank Rough. **Chief engineer:** Lester Harlow. **Program director, merchandising manager:** Mark Weaver.

Rep: The Branham Co. **Seating facilities:** Reception room seats 50 persons. **Merchandising:** Offered through Radiad Service, Radio Merchandising Service and Vincent Edwards & Co. **Foreign language programs:** No set rules; none currently on station. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: Accept beer, wine, liquor and some patent medicine advertising; all copy must conform to station standards, Federal and state regulations. **E. T. Library:** World, News: AP. **Commentators:** Paul A. Bruner, Mark Weaver, Sigrid Floren and John Black (newscasters); Harold Baker (newscaster; sports); Sarah Doane (society; fashions; gossip; women's features); L. C. Gentry (farm news).

WNAD, NORMAN

Operator: University of Oklahoma. **Power,** 1,000 watts on 1010 kc (specified hours; divides time with KGGF). **Opened:** 1922.

This station is non-commercial; university-owned.

KOCY, OKLAHOMA CITY

Operator: Plaza Court Broadcasting Co., Plaza Court. **Phones:** 3-4333; 3-4646. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925.

President: John D. Thomas. **Vice-president:** Charles Edward Johnson. **Secretary-treasurer:** M. S. McEldowney. **Station manager:** Matt H. Bonebrake. **Program director:** Marvin Krause.

Rep: None. **Seating facilities:** Studios A and B seat 100 persons each. **Merchandising:** Complete service available. **Foreign language programs:** Not accepted. **Artists bureau:** Station can supply necessary talent. **Base rate:** \$120.

Copy restrictions: Beer and wine copy accepted; no hard liquor; patent medicines taken only subject to station approval. **E. T. library:** Associated; NAB; MacGregor; Standard, News: UP. **Commentators:** Norman Rogers (newscaster); Russell Black (newscaster; Hollywood gossip); Ted Andrews (newscaster; sports); Ann Jordan (women in the news; fashions; cooking).

OKLAHOMA STATIONS—Continued

KOMA, OKLAHOMA CITY

Operator: KOMA, Inc., Biltmore Hotel. **Phone:** 2-3291. **Power:** 5,000 watts on 1480 kc. **Affiliation:** CBS. **Opened:** 1923. (Note: This station is owned by the same stockholders owning KTUL, Tulsa, Oklahoma).

Manager: Neal Barrett. **Commercial manager:** Jack Howell. **Program director:** Jack Mitchell. **Director of promotion and publicity:** W. S. Lukenbill. **Musical director:** Paul Christensen. **Chief engineer:** M. W. Thomas.

Rep: Free & Peters, Inc. **Seating facilities:** Studio A seats 100; Studio B, 50. **Merchandising:** Regular service rendered gratis; additional services furnished at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: Beer and light wine advertising accepted; no hard liquor; all copy subject to approval of the commercial editing department. **E. T. library:** World. **News:** UP. **Commentators:** Jack Mitchell, John Rogers, Jack Swineford, and Stewart Dean (newscasters); Bob Duren (sports); Catherine Cunningham (cooking; fashions; women's news).

KTOK, OKLAHOMA CITY

Operator: Oklahoma Broadcasting Co., Inc., 1800 W. Main St. **Phones:** 3-8352-3. **Power:** 250 watts on 1370 kc. **Affiliation:** NBC Blue Southwestern Group; Mutual; Oklahoma Network. **Opened:** March 15, 1937 (as KTOK; station itself has been in operation since 1927). (Note: Major stockholder in the operating company is Harold V. Hough of Fort Worth Star-Telegram.)

President: Harold V. Hough. **Station manager:** Kenyon M. Douglass. **Commercial manager:** Tom Johnson. **Program director:** Harold Shreve. **Merchandising and promotion director:** Paul H. Buening. **Chief engineer:** Bernard Tullius.

Rep: Arthur H. Hagg & Associates. **Seating facilities:** Studio A, 50 persons. **Merchandising:** Complete service available. **Foreign language programs:** No demand for such programs in this territory. **Artists bureau:** Can supply all talent requirements. **Base rate:** \$120.

Copy restrictions: Beer advertising accepted; no wine or hard liquors. **E. T. library:** Standard; NAB; Lang-Worth. **News:** UP; local. **Commentators:** Richard Peters (newscaster; reports on men's clubs); Dick Johnson (sports); Kay Parker (fashions; homemaking); Rada Sue Garrett (cooking).

WKY, OKLAHOMA CITY

Operator: WKY Radiophone Co., Skirvin Tower Hotel. **Phone:** 3-4306. **Power:** 5,000 and 1,000 watts on 900 kc. **Affiliation:** NBC Red Southwestern Group. **Opened:** 1920 (present company since Nov. 11, 1928). (Note: WKY is affiliated with the Oklahoma Publishing Co.; same owners control KLZ, Denver, and KVOR, Colorado Springs.)

Secretary-treasurer: Edgar T. Bell. **Station manager:** Gayle V. Grubb. **Commercial manager:** R. E. Chapman. **Program director:** Guy Runnion. **Musical director:** Allan Clark. **Traffic manager:** Daryl McAllister. **Continuity chief:** George Hamaker. **Special events director:** Perry Ward. **Publicity director:** Robert Eastman.

Rep: The Katz Agency. **Seating facilities:** Main studio, 275; Studio B, 100; Studio C, 75; Radio Kitchen, 100; auditorium, 1,200. **Merchandising:** Call on "reasonable" amount of tradesmen; assist in distributing sponsor's merchandising material; send out special letters to mailing list for cost of package or postage; station has a column in the Daily Oklahoman and Oklahoma City Times, and Farmer-Stockman (weekly); display space in Saturday afternoon's Times and Sunday's Oklahoman, featuring several programs each issue. **Foreign language programs:** No demand for these in this section. **Artists bureau:** Arrange for club, theatre or private bookings of WKY artists. **Base rate:** \$240.

Copy restrictions: Beer advertising accepted; no wines or hard liquors; "old established patent medicines, with copy edited by station, can be accepted." **E. T. library:** NBC Thesaurus; Standard. **News:** AP. **Commentators:** Tommy Thompson and Robert Eastman (newscasters); Charles Inglis and Perry Ward (sports); Mrs. Mart Adams (homemaking—as "Aunt Susan"); Edyth Wallace (women's problems); Julie Benell (fashions and film news); George Coffelt (stock and grain reports); Terry O'Sullivan ("Odds and Ends"); Daryl McAllister (children's funny paper hour).

KHBG, OKMULGEE

Operator: Okmulgee Broadcasting Corp., McCulloch Bldg. **Phone:** 3546. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** October, 1937.

President, station manager: Pat Buford. **Commercial manager:** Lucille Buford. **Program director:** Verne Hiner. **Chief engineer:** Roger Hively. **Musical director:** Jane Winn. **Publicity director:** Hillis Bell.

Rep: None. **Seating facilities:** Can accommodate about 250 persons. **Merchan-**

OKLAHOMA STATIONS—Continued

dising; Can handle window cards and special publicity; direct mail issued to dealers when advertiser is attempting to increase his retail accounts. Foreign language programs: No rules listed. Artists bureau: None. Base rate: \$20 (½ hr.).

Copy restrictions: Beer advertising accepted; no hard liquors. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** Verne Hiner (news editor); Leo Cross (newscaster; sports); Bill Fairley (special events); Charles Boyd (newscaster); Carol King (cooking); Bliss Harris (fashions; women's news).

WBBZ, PONCA CITY

Operator: Adelaide L. Carrell (Executrix of C. L. Carrell Estate), 615 W. Grand Avenue. **Phone:** 2300. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System; Oklahoma Network. **Opened:** 1027.

Managing director, station manager: Adelaide L. Carrell. **Program director:** W. L. Stevens. **Chief engineer:** Don Mitchell.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Small studio; capacity not listed. **Merchandising:** Supply publicity and window displays, and distribute mailing pieces gratis. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Accept beer and light wine advertising; no patent medicines accepted; short, concise copy demanded; all copy is subject to station approval. **E. T. library:** Standard. **News:** None listed.

KGFF, SHAWNEE

Operator: KGFF Broadcasting Co., Inc., Aldridge Hotel. **Phone:** 4390. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual; Oklahoma Network. **Opened:** Dec. 10, 1930. (Note: Station has interlocking control with the Shawnee News and Star newspapers, plus other papers in Nebraska, Missouri, Kansas, and New Mexico).

President: Oscar Stauffer. **Secretary-treasurer, general manager:** Joseph W. Lee. **Advertising manager:** Weldon Stamps. **Chief announcer:** Frank Jackson. **Publicity, traffic:** Maxine Eddy. **Chief engineer:** John Molloy.

Rep: Arthur H. Hagg & Associates. **Seating facilities:** Shawnee municipal auditorium, 3,000. **Merchandising:** Complete service available. **Foreign language programs:** No rules against such programs, but no demand due to low percentage of foreign born population in trade area. **Artists bureau:** None. **Stock:** Held by

Stauffer Publication Co., Arkansas City, Kansas. **Base rate:** \$50.

Copy restrictions: All copy subject to approval of the management. **E. T. library:** None. **News:** AP. **Commentators:** Joe Lee and Weldon Stamps (newscasters); Frank Jackson (newscaster; news oddities; sports); Charles Cassidy and Orville Sherman (sports and special events); Maxine Eddy (fashions; cooking; society; women's features).

KOME, TULSA

Operator: Oil Capital Sales Corp., 910 S. Boston St. **Phone:** 3-4121. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual; Oklahoma Network. **Opened:** Dec. 25, 1938.

General manager and publicity director: Jack Whitney. **Commercial manager:** Harold Grimes. **Program director:** Joseph Gifford. **Chief engineer:** James Manship. **Musical director:** Myrt Alexander.

Rep: Arthur H. Hagg & Associates. **Seating facilities:** Auditorium studio, 200. **Merchandising:** Service available; details not listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Beer accepted; no other alcoholic beverages; abide by NAB Code of Ethics. **E. T. library:** Standard. **News:** Transradio. **Commentators:** James Neil (newscaster; news editor); Bill Hixon (sports); Jane Austin (fashions; cooking; homemaking).

KTUL, TULSA

Operator: Tulsa Broadcasting Co., Inc., National Bank of Tulsa Bldg. **Phone:** 2-3191. **Power:** 5,000 watts on 1400 kc. **Affiliation:** CBS. **Opened:** Jan. 22, 1934. (Note: Same stockholders also own KOMA, Oklahoma City, and operate a two-station hookup: "The Oklahoma Metropolitan Line").

Vice-president: William C. Gillespie. **Sales manager:** Lawson Taylor. **Program director:** Jack Hoffman. **Merchandising and publicity director:** John Esau. **Production manager:** Carlyle Stevens. **Musical director:** Lillian Smithline. **Chief engineer:** Nathan Wilcox. **Continuity chief:** Robert Alexander.

Rep: Free & Peters, Inc. **Seating facilities:** Radio theatre available; capacity not listed. **Merchandising:** Sales and promotion department offers merchandising service; assist in obtaining publicity, window displays, dealer tie-ups; conduct surveys; exploit merchandising "in every possible manner." **Foreign language programs:** None; no population warranting same. **Ar-**

OKLAHOMA STATIONS.—Continued

tists bureau: Supply talent through station. **Stock:** Principal holders are J. T. Griffin, Bryan Matthes, and William C. Gillespie; the stock is cross-owned with that of the J. T. Griffin Wholesale Grocery Co. **Base rate:** \$120.

Copy restrictions: Allow three minutes of commercial per quarter-hour, and five minutes per half-hour; beer accepted; no other alcoholic beverages. **E. T. library:** Associated. **News:** UP. **Commentators:** Eddie Lyon (news commentator; newscaster); Don O'Brien (newscaster; sports); Ken Linn (newscaster); Kathryn Carlyle (etiquette; women's news).

KVOO, TULSA

Operator: Southwestern Sales Corp., Philtower Bldg. **Phone:** 2-2254. **Power:** 25,000 watts on 1140 kc. **Affiliation:** NBC Southwestern Group. **Opened:** Jan. 15, 1925.

Vice-president, general and station manager: Wm. B. Way. **Commercial manager:** Willard D. Egolf. **Program director, production manager, artists bureau head:**

Edward C. Coontz. **Chief engineer:** L. W. Stinson. **Merchandising director:** F. M. Hart.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Three studios seating, respectively, 15, 30 and 100 persons; also two remote studios seating 1,100 and 2,800 persons. **Merchandising:** Complete service including letters, bulletins, window and counter displays, personal contacts, and telephone surveys; no charge for the service except postage on letters numbering more than 100. **Foreign language programs:** None; population does not warrant same. **Artists bureau:** Yes; lists about 45 artists, musicians, orchestra leaders, writers, producers and announcers. **Stock:** Principally held by W. G. Skelly. **Base rate:** \$280.

Copy restrictions: Advertising of alcoholic beverages not accepted; all copy must comply with station policy; no false or misleading claims; no lotteries; no advertising matter "in bad taste." **E. T. library:** World; NAB; Davis & Schwegler. **News:** INS. **Commentators:** Ken Miller (newscaster); A. B. "Bud" Jackson, Jr. (sports); Dorothy McCune (women's features).

OREGON

(285,400 radio homes, or 95% ownership among the State's total of 299,000 families. Urban ownership is 147,000, or 94% of urban families; rural ownership is 138,400, or 97% of rural families.)

Radio Homes by Counties

Baker	4,930	Harney	1,780	Morrow	1,400
Benton	4,820	Hood River.....	2,650	Multnomah	102,890
Clackamas	14,530	Jackson	10,230	Polk	4,960
Clatsop	6,000	Jefferson	630	Sherman	810
Columbia	5,840	Josephine	3,680	Tillamook	3,500
Coos	8,600	Klamath	9,180	Umatilla	6,840
Crook	950	Lake	1,410	Union	5,050
Curry	1,070	Lane	16,330	Wallowa	2,180
Deschutes	4,340	Lincoln	3,060	Wasco	3,760
Douglas	6,960	Linn	7,610	Washington	9,210
Gilliam	950	Malheur	3,130	Wheeler	710
Grant	1,830	Marion	16,830	Yamhill	6,750

KAST, ASTORIA

Operator: Astoria Broadcasting Co., 1006 Taylor Ave. **Phone:** 95. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** July 1, 1935. (Note: This station is affiliated with the Astorian-Budget and Pendleton East Oregonian).

Manager: James C. Wallace. **Commercial manager, Frank E. Marrion. Program**

director: Sylvia L. Chandler. **Chief engineer:** Raymond Williams.

Rep: Walter Biddick Co.; Cox and Tanz. **Seating facilities:** None. **Merchandising:** Window displays; contact wholesalers and dealers; affiliation with Astorian-Budget affords newspaper publicity. **Foreign language programs:** Accepted; copy on announcements or programs must be submitted in English, 48 hours in advance;

OREGON STATIONS—Continued

region has 6,000 Finnish-speaking people. Artists bureau: None. Base rate: \$25.

Copy restrictions: No beer, wine or whiskey advertising except after 10 P.M.; patent medicines accepted if copy, product and advertising claims meet station approval. E. T. library: Standard; NAB. News: UP. Commentators: James C. Wallace and Frank E. Marrion (newscasters); Barbara J. Beard (fashions; cooking; women's features).

KBKR, BAKER

Operator: Louis P. Thornton, Baker Loan Trust Bldg. Phone: 140. Power: 250 watts on 1500 kc. Affiliation: None. Opened: Dec. 3, 1939.

Station manager: E. W. Lippincott. Commercial manager: Fred Peiger. Program director: Herbert Haley. Chief engineer: R. R. Sutton.

Rep: None. Seating facilities: None. Merchandising: Assist in "all ways possible"; services rendered without charge. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$12.50 (½ hr.).

Copy restrictions: Advertising of alcoholic beverages not accepted; beer and wine advertising accepted after 10 P.M. E. T. library: MacGregor; Davis & Schwegler. News: UP. Commentators: Ellwood W. Lippincott, and Herbert Haley (newscasters); Dr. E. L. Fons (sports); Helen Horting (women's features).

KBND, BEND

Operator: The Bend Bulletin, 1121 Wall St. Phone: 848. Power: 250 watts on 1310 kc. Affiliation: None. Opened: Dec. 20, 1938. (Note: This station is newspaper-owned by the Bend Bulletin.)

General manager: Robert W. Sawyer. Station manager, publicity director: Frank H. Loggan. Commercial manager: Chet Wheeler. Program and musical director: Robert Dickinson. Chief engineer: Gene Lovejoy.

Rep: Cox and Tanz; John Keating. Seating facilities: Can accommodate about 30 persons. Merchandising: Complete department maintained; any "reasonable" amount of service rendered gratis, except for postage. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$25.

Copy restrictions: Beer, wine or alcoholic beverage copy of any kind not accepted; "objectionable medical advertising" rejected. E. T. library: NBC Thesaurus. News: UP. Commentators: Chet Wheeler (newscaster); Hal Byer (newscaster; sports).

KOAC, CORVALLIS

Operator: Oregon State Agricultural College. Power: 1,000 watts on 550 kc.

This station is non-commercial.

KODL, THE DALLES

Operator: Western Radio Corp. Power: 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

KORE, EUGENE

Operator: Frank L. Hill and C. G. Phillips doing business as the Eugene Broadcast Station, Kore Bldg. Phone: 3. Power: 250 watts on 1420 kc. Affiliation: Mutual; Don Lee Broadcasting System. Opened: 1927. (Note: Frank L. Hill and C. G. Phillips also own KIDO, Boise, Idaho. KORE has "friendly connections," but no cross-ownership with the Eugene Register Guard.)

Proprietor: Frank L. Hill. Station manager, commercial manager: Glenn E. McCormick. Program director, publicity: Day Foster. Chief engineer: Harold Gander.

Rep: John Blair & Co. Seating facilities: Glass-encased reception room, 200 persons. Merchandising: Maintain such a service; details do not conform to any set policy. Foreign language programs: No demand for such in station area. Artists bureau: None. Base rate: \$37.50.

Copy restrictions: Accept wine, beer, whiskey and patent medicines if "legitimate" and conforming to FCC regulations. E. T. library: MacGregor. News: UP. Commentators: William Tugman (news commentator); Day Foster and Freeman Patton (newscasters); Jack McCarty and Jim Lawson (sports); Marjorie Jackson (fashions; cooking).

KUIN, GRANTS PASS

Operator: Southern Oregon Broadcasting Co., Box 43. Phone: 192. Power: 250 watts on 1310 kc. Affiliation: None. Opened: Dec. 16, 1939. (Note: This station is newspaper-affiliated with the Grants Pass Daily Courier).

Station and commercial manager: John G. Bauriedel. Program director: C. C. Turner, Jr. Chief engineer: Wm. R. Rambo. Musical director: Edward Malone. Educational director: M. B. Winslow.

Rep: None. Seating facilities: None. Merchandising: Window tie-ins, dealer-distributor contacts, and newspaper publicity arranged without charge. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$20.

OREGON STATIONS--Continued

Copy restrictions: Advertising of alcoholic beverages not accepted. **E. T. library:** World; MacGregor. **News:** AP. **Commentators:** William Rambo, and Edward Malone (newscasters); Claude C. Turner, Jr. (sports).

KFJL KLAMATH FALLS

Operator: KFJL Broadcasters, Inc., 215 Main St. **Phone:** 5155. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Aug. 4, 1923.

President: J. A. Kincaid. **Station manager:** George Kincaid. **Program director:** Jack Keating. **Chief engineer:** Lon Hunt.

Rep: John Blair & Co. **Base rate:** \$35.

Copy restrictions: Announcements limited to 100 words or one minute; no beer, wine, or liquor advertising accepted. **E. T. library:** World. **News:** UP. **Commentators:** Carroll Hansen (newscaster; sports); Aaron Funk (newscaster); Rubelle Leighty (women's features).

KLBM, LA GRANDE

Operator: Harold M. Finlay and Mrs. Eloise Finlay, Bouvy Bldg. **Phone:** 220. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** Sept. 30, 1938. (Note: Harold M. Finlay is also publisher of the La Grande Morning Observer.)

Manager: Harold M. Finlay. **Program director:** Raymond McKenzie.

Rep: Cox and Tanz. **Base rate:** \$15 (½ hr.).

Copy restrictions: Station reserves the right to refuse any copy not on a level with the character of the station or the advertiser. **E. T. library:** Standard. **News:** UP.

KOOS, MARSHFIELD

Operator: KOOS, Inc. Hall Building. **Phone:** 432. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** July, 1928. (Note: Sheldon F. Sackett, president of KOOS, is also publisher of the Coos Bay Times.)

President: Sheldon F. Sackett. **General manager:** Ben E. Stone. **Commercial manager:** A. Thomas Morris. **Chief operator:** Roger L. Spaugh.

Rep: Burn-Smith Co., Inc. **Seating facilities:** None (can use local theatre when need arises). **Merchandising:** Full service available. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$37.50.

Copy restrictions: All material subject to Federal Trade Commission and FCC regulations; alcoholic beverages not accepted.

E. T. library: None. **News:** UP. **Commentators:** Roger L. Spaugh and Donald Anderegg (newscasters); Mark DeLaunay and Arnold Spaniol (sports); Ruth Wade (fashions).

KMED, MEDFORD

Operator: Mrs. W. J. Virgin, Sparta Bldg. **Phone:** 305. **Power:** 1,000 and 250 watts on 1410 kc. **Affiliation:** NBC Red and Blue Pacific Coast Supplementary Group. **Opened:** September, 1932.

Owner: Mrs. W. J. Virgin. **Commercial manager:** L. P. Bishop. **Sales manager:** A. A. Adler. **Program director:** Gladys La Marr. **Chief engineer:** D. H. Rees.

Rep: None. **Seating facilities:** Main studio seats 50 persons. **Merchandising:** Help manufacturers and distributors in securing local tie-ins and new retail outlets for their products. **Foreign language programs:** Not accepted; population less than 2% foreign. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Beer and light wines accepted; no hard liquors; all proprietary copy with a "personal" angle is closely edited; all copy subject to station approval. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **Commentators:** Logan Nininger (newscaster; sports); Ray Scott (newscaster).

KALE, PORTLAND

Operator: KALE, Inc., New Heathman Hotel. **Phone:** Atwater 7209. **Power:** 5,000 and 1,000 watts on 1300 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. (Note: KALE is affiliated with the Oregon Journal, as is KOIN of the same city.)

President: C. Roy Hunt. **Commercial manager:** Ted Kooreman. **Sales manager:** Charles E. Couche. **Director commercial relations:** Harry Buckendahl. **Production manager:** Ted W. Cooke. **Program director:** Henry M. Swartwood, Jr. **Technical director:** Louis S. Bookwalter. **Publicity director:** Lester Halpin.

Rep: Free & Peters, Inc. **Seating facilities:** None. **Merchandising:** Publicity in the "Radio Advertiser," which is circulated to retail stores; also advertise new programs in the Oregon Journal. **Foreign language programs:** Subject to restrictions which practically prohibit; controversial subjects not allowed. **Artists bureau:** None. **Stock:** Principally held by C. Roy Hunt, C. W. Myers and The Oregon Journal. **Base rate:** \$75 (½ hr.).

Copy restrictions: Alcoholic beverage and medicinal spot advertising not accepted. **E. T. library:** World; Associated; Langworth; NAB. **News:** INS; UP. **Com-**

OREGON STATIONS—Continued

mentators: Duncan B. McLeod, Robert Harris, and Robert Henderson (newscasters); Stanley Church (sports).

KBPS, PORTLAND

Operator: Benson Polytechnic School, R. T. Stephens, agent. **Power:** 100 watts on 1420 kc (shares time with KXL).

This station is non-commercial.

KEX, PORTLAND

Operator: Oregonian Publishing Co., Oregonian Bldg. **Phone:** Atwater 2121. **Power:** 5,000 watts on 1160 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** 1931. (Note: This station is NBC owned, but operated by the Portland Oregonian, also owners of KGW, Portland.)

Manager: W. Carey Jennings. **Sales manager:** Paul H. Connet. **Production manager:** H. Q. Cox. **Traffic manager:** Ralph H. Greer. **Chief engineer:** Harold C. Singleton. **Musical director:** Abe Bercovitz.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio A, 150 persons; studio C, 125 (facilities shared with KGW). **Merchandising:** Publicity and information accorded through newspaper affiliate. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; Stephen M. Janick, manager. **Base rate:** \$93.75.

Copy restrictions: Beer and light wines accepted weekdays after 10 P.M. only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program. **E. T. library:** NBC Thesaurus. **News:** INS. **Commentators:** Willis Ross, R. E. Thomlinson, and Philip Irwin (newscasters); Rollie Truitt (sports); Nancy Morris (cooking; homemaking); Katherine Jones and Vere Kneeland (fashions); Grace Elliot (film reporter); Will R. Mock, Jr. (civic events).

KGW, PORTLAND

Operator: Oregonian Publishing Co., Oregonian Bldg. **Phone:** Atwater 2121. **Power:** 5,000 and 1,000 on 620 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** March 25, 1922. (Note: This station is newspaper-owned by the Portland Oregonian, which also operates KEX).

Manager: W. Carey Jennings. **Sales manager:** Paul H. Connet. **Production manager:** H. Q. Cox. **Traffic manager:** Ralph H. Greer. **Chief engineer:** Harold C. Singleton. **Musical director:** Abe Bercovitz.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio A, 150 persons; studio C, 125 (these studios shared with KEX). **Merchandising:** Publicity and listings through newspaper affiliate. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; Stephen M. Janick, manager. **Base rate:** \$165.

Copy restrictions: Beer and light wines accepted weekdays after 10 P.M. only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program. **E. T. library:** NBC Thesaurus. **News:** INS. **Commentators:** Willis Ross, R. E. Thomlinson, and Philip Irwin (newscasters); Rollie Truitt (sports); Nancy Morris (cooking; homemaking); Katherine Jones and Vere Kneeland (fashions); Grace Elliot (film reporter); Will R. Mock, Jr. (civic events).

KOIN, PORTLAND

Operator: KOIN, Inc., New Heathman Hotel. **Phone:** Atwater 3333. **Power:** 5,000 watts on 940 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: This station is affiliated with

When You Think

OREGON

Think

KOIN

Portland's
CBS Outlet

FREE & PETERS
National Representatives

OREGON STATIONS—Continued

the Oregon Journal as is KALE of the same city.)

President: Charles W. Myers. **General manager and treasurer:** C. Roy Hunt. **Sales manager:** Charles E. Couche. **Director of commercial relations:** Harry Buckendahl. **Production manager, artists bureau head:** Johnnie Walker. **Program and educational director:** Henry B. Swartwood, Jr. **Technical director:** Louis S. Bookwalter. **Musical director:** Joseph Sampietro. **Publicity director:** Lester Halpin.

Rep: Free & Peters, Inc. **Seating facilities:** About 100 persons. **Merchandising:** Publishes "Radio Advertiser" and circulates the publication to retail stores; Oregon Journal lists programs with sponsor names. **Foreign language programs:** Acceptance rules are strict to the point of prohibition; none currently on station; English translation must be submitted in advance. **Artists bureau:** Yes; lists about 20 artists. **Stock:** Control held by C. W. Myers; the Oregon Journal, and C. Roy Hunt hold the balance. **Base rate:** \$110 (½ hr.).

Copy restrictions: Commercial continuity limited to network standards of CBS; no medical advertising accepted; no alcoholic beverages. **E. T. library:** World; Associated; Lang-worth. **News:** INS; UP. **Commentators:** Arthur R. Kirkham (newscaster; sports); James Tremont Wyatt, Duncan McLeod, and Marc Bowman (newscasters); Stanley B. Church (sports); Margaret Allen (women's features); Ivan Jones (general comment).

KWJJ, PORTLAND

Operator: KWJJ Broadcast Co., Inc., 622 S. W. Salmon St. **Phone:** AT 4393. **Power:** 500 watts on 1040 kc (unlimited except between local sunset and 9 P.M.; station resumes broadcasting at 9 P.M. and operates to 3 A.M.). **Affiliation:** None. **Opened:** 1927.

General and station manager: John C. Egan. **Commercial manager:** L. D. Henderson. **Program director:** G. E. Speerstra. **Chief engineer:** W. J. Jerman. **Artists bureau head, publicity director:** Sammy Taylor. **Musical director:** Art Morey.

Rep: Cox and Tanz. **Seating facilities:** Can accommodate about 500 persons. **Merchandising:** Have connection with amusement park for various exploitations; give out souvenir portraits; also newspaper publicity. **Foreign language programs:** Accepted if "of good character." **Stock:** Held by John C. Egan and Wilbur J. Jerman. **Base rate:** \$28 (½ hr.).

Copy restrictions: No patent medicines nor hard liquors; beer and wines accepted

between 10 P.M. and 1 A.M., except Sundays; spot announcements limited to 100 words. **E. T. library:** None. **News:** UP. **Commentators:** Eddie McElroy and Frank Hemingway (newscasters); Art Morey (sports).

KXL, PORTLAND

Operator: KXL Broadcasters, KXL Building. **Phone:** Broadway 6451. **Power:** 250 watts on 1420 kc (divides time with KBPS—three hours daytime per week only). **Affiliation:** With KFPY and KGIR. **Opened:** 1926.

President, station and commercial manager: T. W. Symons, Jr.*

Rep: None. **Seating facilities:** Capacity not listed. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held by T. W. Symons, Jr., and E. B. Craney. **Base rate:** \$30 (½ hr.).

Copy restrictions: Commercial copy can't consume more than 15% of program time. **E. T. library:** Standard; MacGregor; NAB; Lang-Worth; Davis & Schwegler. **News:** UP.

*Also president of KFPY, Spokane, Wash.

KRNR, ROSEBURG

Operator: News-Review Co., Umpqua Hotel. **Phone:** 4. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** December, 1935. (Note: This station is newspaper-owned by the Roseburg News Review).

Manager: Marshall Pengra. **Chief engineer:** H. J. Chandler, Jr. **Program director:** Gilbert E. Walters.

Rep: John Blair & Co. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** Complete service rendered, including dealer contacts, publicity and listings through newspaper affiliate. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Beer and wine advertising accepted; no hard liquor; patent medicines of "high standing" accepted; guided by "rules of common decency and expediency" in checking copy. **E. T. library:** None. **News:** AP. **Commentators:** Harris Ellsworth (news commentator); Marshall Pengra (newscaster; sports); Bill Thomas, Henry Chandler, Jr., Max J. Frye, and Gilbert E. Walters (newscasters).

KSLM, SALEM

Operator: Oregon Radio, Inc., 633 N. Front St. **Phone:** 6131. **Power:** 1,000 watts

OREGON STATIONS—Continued

on 1360 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Nov. 1, 1934.

President, commercial and production manager: H. B. Read. **Program director:** Herb Johnston, Jr.

Rep: John Blair & Co. **Seating facilities:** Main studio, 75 persons; 25 in auxiliary studio. **Merchandising:** None. **Foreign language programs:** Not accepted; population 97% American. **Artists bureau:** None. **Stock:** Entirely held by H. B. Read. **Base**

rate: \$35.

Copy restrictions: Beer and wines not accepted before 10 P.M. nor on Sunday; no hard liquors; 15% of program time is maximum allowed for commercial use; copy subject to approval of management. **E. T. library:** Davis & Schwegler. **News:** UP. **Commentators:** Herbert Johnston, Jr. (newscaster; sports; "interesting facts"); Thomas Nelson (newscaster); Maxine Buren (home economics).

PENNSYLVANIA

(2,206,400 radio homes, or 90% ownership among the State's total of 2,452,000 families. Urban ownership is 1,553,900, or 92% of urban families; rural ownership is 652,500, or 85% of rural families.)

Radio Homes by Counties

Adams	Elk	Montour
Allegheny	Erie	Northampton
Armstrong	Fayette	Northumberland
Beaver	Forest	Perry
Bedford	Franklin	Philadelphia
Berks	Fulton	Pike
Blair	Greene	Potter
Bradford	Huntingdon	Schuylkill
Bucks	Indiana	Snyder
Butler	Jefferson	Somerset
Cambria	Juniata	Sullivan
Cameron	Lackawanna	Susquehanna
Carbon	Lancaster	Tioga
Centre	Lawrence	Union
Chester	Lebanon	Venango
Clarion	Lehigh	Warren
Clearfield	Luzerne	Washington
Clinton	Lycoming	Wayne
Columbia	McKean	Westmoreland
Crawford	Mercer	Wyoming
Cumberland	Mifflin	York
Dauphin	Monroe	
Delaware	Montgomery	

WCBA, ALLENTOWN

This station is owned and operated by the Lehigh Valley Broadcasting Co., and is affiliated with WSAN of the same city. For all data, see WSAN.

WSAN, ALLENTOWN

Operator: Lehigh Valley Broadcasting Co., 39-41 N. Tenth St. **Phone:** 9511. **Power:** 500 watts on 1440 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** 1923. (Note: This station is newspaper-owned by the Allentown Call; WCBA, of the same city is affiliated with WSAN.)

President: Major J. C. Shumberger. **Program director:** B. Bryan Musselman. **Program director, artists bureau head, musical director:** George Y. Snyder. **Chief engineer:** William McCutcheon.

Rep: None. **Seating facilities:** Studio accommodates about 100 persons. **Merchandising:** Place window displays and mail circular letters; mimeograph, multi-graph and addressograph service available. **Foreign language programs:** Accepted; complete English translation must be furnished. **Artists bureau:** Yes; lists about 25 artists. **Base rate:** \$120.

Copy restrictions: Patent medicines

PENNSYLVANIA STATIONS—Continued

carefully investigated; "sponsors are urged to act upon advice of station continuity director." **E. T. library:** World; Lang-Worth. **News:** UP. **Commentators:** Harold Lampel (news commentator); Shel Walker and Bill Davies (newscasters); Johnny Van Sant (sports).

WFBG, ALTOONA

Operator: The Gable Broadcasting Co., 1320 Eleventh Ave. (business office). **Phone:** 6467. **Power:** 100 watts on 1310 kc. **Affiliation:** NBC Basic Red Supplementary Group. **Opened:** Aug. 24, 1924.

President: George P. Gable. **Managing director:** Roy Thompson. **Chief engineer:** James E. Moffatt.

Rep: None. **Seating facilities:** None. **Merchandising:** Distribute window cards, arrange for window displays, and contact dealers via mail; slight charge for services. **Foreign language programs:** Accepted; station maintains Italian and German half-hour programs; continuity must be submitted in English as well as the foreign language. **Artists bureau:** None. **Base rate:** \$86.

Copy restrictions: All stipulations of the N.A.B. code strictly observed. **E. T. library:** World. **News:** INS.

WCED, DU BOIS

Operator: Tri-County Broadcasting Co. **Power:** 250 watts on 1200 kc.

At press time this station had a construction permit only.

WEST, EASTON

Operator: Associated Broadcasters, Inc., 516 Northampton St. **Phone:** 8001. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual; Mason-Dixon Radio Group. **Opened:** 1936.

President: Clair R. McCollough*. **Station and commercial manager:** Elwood Anderson. **Program director:** Wilbert Markle. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Pauline Davis. **Musical director:** Eugene Bethman. **Publicity director:** Shimer Serfass.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Offer usual services, including publicity and listings in newspaper radio columns. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$85.

Copy restrictions: All copy must conform to station standards. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Ted Pierce (sports); Pauline Davis (fashions; cooking; household hints).

* See footnote to WGAL, Lancaster, Pa.

WERC, ERIE

Operator: Presque Isle Broadcasting Co. **Power:** 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

WLEU, ERIE

Operator: WLEU Broadcasting Corp., Commerce Bldg. **Phone:** 22-129. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC Basic Blue Supplementary Service; Quaker State Network; Pennsylvania State Network. **Opened:** April 21, 1935.

Station and commercial manager: V. Hamilton-Weir. **Program director:** James Hamilton. **Chief engineer:** Harold Roess. **Musical director:** Anthony Conti.

Rep: None. **Seating facilities:** 50 persons. **Merchandising:** Programs given publicity on the air through the "Merchandise Cooperative Program." **Foreign language programs:** Accepted; special rates apply. **Artists bureau:** None. **Base rate:** \$110.

Copy restrictions: Beer, wine and patent medicines accepted; no set rules regarding copy, other than that it conform with Federal Trade Commission regulations. **E. T. library:** World. **News:** Transradio. **Commentators:** Leon Dryfoos (news commentator); Jim Hamilton (newscaster; stock reports); Ken Weber and Jimmie O'Shea (newscasters); Arthur Ingram (sports); Joan Clark (fashions; cooking; furniture; women's features).

WIBG, GLENSIDE

Operator: Seaboard Radio Broadcasting Corp., Easton Road and Mt. Carmel Ave. **Phones:** Majestic 2675; Ogontz 3100. **Power:** 100 watts on 970 kc (daytime). **Affiliation:** None. **Opened:** 1924.

General manager: Paul F. Harron. **Commercial manager:** Edward D. Clery. **Program and musical director:** Douglas Arthur. **Chief engineer:** John H. Henninger. **Publicity and promotion director:** Rupe Werling.

Rep: None. **Seating facilities:** Studio seats 75; larger auditorium available. **Merchandising:** Complete facilities; details not listed. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$65.

Copy restrictions: Beer and wine accepted; no hard liquor. **E. T. library:** None. **News:** UP. **Commentators:** Jim McCann (news commentator; newscaster); Douglas Arthur (newscaster; entertainment news); Hal Tunis (newscaster; sports); Rupe Werling (newscaster; local

PENNSYLVANIA STATIONS—Continued

gossip; school comment); Zella Drake Harper (fashions; cooking; films; entertainment news); Nathaniel F. Silsbee (aviation).

WHJB, GREENSBURG

Operator: Pittsburgh Radio Supply House, Penn Albert Hotel. **Phone:** Greensburg 3740. **Power:** 250 watts on 620 kc (operates to sunset). **Affiliation:** None. **Opened:** Oct. 28, 1934. (Note: Same operator also owns WJAS, Pittsburgh.)

Managing director: G. S. (Pete) Wasser. **Assistant manager:** Howard Lewis.

Rep: William G. Rambeau Co. **Seating facilities:** Auditorium studio seats 180. **Merchandising:** None. **Foreign language programs:** Have programs directed towards Poles and Slovaks, but all announcements must be in English. **Artists bureau:** None. **Base rate:** \$76.

Copy restrictions: None listed. **E. T. library:** None. **News:** No service listed. **Commentators:** J. Herbert Angell (newscaster); Ruth Maxwell (books; travel).

WSAJ, GROVE CITY

Operator: Grove City College. **Power:** 100 watts on 1310 kc (operates specified hours.)

This station is non-commercial; college-owned.

WHP, HARRISBURG

Operator: WHP, Inc., Telegraph Bldg. **Phone:** 43211. **Power:** 5,000 and 1,000 watts on 1430 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: This station is affiliated with the Harrisburg Telegraph.)

President: E. J. Stackpole, Jr. **Station manager:** A. K. Redmond. **Local sales representative:** R. A. Maxwell. **Production director:** E. K. Smith. **Chief engineer:** Richard Duncan. **Musical director:** David Shoop. **Promotion and publicity director:** Dick Redmond.

Rep: John Blair & Co. **Seating facilities:** Shriner's Zembo Mosque, 3,000; State Forum, 1,800; Rio Theatre, 1,000. **Merchandising:** Write letters to dealers informing them of new programs and plugging the product; audition shows for sales organizations, etc.; distribute counter display cards supplied by advertiser; if program runs long enough, station makes showcards; if program has picture stars, tie-ups with theatres, and sometimes trailers, are arranged; publicity given in the Harrisburg Telegraph. **Foreign language**

programs: Not accepted. **Artists bureau:** No booking arrangements, but can contact talent for the sponsor. **Base rate:** \$150.

Copy restrictions: Beer accepted, providing commercials are in "good taste"; liquors only after 11 P.M.; station reserves the right to censor misrepresentations, or products not conforming to federal laws. **E. T. library:** Standard; Lang-Worth. **News:** UP. **Commentators:** A. K. Redmond and John Van Cronkhite (news commentators); Ed Smith, George Cahan and Joe Tonkin (newscasters); Ed Gundaker (newscaster; sports); Nobe Frank (sports); Russ Brinkley (farm reports).

WKBO, HARRISBURG

Operator: Keystone Broadcasting Corp., 31 North 2nd St. **Phone:** 4-0191. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** NBC Supplementary Basic Service; Mutual Broadcasting System; Mason-Dixon Radio Group. **Opened:** 1921.

Station executive: Clair R. McCollough.* **Station manager:** C. G. Moss. **Commercial manager:** George C. Smith. **Program and musical director:** Clyde Moser. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Elizabeth Hughes.

Rep: Paul H. Raymer Co. **Seating facilities:** Victoria Theatre, 1,700; occasional broadcasts from the Chestnut Street Auditorium, 500. **Merchandising:** Usual services rendered, including publicity and listings in newspapers. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: All copy must conform to station standards. **E. T. library:** World. **News:** UP. **Commentators:** Dave Bennett (sports); Kay Brothers (fashions; cooking; household hints).

* See footnote to WGAL, Lancaster, Pa.

WAZL, HAZLETON

Operator: Hazleton Broadcasting Service, Inc., Broad & Laurel Sts. **Phone:** 1488. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual Broadcasting System; Mason-Dixon Radio Group. **Opened:** 1932.

Station executive: Clair McCollough.* **Station and commercial manager:** Victor C. Diehm. **Program and musical director:** Thomas Tito. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Kathryn Kahler. **Publicity director:** James Peiser.

Rep: Paul H. Raymer Co. **Seating facilities:** None listed. **Merchandising:** Usual services rendered, including pub-

* See footnote to WGAL, Lancaster, Pa.

PENNSYLVANIA STATIONS—Continued

licity and listing in newspaper radio columns. Foreign language programs: Specialize in such programs. Artists bureau: Setup nominal only. Base rate: \$85.

Copy restrictions: All copy must conform to station standards. E. T. library: NBC Thesaurus. News: Transradio. Commentators: Vic Diehm (sports); Kathryn Kahler (fashions; cooking; household hints).

WJAC, JOHNSTOWN

Operator: WJAC, Inc., Tribune Annex. Phone: 24-361. Power: 250 watts on 1370 kc. Affiliation: NBC Basic Red Supplementary Group. Opened: March, 1925. (Note: This station is owned by the Johnstown Tribune.)

President: Walter W. Krebs. General manager: J. C. Tully. Program director: J. P. Foster. Chief engineer: N. L. Straub.

Rep: Cox and Tanz. Seating facilities: None. Merchandising: Yes; complete information upon request. Foreign language programs: Accepted; copy must be submitted in English as well as the foreign language one week prior to broadcast. Artists bureau: None. Base rate: \$100.

Copy restrictions: None listed. E. T. library: NEC Thesaurus; Standard; Lang-Worth. News: UP. Commentators: George Simon (newscaster); Ray Scott (sports); Jane Nichols (fashions; recipes; women's features).

WGAL, LANCASTER

Operator: WGAL, Inc., 8 W. King St. Phone: 5252. Power: 250 watts on 1500 kc. Affiliation: NBC Basic Supplementary Service; Mutual Broadcasting System; Mason-Dixon Radio Group. Opened: 1922.

Station executive: Clair R. McCollough.* Station and commercial manager: Walter O. Miller. Program and musical director: Ernest Stanziola. President, chief engineer: J. E. Mathiot. Publicity director: Ruth Hergemother.

Rep: Paul H. Raymer Co. Seating facilities: Can accommodate 250 persons. Merchandising: Usual services rendered, including publicity and listings in newspaper columns. Foreign language programs: Will accept. Artists bureau: Setup nominal only. Base rate: \$100.

Copy restrictions: All copy must conform to station standards. E. T. library: Davis & Schwegler; Lang-Worth; Transco. News:

* Also station executive of WORK, York, Pa.; WKBO, Harrisburg, Pa.; WDEL, Wilmington, Del.; WILM, Wilmington, Del.; WAZL, Hazleton, Pa., and WEST, Easton, Pa.

Transradio. Commentators: Dave Brandt (sports); Jane Bradshaw (fashions; cooking; household hints).

WKST, NEW CASTLE

Operator: WKST, Inc., Cathedral Bldg. Phone: 5050. Power: 1,000 watts on 1250 kc (to local sunset). Affiliation: None. Opened: Oct. 23, 1938.

President, general manager: S. W. Townsend. Station manager, program and musical director, artists bureau head: Arthur W. Graham. Commercial manager: Herbert S. Kirk. Chief engineer: Howard Condelta. Publicity director: Len Taylor.

Rep: Burn-Smith Co., Inc. Seating facilities: Auditorium adjoining studios, 3,200 persons. Merchandising: Courtesy announcements, window displays, and distribution of window cards at no extra cost; estimate submitted on all additional services. Foreign language programs: Programs and announcements accepted in Hungarian, Italian, German, Slovak and Polish. Artists bureau: Setup nominal only. Stock: Held by S. W. Townsend, Fred W. Danner, Herbert S. Kirk, and Arthur W. Graham. Base rate: \$85.

Copy restrictions: No wine or liquor copy accepted; station reserves right to eliminate all parts of programs or announcements not complying with NAB Code of Ethics or station standards; continuity must be submitted at least three days in advance; announcements exceeding word limit in any class will be broadcast as submitted, but billed at next higher rate. E. T. library: NBC Thesaurus. News: INS. Commentators: Ray Wallace (news commentator: sports); Karl Bates and Len Taylor (newscasters); George Galley (farm reports).

WKPA, NEW KENSINGTON

Operator: Allegheny-Kiski Broadcasting Co. Power: 250 watts on 1120 kc (day-time only).

At press time this station had a construction permit only.

KYW, PHILADELPHIA

Operator: Owned and operated by Westinghouse Electric and Mfg. Co.; programmed by the National Broadcasting Co., Inc., 1619 Walnut St. Phone: Locust 3760. Power: 10,000 watts on 1020 kc. Affiliation: NBC Basic Red. Opened: 1921 (in Chicago); moved to Philadelphia in 1934.

Station manager: Leslie W. Joy. Program manager: James P. Begley. Plant manager: Ernest H. Gager. Sales man-

WIP

"Philadelphia's Pioneer Voice"

610 K.C.

NOW

5,000 WATTS

24 Hours A Day

35 S. NINTH STREET

**In the Gimbel Bldg.
Philadelphia**

BENEDICT GIMBEL, JR.
President

EDWARD A. DAVIES
Director of Sales

PENNSYLVANIA STATIONS—Continued

ager: Griffith B. Thompson. **Sales promotion manager:** Lambert Beeuwkes. **Publicity director:** Jas. A. Aull.

Rep: National Broadcasting Co. **Seating facilities:** Auditorium, 200 persons; admission by ticket. **Merchandising:** Services rendered to clients at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None listed. **Base rate:** \$440.

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 and light wines are accepted; patent medicine acceptance dependent on the approval of KYW program and Westinghouse continuity acceptance departments. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Kerby Cushing and Joe O'Byrne (sports); William Lang (newscaster); John Thorpe (agriculture).

WCAU, PHILADELPHIA

Operator: WCAU Broadcasting Co., 1622 Chestnut St. **Phone:** Locust 7700; New York office: 485 Madison Ave., WI 2-2000. **Power:** 50,000 watts on 1170 kc. **Affiliation:** CBS. **Opened:** 1921.

President, station manager: Dr. Leon Levy. **Assistant managers:** Harry E. Ehrhart, Horace W. Feyhl. **Philadelphia commercial manager:** John S. K. Hamman. **New York commercial manager:** Robert A. Street. **Program director:** Stan Lee Broza. **Chief engineer:** John G. Leitch. **Publicity director:** Kenneth W. Stowman. **Educational director:** Harry Marble. **Musical director:** Joey Kearns.

Rep: Virgil Reiter & Co. (Chicago only); Bertha Bannan (Boston only); Paul H. Raymer Co. (Los Angeles; San Francisco). **Seating facilities:** Auditorium-studio, 260 (has stage and modern kitchen). **Merchandising:** Sales promotion and research departments conduct surveys at various times; radio habits checked. **Foreign language programs:** Not accepted. **Artists bureau:** None, but talent can be furnished for sponsors. **Base rate:** \$500.

Copy restrictions: Nothing offensive to the ear; no "intimate" products, such as

laxatives, feminine hygiene, bedbug powders, etc.; no product accepted that contains harmful ingredients such as thyroid in weight-reducing tablets, or opium in cold remedies; no grossly exaggerated claims; no non-specific copy, such as claiming that a powder "will cure all headaches," etc.; five-minute periods may not have more than a 100-word commercial before and after program; before 6 P.M., quarter-hours may not have more than three minutes of copy, half-hours more than five minutes, and hours more than eight minutes; after 6 P.M., quarter-hours may not have more than three minutes of commercial, half-hours more than four and one-half minutes, and hours more than six and one-half minutes; beer and light wines accepted; no hard liquors. **E. T. library:** World. **News:** Transradio. **Commentators:** Taylor Grant (news commentator); Harry Marble and Harry McIlvain (newscasters); Laura May Stuart (fashions; homemaking; women's features); Powers Gouraud (gossip); Alan Scott ("Philadelphia Oddities").

WDAS, PHILADELPHIA

Operator: WDAS Broadcasting Station, Inc., 1211 Chestnut St. **Phone:** Locust 7400. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** 1922.

President: Alexander W. Dannenbaum, Sr. **Vice-President and station manager:** Patrick J. Stanton. **Commercial manager:** Alexander W. Dannenbaum, Jr. **Program director:** Harold Davis. **Chief engineer:** Frank Unterberger. **Musical director:** Joseph Schreiberman. **Publicity:** Jerry Stone.

Rep: None. **Seating facilities:** Studios can accommodate 125 persons. **Merchandising:** Under direction of A. W. Dannenbaum, Jr.; foreign language merchandising directed by Nathan Fleisher; no charge for service, which includes tie-ins with direct mail, newspapers and radio; also surveys. **Artists bureau:** None (program department, however, places artists elsewhere). **Stock:** Privately held by A. W. Dannenbaum and the estate of W. Maurice Steppacher.

Copy restrictions: Copy should be "in good taste"; station reserves right to censor all spoken matter; will accept wine and beer advertising; patent medicines accepted, providing they meet with station policy and are subject to analysis. **E. T. library:** Lang-Worth; NAB. **News:** INS. **Commentators:** M. Leonard Matt, Charles Ingersoll, and Nathan Fleisher (news commentators); Robert Knox and Gene Edwards (newscasters); Harold Davis (newscaster; sports); Jerry Stone (newscaster; theatre news); Pat Stanton (newscaster);

PENNSYLVANIA STATIONS—Continued

film and book comment); Lance McCurley (sports); Phyllis Cornell (cooking).

WFIL, PHILADELPHIA

Operator: WFIL Broadcasting Co., Widener Bldg. **Phone:** Rittenhouse 6900. **Power:** 1,000 watts on 560 kc. **Affiliation:** NBC Basic Blue; Mutual; Quaker Network. **Opened:** 1934.

President: Samuel R. Rosenbaum. **General manager:** Roger W. Clipp. **Assistant to the general manager:** Fred Dodge. **Sales director:** John E. Surrick. **Program director:** James Allan. **Chief engineer:** Arnold Nygren. **Production manager:** Don Martin. **Musical director:** Erva Giles. **Educational director:** William Galleher. **Publicity and promotion manager:** Fred Dodge.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Use Manufacturers Club, 1,200. **Merchandising:** Procure free advertisement for program via time-trading arrangement with the Record, Daily News and Evening Ledger Shopping Guide; displays and other tie-in media; exploitation; help devise program; push institutional angle. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$330.

Copy restrictions: Beer and wines accepted; no hard liquors; no patent medicines; "common sense" rules apply at all times. **E. T. library:** Associated. **News:** INS. **Commentators:** George Earle Raiguel (International news comment); Alston Stevens, Tony Wheeler, Fred Temple, and Roy La Plante (newscasters); Hal Simonds (sports); Martha Laine (interviews; fashions); Ruth Barrett (interviews; chatter); Harriett Stem (women's news); William Galleher (agriculture; grain reports).

WHAT, PHILADELPHIA

Operator: Independence Broadcasting Co., Inc., 539 Public Ledger Bldg. **Phones:** Lombard 2390 (Bell System); Main 2,000, extension 359 (Keystone system). **Power:** 100 watts on 1310 kc (divides time with WTEL). **Affiliation:** None. **Opened:** March 30, 1930.

President: John B. Knox. **General manager:** Milton Laughlin. **Production and publicity director:** Samuel Serota.

Rep: None. **Seating facilities:** None listed. **Merchandising:** Arrange for window cards and have 500 lines of newspaper space. **Foreign language programs:** Accepted, providing that the time is not resold, and that no unethical cut-rate, commission, or similar schemes be attempted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Station reserves the right to refuse or discontinue any advertising; all contracts subject to state and federal laws, and the rules of "good taste and propriety." **E. T. library:** NAB. **News:** None.

WIP, PHILADELPHIA

Operator: Pennsylvania Broadcasting Co., 35 S. Ninth St. **Phone:** Walnut 6800. **Power:** 5,000 watts on 610 kc. **Affiliation:** Mutual; Inter-City Broadcasting System. **Opened:** March 16, 1922.

President: Benedict Gimbel, Jr. **Vice-president in charge of sales:** Edward A. Davies. **Program director:** Murray Arnold. **Technical supervisor:** Clifford C. Harris. **Production director:** Edward Wallis. **Musical director:** Joe Frassetto. **Public relations:** Robert L. Horn.

Rep: Radio Advertising Corp. **Seating facilities:** Studio A, 150 persons; auditorium, 1,200 persons. **Merchandising:** Use 2,000 lines weekly in the Philadelphia Record and Daily News for free sponsor plugs. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$293.12.

Copy restrictions: Accept beer and wine; rigid supervision over all copy. **E. T. library:** World. **News:** Transradio. **Commentators:** Howard Jones, John Facenda, and John Paul Weber (newscasters); George "Stoney" McLinn (sports).

WPEN, PHILADELPHIA

Operator: William Penn Broadcasting Co., 22nd and Walnut Sts. **Phone:** Rittenhouse 4140. **Power:** 1,000 watts on 920 kc. **Affiliation:** None. **Opened:** 1929.

General manager: Arthur Simon. **Program director:** Thomas B. Smith. **Chief engineer:** Charles Burtis. **Musical director:** Joseph Franzosa. **Publicity director:** Lillian Slater.

Rep: None. **Seating facilities:** Auditorium accommodating 550 persons. **Merchandising:** Mail letters regarding radio campaigns to local trade outlets; publicity department maintains contact with all newspapers in coverage area; merchandising bureau available; station has a space-time tradeout with the Philadelphia Daily News. **Foreign language programs:** Italian, Polish and Jewish programs current; programs must be introduced and signed off in English, and comply with state and Federal laws. **Artists bureau:** Yes; licensed under the State of Pennsylvania. **Base rate:** \$180.

Copy restrictions: Liquor advertising not accepted; all copy must conform to state

PENNSYLVANIA STATIONS—Continued

and federal laws and station standards. **E. T. library:** Lang-Worth. **News:** INS. **Commentators:** Joseph Dillon, Lonny Starr, and Tom Livezey (newscasters); Ira Walsh (sports); Mable Love (household hints).

WTCL, PHILADELPHIA

Operator: Foulkrod Radio Engineering Co., Inc., 4212-14 N. Broad St. **Phones:** Gladstone 1310 (Bell); North 1031 (Key-stone). **Power:** 100 watts on 1310 kc (shares time with WHAT). **Affiliation:** None. **Opened:** Nov. 15, 1925.

President, program director: E. Douglas Hibbs. **Station and commercial manager:** Henry N. Cocker. **Chief engineer:** L. M. Biederman.

Rep: None. **Seating facilities:** Studio C, 50 persons. **Merchandising:** Services rendered at cost. **Foreign language programs:** Polish, German and Lithuanian programs current. **Artists bureau:** None. **Base rate:** On request.

Copy restrictions: Accept beer and wine, and patent medicines; copy must conform to FCC and FTC rules and regulations. **E. T. library:** Lang-Worth. **News:** INS.

KDKA, PITTSBURGH

Operator: Westinghouse Electric and Mfg. Co., Grant Bldg. **Phone:** Grant 4200. **Power:** 50,000 watts on 980 kc. **Affiliation:** NBC Basic Blue. **Opened:** Nov. 2, 1920.

Station manager: John A. Holman. **Commercial manager:** W. E. Jackson. **Program manager:** George Heid. **Chief engineer:** Joseph E. Baudino. **Artists bureau head:** E. J. Calahan. **Sales promotion manager:** W. B. McGill.

Rep: National Broadcasting Co. **Seating facilities:** Two studio observation rooms, 40 persons each; if and when guests are admitted to studios, the capacity is increased 125 per studio. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** Yes; lists complete roster of talent. **Base rate:** \$500.

Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; closing date for copy is one week 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 with station approval. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Don Hirsch, William Hinds,

Robert Shield, Dave Garroway, Bill Sutherland, Ed Schaughency, and Paul Shannon (newscasters); Jack Hollister, Rosey Rowsell, and Bill Sutherland (sports); Evelyn Gardiner (home economics); Janet Ross (fashions).

KQV, PITTSBURGH

Operator: KQV Broadcasting Company, Chamber of Commerce Bldg. **Phone:** Grant 4860. **Power:** 1,000 watts on 1380 kc. **Affiliation:** Mutual Broadcasting System; Quaker Network. **Opened:** 1919.

President: H. J. Brennen*. **Station manager:** John J. Laux. **Commercial manager:** Robert M. Thompson, Sr. **Program director:** Joe Villella. **Musical director:** Barron Elliott. **Chief engineer:** Walter McCoy. **Publicity director:** Howard McCartney.

Rep: Wm. G. Rambeau Co. **Seating facilities:** Playhouse, capacity 1,200. **Merchandising:** Publicity and key distributor contacts. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Accept beer and wine; no liquor; patent medicine copy must be approved by legal department; all copy checked for good taste and truthfulness. **E. T. library:** Standard; NAB; Davis & Schwegler. **News:** Transradio. **Commentators:** Lee Sellers and Louis L. Kaufman (news commentators); J. Herbert Angell, Jimmy Thompson, and Al Gray (newscasters); Johnny Boyer (sports); Carolyn Curtis (fashions); Hal Terkel (aviation); Howard McCartney (films).

* Also president of WJAS, Pittsburgh.

WCAE, PITTSBURGH

Operator: WCAE, Inc., Hotel William Penn. **Phone:** Atlantic 6900. **Power:** 5,000 watts on 1220 kc. **Affiliation:** NBC Basic Red; Mutual. **Opened:** May 3, 1922. (Note: This station is affiliated with the Pittsburgh Sun-Telegraph.)

Station manager: Leonard Kapner. **Program director:** Cliff Daniel. **Chief engineer:** James Schultz. **Musical director:** Earl Truxell. **Publicity director:** James Murray. **Sales manager:** Willard Schroeder.

Rep: International Radio Sales. **Seating facilities:** Observation room seats 25 persons. **Merchandising:** Offer complete service at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$475.

Copy restrictions: Beer and light wines accepted; patent medicines must be approved by Federal Trade Commission; station break announcements limited to 30

PENNSYLVANIA STATIONS—Continued

words; all copy subject to station approval or revision. E. T. library: World, News; INS. Commentators: Norman Twigger, Bob Donley, and Ralph Fallert (newscasters); Chet Smith (sports); Polly Malone (cooking; fashions); Jean Abbey (fashions).

WJAS, PITTSBURGH

Operator: Pittsburgh Radio Supply House, 411 Seventh Ave. **Phone:** Grant 4860. **Power:** 5,000 and 1,000 watts on 1290 kc. **Affiliation:** CBS. **Opened:** Aug. 4, 1922. (Note: Same operators also control WHJB, Greensburg, Pa.)

President and general manager: H. J. Brennen*. **Commercial manager:** Robert M. Thompson, Sr. **Program director:** James Hughes. **Chief engineer:** Walter McCoy. **Musical director:** Baron Elliott. **Publicity director:** Marian Caughey.

Rep: William G. Rambeau Co. **Seating facilities:** Playhouse seats 1,200. **Merchandising:** Station publicity; key dealer contacts. **Foreign language programs:** Not ac-

* Also president of KQV, Pittsburgh.

cepted. **Artists bureau:** None. **Base rate:** \$384.

Copy restrictions: Wine programs taken after 10:30 P.M.; no liquors. **E. T. library:** None. **News:** Transradio. **Commentators:** Beckley Smith, Ken Hildebrand, Jack Logan, and Ernest Neff (newscasters); Nancy Dixon (shopping service).

WWSW, PITTSBURGH

Operator: Walker and Downing Radio Corp., Hotel Keystone. **Phone:** Grant 5200. **Power:** 250 watts on 1500 kc. **Affiliation:** Quaker Network. **Opened:** May 31, 1931. (Note: This station is newspaper-owned by the Pittsburgh Post-Gazette.)

President: Paul Block. **Vice-president:** Oliver J. Keller. **Treasurer:** Leo Wise. **Secretary and general manager:** Frank R. Smith, Jr. **Program and musical director, artists bureau head:** Walter E. Sickles. **Publicity director:** H. B. Trautman.

Rep: Cox and Tanz. **Seating facilities:** 100 persons. **Merchandising:** Complete service available; details and estimates upon request. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

SUCCESS STORY!



WILKINS Amateur Hour . . . **SIXTH** consecutive year . . .
RATING NEVER LESS THAN 50 PERCENT AND UP TO 75 PERCENT OF THE RADIO AUDIENCE . . . Sundays, 3:00 to 4:00 p.m. . . . Kaufmann's (Pittsburgh's largest advertiser) **SIXTH** consecutive year. Transradio News 15-minutes, twice daily, 6 days a week . . . Rating never less than 46 percent and up to 58 percent of the radio audience.

**THE COLUMBIA STATION
IN PITTSBURGH**

WJAS

PENNSYLVANIA STATIONS—Continued

Copy restrictions: Beer and wine advertising accepted "with restrictions"; all copy must conform to station standards and government regulations. **E. T. library:** Standard; Associated. **News:** INS; also from parent paper. **Commentators:** John Davis (news commentator; newscaster); Ray Schneider (newscaster; stock market comment); Lee Sellers (newscaster); Joe Tucker and Rosey Rowswell (sports); Nan Grayson (film news); Walt Framer (backstage interviews; film gossip); Dr. Bernard Clausen (forum programs).

WEEU, READING

Operator: Berks Broadcasting Co., 533 Penn St. **Phone:** 7335. **Power:** 1,000 watts on 830 kc (daytime). **Affiliation:** NBC Basic Red Supplementaries. **Opened:** 1932.

President, station manager: Clifford M. Chafey. **Commercial manager:** Robert J. Magee. **Program director:** Paul J. Breedy. **Chief engineer:** H. O. Landis.

Rep: George P. Hollingbery Co. **Seating facilities:** None. **Merchandising:** Facilities maintained; services rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Stipulations of the N. A. B. code are followed. **E. T. library:** Standard; Lang-Worth. **News:** Transradio.

WRW, READING

Operator: Reading Broadcasting Co., 533 Penn St. **Phone:** 7335. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Basic Red Supplementary Group. **Opened:** 1923.

President: Clifford M. Chafey.* **Station manager:** Raymond A. Gaul. **Commercial manager, publicity director:** Robert G. Magee. **Program and musical director:** Paul J. Breedy. **Chief engineer:** Harold O. Landis.

Rep: George P. Hollingbery Co. **Base rate:** \$120.

Copy restrictions: Alcoholic beverage advertising accepted only after 10 P.M.; all copy subject to station approval. **E. T. library:** NBC Thesaurus. **News:** Transradio.

* Also president of WEEU, Reading.

WARM, SCRANTON

Operator: Union Broadcasting Co. **Power:** 250 watts on 1370 kc.

At press time this station had a construction permit only.

WGBl, SCRANTON

Operator: Scranton Broadcasters, Inc., 1000 Wyoming Ave. **Phone:** 6296. **Power:**

1,000 and 500 watts on 880 kc (divides time with WQAN). **Affiliation:** CBS. **Opened:** Jan. 12, 1925.

President: Frank Megargee. **General manager:** George D. Coleman. **Station manager:** R. E. McDowell. **Chief engineer:** K. R. Cooke.

Rep: John Blair & Co. **Seating facilities:** 50. **Merchandising:** Letters to dealers; pre-program announcements; newspaper publicity. **Foreign language programs:** Accepted; must give audition and review of the script; all copy must comply with the NAB Code of Ethics. **Artists bureau:** None. **Base rate:** \$118.75.

Copy restrictions: Accept beer and wine advertising; all copy must comply with the NAB Code of Ethics and rulings of the Federal Trade Commission. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Bill Pierce, John Grollier, Jack Guinan, and Francis McLaughlin (newscasters); Dave Griffiths (sports); Wynne Weston (cooking).

WQAN, SCRANTON

Operator: The Scranton Times. **Power:** 1,000 and 500 watts on 880 kc (divides time with WGBl).

This station is non-commercial.

WPIC, SHARON

Operator: Sharon Herald Broadcasting Co., Pine Hollow Blvd. **Phone:** 4113. **Power:** 250 watts on 780 kc (to local sunset). **Affiliation:** None. **Opened:** Oct. 25, 1938.

President, station manager: John Fahline, Jr. **Vice-president:** A. W. McDowell. **Secretary-treasurer:** George E. Heiges. **Commercial manager:** J. T. Van Sweringen. **Program director, artists bureau head:** Paul Gamble. **Chief engineer:** A. Clyde Heck. **Musical director:** Margaret James. **Publicity director:** John MacDonald.

Rep: Howard H. Wilson Co. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Client's programs get full publicity in the Sharon Herald; any other merchandising rendered at actual cost. **Foreign language programs:** Accepted. **Artists bureau:** About 50 artists available, though not under direct contract to the station. **Base rate:** \$50.

Copy restrictions: Beer copy accepted; no other alcoholic beverages; patent medicines accepted if complying with Federal Trade Commission rulings. **E. T. library:** Associated. **News:** UP. **Commentators:** John MacDonald (news commentator); Harold Polonus, Bill McDowell, Jerry

PENNSYLVANIA STATIONS—Continued

Harshman, Joe Shatto, and Dick Nelson (newscasters); Herb Eyeman (newscaster; stocks); Elliott Jones (newscaster; sports); Tommy Gibbons, and Johnny Pepe (sports); Margaret James (fashions); Ruth Jones (women's news); Paul Gamble (film gossip).

WKOK, SUNBURY

Operator: Sunbury Broadcasting Corp., 1150 N. Front St. **Phone:** 1326. **Power:** 100 watts on 1210 kc. **Affiliation:** Quaker Network. **Opened:** Sept. 1, 1933. (Note: This station is owned by individuals also owning the Sunbury Item.)

President: H. H. Haddon. **General manager:** B. A. Beck. **Station manager, commercial manager:** Melvin Lahr. **Program director:** Paul L. Miller. **Chief engineer:** Clifford Kerstetter.

Rep: Cox and Tanz. **Seating facilities:** None. **Merchandising:** No information given. **Foreign language programs:** Accept Polish, Russian, Italian and German. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Copy is acceptable if it conforms to FCC regulations. **E. T. library:** Associated; Davis & Schwegler. **News:** UP. **Commentators:** Reg Merriden (news commentator; newscaster); Paul Miller and Homer Smith (newscasters); Spike Simpson (sports).

WMBS, UNIONTOWN

Operator: Fayette Broadcasting Corp., Fayette Title and Trust Bldg. **Phone:** Uniontown 800. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** July 15, 1937.

Station manager: Joseph C. Burwell. **Commercial manager, publicity director:** Michael E. Slagel. **Program and musical director:** Sullivan Sages. **Chief engineer:** Kenneth L. Meredith. **Artists bureau head:** Mary Lucius.

Rep: None. **Seating facilities:** Studio seats 35 persons. **Merchandising:** Complete service available gratis. **Foreign language programs:** Accept programs and announcements. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Beer and wine accepted; no other alcoholic beverages; commercial continuity must be submitted to station one week prior to broadcast. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** Joseph Burwell, Charles Underwood and Louis Bennett (newscasters); Robert Lawson (sports).

WBAX, WILKES-BARRE

Operator: John H. Stenger, Jr., 141 S. Main St. **Phone:** 3-0196. **Power:** 100 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** May 1, 1922.

General manager: Hal Seville. **Commercial manager:** Dick Evans. **Program and musical director:** Kenneth Beghold. **Chief engineer:** John H. Stenger, Jr.

Rep: Weed & Co. **Seating facilities:** Can accommodate about 1,800 persons. **Merchandising:** Complete department maintained. **Foreign language programs:** No information given. **Artists bureau:** Yes. **Base rate:** \$75.25.

Copy restrictions: Hard liquor advertising not accepted. **E. T. library:** Lang-Worth. **News:** UP. **Commentators:** Jimmie Jennings (local news commentator); Ken Beghold, John Porterfield, and Richard E. Mawson (newscasters); Dick Evans and Jack Starr (sports).

WBRE, WILKES-BARRE

Operator: Louis G. Baltimore, 62 S. Franklin St. **Phone:** 3-3101. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Red and Blue Supplementary Basic Service; Quaker Network. **Opened:** 1924.

General and station manager: Louis G. Baltimore. **Commercial manager:** S. R. Baltimore. **Program and publicity director:** Franklin D. Coslett. **Chief engineer:** Charles Sakoski. **Artists bureau head:** Jerry Butler. **Musical director:** Louis Savitt.

Rep: None. **Seating facilities:** Four studios, seating 100 persons; outside auditorium, seating 500. **Merchandising:** Render "all possible cooperation." **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists about 55 artists. **Base rate:** \$95.

Copy restrictions: Accept beer, wine, and legitimate patent medicine advertising; cooperate with "Truth in Advertising" department of local Chamber of Commerce. **E. T. library:** Davis & Schwegler; Lang-Worth. **News:** Transradio; local news. **Commentators:** E. A. "Tiny" Hamrick, S. J. Collini, and Ben Howells (newscasters); Franklin Coslett (newscaster; sports); Arnold Kraft (sports).

WRAC, WILLIAMSPORT

Operator: WRAC, Inc., 244 W. Fourth St. **Phone:** 2-6116. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** April 16, 1930. (Note: Majority of stock in this station is held by publishers of Williamsport Gazette & Bulletin and Williamsport Sun.)

PENNSYLVANIA STATIONS—Continued

President: Ernest M. Case. **Treasurer:** W. Van Person. **Vice-president:** R. T. S. Steele. **Station manager:** George E. Joy. **Commercial manager:** T. M. Metzger. **Program director:** Irving R. Berndt. **Chief engineer:** Louis N. Persio. **Publicity director:** J. W. Mackey.

Rep: J. P. McKinney & Son. **Seating facilities:** Can accommodate 150 persons (admission by card only). **Merchandising:** Complete service rendered. **Foreign language programs:** None on station. **Artists bureau:** Setup nominal. **Base rate:** \$75.

Copy restrictions: No wine, beer or hard liquor advertising accepted. **E. T. library:** World; Standard. **News:** UP. **Commentators:** Paul Breining, Robert Ickes, and Irving Berndt (newscasters); Sol Wolf (sports); Dorothy Laylon (women's features).

WORK, YORK

Operator: York Broadcasting Co., Inc., 13 S. Beaver St. **Phone:** 6629. **Power:**

1,000 watts on 1320 kc. **Affiliation:** NBC Supplementary Basic Service; Mutual Broadcasting System; Mason-Dixon Radio Group. **Opened:** March 21, 1932.

Station executive: Clair R. McCollough.* **Station and commercial manager:** J. Robert Gulick. **Program and musical director:** Harold Miller. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Wilhelmina Hollinger. **Publicity director:** John Neff.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Usual services rendered including publicity and listings in newspaper radio columns. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: All copy must conform to station standards. **E. T. library:** Lang-Worth; Transco. **News:** Transradio. **Commentators:** Harold Miller (sports); Mrs. W. A. Emig (fashions; cooking; household hints).

* See footnote to WGAL, Lancaster, Pa.

RHODE ISLAND

(155,500 radio homes, or 92% ownership among the State's total of 169,000 families. Urban ownership is 142,500, or 92% of urban families; rural ownership is 13,000, or 93% of rural families.)

Radio Homes by Counties

Bristol	5,360	Newport	9,670	Washington	7,200
Kent	11,820	Providence	121,450		

PAWTUCKET

(Call letters not assigned)

Operator: Pawtucket Broadcasting Co. **Power:** 1,000 watts on 1390 kc.

At press time this station had a construction permit only.

WEAN, PROVIDENCE

Operator: The Yankee Network, Inc., The Crown Hotel. **Phone:** Dexter 1500. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** NEC Basic Blue; Yankee; Colonial; Mutual. **Opening:** June 5, 1922.

President: John Shepard III. **Supervisor:** Malcolm Parker. **Chief engineer:** Harry H. Tilley. **Merchandising director:** Carlton McVarish.

Rep: Edward Petry & Co., Inc. **Seating**

facilities: Studio, 40; can supply outside facilities with capacity up to 2,000, at cost. **Merchandising:** Any "reasonable" activity supplied at cost; will send out notices to trade on new programs, cooperate in making buyer contacts, and supply coverage and market data. **Foreign language programs:** Accept certain types, depending on merit as "public entertainment." **Artists bureau:** Through the Yankee Network Artists Bureau (Josephine White) in Boston. **Base rate:** \$200.

Copy restrictions: Beer and wines accepted; patent medicine copy submitted to Proprietary Assn. **E. T. library:** Associated. **News:** Yankee Network News Service; local news. **Commentators:** Harold Clark, James Zerga, David Brooks, and Mowry Lowe (newscasters); Carolyn Wallace (women's features and variety); Do-

RHODE ISLAND STATIONS—Continued

lores Day (shopping). WEAN also carries the program of Yankee Network, Mutual-Colonial Network, and NBC commentators.

WJAR, PROVIDENCE

Operator: The Outlet Company (Department Store), Weybosset St. **Phone:** Gaspee 1971. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:** NBC Basic Red. **Opened:** Sept. 6, 1922.

Station and commercial manager: John J. Boyle. **Chief engineer:** Thomas Prior. **Musical director, artists bureau head:** Earl Shean.

Rep: Weed & Co. **Seating facilities:** Studio, 250 persons. **Merchandising:** Mail letters to the trade; distribute window cards; arrange for window displays; charge depends on amount of service rendered. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$200.

Copy restrictions: Accept beer and wine; no hard liquor. **E. T. library:** World News: From the Providence Journal and Evening Bulletin. **Commentators:** Arthur Brunner, Winfield Scott, and William Troy (newscasters); Arthur Markey (sports); Mrs. Howard P. Wood (cooking); Grace Hall (fashions).

WPRO, PROVIDENCE

Operator: Cherry and Webb Broadcasting Co., 15 Chestnut St. **Phone:** Plantations 9776. **Power:** 5,000 watts on 630 kc. **Affiliation:** CBS. **Opened:** As WLSI in 1919; as WPAW in 1924.

President: William S. Cherry, Jr. **Commercial manager:** W. T. Bush. **Program director:** H. W. Koster. **Chief engineer:** H. W. Thornley. **Publicity director:** A. C. Rider.

Rep: Paul H. Raymer Co. **Seating facilities:** Theatre, 3,400. **Merchandising:** Newspaper listings, publicity, and letters acknowledging contracts to company salesmen or distributor salesmen given free; any additional services can be handled at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: No hard liquor; otherwise the station has adopted copy restrictions of CBS. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Irwin M. Tobin (news commentator); Ed Pearson, Sterling Ludgate, Harmon Hyde, and Kenneth Curto (newscasters); Joe Fay (sports); Dorothy M. Hunniford (women's features).

SOUTH CAROLINA

(207,300 radio homes, or 51% ownership among the State's total of 407,000 families. Urban ownership is 69,500, or 70% of urban families; rural ownership is 137,800, or 45% of rural families.)

Radio Homes by Counties

Abbeville	2,610	Dillon	2,580	McCormick	1,110
Aiken	5,790	Dorchester	2,140	Marion	3,160
Allendale	1,460	Edgefield	1,930	Marlboro	3,340
Anderson	9,400	Fairfield	2,250	Newberry	4,120
Bamberg	1,980	Florence	7,050	Oconee	3,330
Barnwell	2,350	Georgetown	2,840	Orangeburg	7,120
Beaufort	2,780	Greenville	15,370	Pickens	3,610
Berkeley	2,300	Greenwood	4,540	Richland	13,520
Calhoun	1,680	Hampton	1,910	Saluda	1,710
Charleston	18,510	Horry	3,590	Spartanburg	14,700
Cherokee	3,530	Jasper	1,090	Sumter	5,510
Chester	3,640	Kershaw	3,370	Union	3,570
Chesterfield	3,480	Lancaster	2,860	Williamsburg	3,060
Clarendon	2,840	Laurens	4,680	York	6,330
Colleton	2,750	Lee	2,430		
Darlington	4,690	Lexington	4,140		

SOUTH CAROLINA STATIONS--Continued

WAIM, ANDERSON

Operator: Wilton E. Hall, Anderson College. **Phone:** 800. **Power:** 100 watts on 1200 kc. **Affiliation:** CBS. **Opened:** April 8, 1935. (Note: This station is owned by the publisher of the Anderson Independent and Daily Mail.)

Owner: Wilton E. Hall. **Station and commercial manager:** Ennis W. Bray. **Program and musical director:** Dan Ferguson. **Chief engineer:** Robert L. Easley. **Artists bureau head:** Edith Hall. **Publicity director:** Helen Hall.

Rep: International Radio Sales. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Complete service, including sound car, publicity and listings in Anderson Independent and Daily Mail. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$75.

Copy restrictions: Beer accepted; no wine or liquor advertising; patent medicines must be approved by Federal Trade Commission. **E. T. library:** World; Lang-Worth. **News:** Press-Radio.

WCSC, CHARLESTON

Operator: South Carolina Broadcasting Co., Inc., Francis Marion Hotel. **Phone:** 7611. **Power:** 1,000 and 500 watts on 1360 kc. **Affiliation:** CBS. **Opened:** 1930.

President, station manager: John M. Rivers. **Commercial manager:** Roland Weeks. **Program director:** Charles McMahon. **Chief engineer:** John B. Fuqua. **Publicity director:** Philip Sutterfield.

Rep: Free & Peters, Inc. **Seating facilities:** Studios accommodate 50 persons. **Merchandising:** "General services" offered. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept beer and wine, but no hard liquor; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** UP. **Commentators:** Charles McMahon and Russell Long (newscasters); Phil Sutterfield (sports); Gladys Sage (women in the news; cooking; fashions; women's features).

WTMA, CHARLESTON

Operator: Atlantic Coast Broadcasting Co., 134 Meeting St. (commercial office), Wagener Terrace (studios). **Phones:** 5522 (commercial office); 2-2961 (studios). **Power:** 250 watts on 1210 kc. **Affiliation:** NBC Southeastern Group. **Opened:** June 15, 1939. (Note: This station is owned by the publishers of the Charleston News & Courier, and Charleston Post.)

Station manager, publicity director: W. D. Workman, Jr. **Program director:** C.

Wylie Calder. **Chief engineer:** D. M. Bradham. **Musical director:** Kenneth Dent.

Rep: George P. Hollingsbery Co. **Seating facilities:** Studios accommodate 50 and 25 persons respectively; main auditorium at Dock St. Theatre available, seating 600; Green Room, 150; additional studio, 50. **Merchandising:** Newspaper publicity, distribution of window cards and posters, and special exploitation and promotion in cooperation with local dealers rendered without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Conform to N.A.B. Code of Ethics. **E. T. library:** Associated. **News:** AP. **Commentators:** George R. Griswold (news commentator; newscaster); Major Peter Gething (news analyst); Kenneth Dent (newscaster; farm news); C. Wylie Calder, and Bill Workman (sports); Meredith Smith, and Alicia Rhett (fashions; cooking; homemaking); Vernon Bushong (farm news and comment).

WCOS, COLUMBIA

Operator: Carolina Advertising Corp., 1202 Main St. **Phone:** 2-5601. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Oct. 1, 1939.

Station and commercial manager: Roy A. Powell. **Program director:** Olin Tice. **Chief engineer:** C. A. Thoman. **Publicity director:** David Robinson.

Rep: Furgason & Walker, Inc. **Seating facilities:** Studio A seats 100 persons. **Merchandising:** Help advertiser make local contacts, issue publicity, etc.; services rendered gratis. **Foreign language programs:** No restrictions on such programs, but they are subject to station approval. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicine copy subject to station approval. **E. T. library:** Associated. **News:** Transradio. **Commentators:** Ed McGrath (newscaster; sports); Frederick Manness, Bill Bachman, Olin Tice and Frank Browne (newscasters); Ellen Stuart Thompson (fashions; cooking; women in the news; Hollywood gossip; local news); Coit Hendley (University of South Carolina news); Sarah Flynn (high school news); Harry Raymond (band-orchestra news).

WIS, COLUMBIA

Operator: Radio Station WIS (subsidiary of Liberty Life Insurance Co.), 1811 Main St. **Phones:** 2-2135; TWX Ciba 89. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** NBC Southeastern Group; also

SOUTH CAROLINA STATIONS—Continued

has fulltime line to WOLS, Florence, S. C. Opened: June, 1930.

Station manager: G. Richard Shaffo.*
Commercial manager: J. D. Saumenig. **Program director:** Floyd D. Rodgers, Jr. **Chief engineer:** Scott Helt. **Chief control operator:** R. D. Lambert, Jr. **Musical director:** Alyn Corris. **Publicity director:** Harry Findley.

Rep: Free & Peters, Inc. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Supply station letterheads and envelopes for dealer letters (sponsor charged for postage); surveys made gratis within city limits; counter displays set up within city limits; programs scheduled for minimum of 13 weeks allowed up to six no-charge pre-announcements; program listings, with name of sponsor, published daily in 13-inch display ad in the Columbia State; program mat service sent to 15 weekly papers throughout the state. **Foreign language programs:** None; population less than 1% foreign born. **Artists bureau:** Yes; lists about 15 artists. **Base rate:** \$130.

Copy restrictions: Adheres strictly to NAB Code of Ethics; no alcoholic beverages except beer and wine. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** John Cauthen (news commentator); Floyd D. Rodgers, Jr. (newscaster); Bill Mayhew (sports); Alyn Corris (film commentator).

*Also technical advisor of WCSC, Charleston, S. C.

WOLS, FLORENCE

Operator: O. Lee Stone, Sanborn Hotel. **Phone:** 48. **Power:** 250 watts on 1200 kc. **Affiliation:** NBC Southeastern Group. **Opened:** 1937.

Station manager: O. Lee Stone. **Commercial manager, publicity director:** Willard I. Miller. **Program director:** Rod O. Dorsey. **Chief engineer:** R. M. Wallace. **Musical director:** Mrs. Bernice Wallace.

Rep: None. **Seating facilities:** None. **Merchandising:** Facilities available; no charge made for a "reasonable amount" of merchandising. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: All programs and advertising copy subject to station approval. **E. T. library:** Associated. **News:** UP. **Commentators:** Melvin Purvis (news commentator; newscaster).

WFBC, GREENVILLE

Operator: Greenville News-Piedmont Co., Hotel Greenville. **Phone:** 363. **Power:** 5,000

watts on 1300 kc. **Affiliation:** NBC Southeastern Group. **Opened:** May 20, 1933. (Note: This station is newspaper owned by the News and Piedmont.)

President: B. H. Peace, Jr. **Station manager:** E. T. Whitmire. **Commercial manager:** Dan Crosland. **Program director, artists bureau head:** Charles Batson. **Chief engineer:** W. C. Etheridge. **Musical director:** James Reid. **Publicity director:** Norvin Duncan.

Rep: Weed & Co. **Seating facilities:** Large studio seats 50; outer lobby to same, 50. **Merchandising:** Display placards and advertising material in the studios; newspaper publicity given sponsors. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about a dozen singers and announcers. **Base rate:** \$120.

Copy restrictions: Accept wine and beer; no hard liquor; not more than 10% of program time may be devoted to sponsor's product. **E. T. library:** NBC Thesaurus. **News:** UP; AP. **Commentators:** James Dawson (news commentator); Jim Reid (newscaster; sports); Norvin Duncan, Joel Lawhon, and Charles Batson (newscasters); Jimmy Thompson and Dode Phillips (sports); Alice Wyman (news for women; homemaking); Betty Martin (fashions; shop talk); Mary Gall (Hollywood chatter); Jerry Feditch (farm news).

WMRC, GREENVILLE

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

At press time this station had a construction permit only.

WORD, SPARTANBURG

Operator: Spartanburg Advertising Co. **Power:** 250 and 100 watts on 1370 kc. (Note: Same operators also own WSPA, Spartanburg.)

At press time this station had a construction permit only.

WSPA, SPARTANBURG

Operator: Spartanburg Advertising Co. **Phone:** 2900. **Power:** 1,000 watts on 920 kc (daytime). **Affiliation:** None. **Opened:** February 17, 1930.

Station head and manager: Walter J. Brown. **Commercial manager:** Thad E. Horton. **Program director:** Jack Walters. **Chief engineer:** Ralph Bennett.

Rep: None. **Seating facilities:** Can accommodate around 400 persons. **Merchandising:** Contact dealers, work out window displays; suggest publicity tie-ins, etc.; all

SOUTH CAROLINA STATIONS—Continued

services rendered free. Foreign language programs: Would accept, but foreign population is practically non-existent. Artists bureau: None. Base rate: \$70.

Copy restrictions: Accept beer; no other alcoholic beverages; patent medicine advertising subject to station censorship, as is all other copy. **E.T. library:** Lang-Worth. **News:** Transradio. **Commentators:** Grady Newman (news commentator; grain and farm reports); Zack Dowling (newscaster; film news); Miss Ray (fashions; cooking; homemaking).

WFIG, SUMTER

Operator: Julius S. Brody, 39 N. Main St. **Phone:** 93. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** March 16, 1940.

Owner: Julius S. Brody. **Station manager:** T. Doug. Youngblood. **Program director:** John S. Sherman. **Chief engineer:**

Robert E. Liverance. **Artists bureau head:** Allison Keels. **Musical director:** Graham Caddell. **Publicity director:** Charles Pointell.

Rep: None. **Seating facilities:** Facilities of National Guard Armory, seating 2,000, available; admission for the WFIG Jamboree is 25c and 15c. **Merchandising:** Window displays arranged if furnished by sponsor; letters to dealers issued at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$50.

Copy restrictions: Hard liquor advertising, and cure-all copy and products not accepted; beer and light wines accepted; all programs and copy subject to station approval. **E. T. library:** World. **News:** UP. **Commentators:** John S. Sherman, T. Doug. Youngblood, and Graham Caddell (newscasters); Charles Pointell (newscaster; sports).

SOUTH DAKOTA

(132,900 radio homes, or 80% ownership among the State's total of 167,000 families. Urban ownership is 31,700, or 93% of urban families; rural ownership is 101,200, or 76% of rural families.)

Radio Homes by Counties

Armstrong	10	Fall River.....	1,760	Meade	2,190
Aurora	1,310	Faulk	1,290	Mellette	890
Beadle	4,720	Grant	1,950	Miner	1,530
Bennett	800	Gregory	2,070	Minnehaha	11,050
Bon Homme	2,200	Haakon	940	Moody	1,770
Brookings	3,260	Hamlin	1,480	Pennington	4,500
Brown	6,610	Hand	1,660	Perkins	1,570
Brule	1,400	Hanson	1,100	Potter	1,080
Buffalo	340	Harding	700	Roberts	2,760
Butte	1,670	Hughes	1,560	Sanborn	1,390
Campbell	910	Hutchinson	2,450	Shannon	730
Charles Mix.....	2,840	Hyde	680	Spink	2,900
Clark	2,010	Jackson	510	Stanley	490
Clay	2,000	Jerauld	1,110	Sully	680
Codington	3,610	Jones	610	Todd	980
Corson	1,650	Kingsbury	2,360	Tripp	2,280
Custer	1,090	Lake	2,460	Turner	2,870
Davison	3,620	Lawrence	3,290	Union	2,190
Day	2,600	Lincoln	2,640	Walworth	1,710
Deuel	1,500	Lyman	1,220	Washabaugh	440
Dewey	1,180	McCook	1,890	Washington	300
Douglas	1,290	McPherson	1,430	Yankton	2,950
Edmunds	1,460	Marshall	1,670	Ziebach	740

KABR, ABERDEEN

Operator: Aberdeen Broadcast Co., Radio Bldg. **Phone:** 4626. **Power:** 5,000 watts

on 1390 kc. **Affiliation:** Mutual; North Central Broadcasting System. **Opened:** Jan. 21, 1935.

SOUTH DAKOTA STATIONS—Continued

President: H. C. Jewett, Jr. **Station manager:** A. A. Fahy. **Program director:** R. Thompson Malbe. **Chief engineer:** Delbert Hunt.

Rep: Weed & Co.; North Central Broadcasting System. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Worked out with sponsor, according to individual circumstances. **Foreign language programs:** Not generally accepted. **Artists bureau:** Can supply local talent or work through North Central Broadcasting Co. **Base rate:** \$100.

Copy restrictions: No liquor advertising accepted; all other copy checked by station according to FCC and Federal Trade Commission standards; no religious programs except by remote control from recognized places of worship. **E. T. library:** NBC Thesaurus. **News:** AP. **Commentators:** Ed Falk (newscaster; sports); Aleen Johnson (women's features).

KFDY, BROOKINGS

Operator: South Dakota State College. **Phone:** 702 K. **Power:** 1,000 watts on 780 kc (specified hours; daytime). **Opened:** April 23, 1923.

This station is non-commercial.

KGFX, PIERRE

Operator: Ida A. McNeil, 203 W. Summit Ave. **Phone:** 2251. **Power:** 200 watts on 630 kc (operates specified hours). **Affiliation:** None. **Opened:** February, 1922.

Owner and station director: Ida A. McNeil. **Chief engineer:** Robert H. Dye.

Rep: None. **Seating facilities:** Can accommodate a small audience. **Merchandising:** Window cards and announcements in local papers rendered without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** Rates on application to the management.

Copy restrictions: Patent medicine, beer, wine, or alcoholic beverage advertising not accepted. **E. T. library:** None listed. **News:** AP. **Commentators:** Ida A. McNeil (news commentator; newscaster; women's features; market reports); Robert B. Hipple (news commentator; newscaster); Lynn Oldaker and James B. Hipple (sports); James Hughes (farm news; scientific subjects); Robert Eubanks (drama).

KOBH, RAPID CITY

Operator: Black Hills Broadcast Co. of Rapid City, Alex Johnson Hotel. **Phone:** 2000. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** December, 1933.

Director, station manager: Robert J. Dean. **Business manager:** George E.

Bruntlett. **Program director:** Abner H. George. **Chief engineer:** M. J. Jones.

Rep: Cox and Tanz. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** No specific services; place dealer displays sent on transcription tie-up. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 45 artists. **Base rate:** \$80.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to review by the management. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Abner H. George (news commentator; newscaster); Alvin S. Arnold (news commentator; newscaster; sports); Charles Curtis (newscaster); George E. Bruntlett (farm news).

WCAT, RAPID CITY

Operator: South Dakota State School of Mines. **Power:** 100 watts on 1200 kc (operates specified hours daytime).

This station is non-commercial.

KELO, SIOUX FALLS

Operator: Sioux Falls Broadcast Association, Inc., 317 S. Phillips Ave. **Phone:** 757. **Power:** 250 watts on 1200 kc. **Affiliation:** NBC Red and Blue Supplementary Service. **Opened:** Sept. 9, 1937. (Note: Sioux Falls Broadcast Association also owns KSOO, Sioux Falls.)

President, manager: Joseph Henkin. **Vice-president, treasurer, publicity director:** S. Fantle, Jr. **Commercial manager:** George R. Hahn. **Vice-president and program manager:** Morton Henkin. **Merchandising manager:** George (Bill) Rohn. **Chief engineer:** Max Staley.

Rep: Howard H. Wilson Co. **Seating facilities:** Studio A, 75 persons; local theatre, 450; coliseum, 5,000 (shared with KSOO). **Merchandising:** Maintains separate department; services rendered on per unit basis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by Joseph Henkin, S. Fantle, Jr., and Morton Henkin. **Base rate:** \$50.

Copy restrictions: Accept beer; no wine or hard liquor; all programs must be in English, and are subject to federal, state and local rules and regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Gene McDonnell (newscaster); George "Bill" Rohn (sports; entertainment news); Lucille Smith (home-making); Rozena Sacks (home economics; shopping hints; fashions); Bernice Severson (women's commentator; interviewer); Warren Walsh (grain reports).

SOUTH DAKOTA STATIONS—Continued

KSOO, SIOUX FALLS

Operator: Sioux Falls Broadcast Association, Inc., 317 S. Phillips Ave. **Phone:** 757. **Power:** 5,000 watts on 1110 kc (to local sunset). **Affiliation:** NBC Red and Blue Supplementary Service. **Opened:** Dec. 1, 1926. (Note: This company also owns KELO, Sioux Falls.)

President, manager: Joseph Henkin. **Vice-president, treasurer, publicity director:** S. Fantle, Jr. **Commercial manager:** George R. Hahn. **Vice-president and program manager:** Morton Henkin. **Merchandising manager:** George (Bill) Rohn. **Chief engineer:** Max Staley.

Rep: Howard H. Wilson Co. **Seating facilities:** Studio A, 75 persons; theatre, 450 persons; coliseum, 5,000 (shared with KELO). **Merchandising:** Maintains separate department; services rendered on per unit basis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$90.

Copy restrictions: Accept beer; no wine or hard liquor; all copy must be in English and is subject to federal, state and local rules and regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** See under KELO, Sioux Falls, S. D.

KUSD, VERMILLION

Operator: University of South Dakota. **Power:** 500 watts on 890 kc (shares time with KFNF).

This station is non-commercial; university-owned.

KWAT, WATERTOWN

Operator: Midland National Life Insurance Co., Midland National Life Insurance Bldg. **Phone:** 5050. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** March 11, 1940.

Station and commercial manager: F. L. Bramble. **Program director:** Dale Russell. **Chief engineer:** Sherrill Zimmerman. **Artists bureau head:** W. Lowell Pitt. **Musical director:** Dorothy Vadakin. **Publicity director:** Morris Wiscott.

Rep: Cox and Tanz. **Seating facilities:** Reception room and studio accommodate about 100 persons. **Merchandising:** Pre-announcements and window cards rendered without charge on request. **Foreign language programs:** Will accept; interpretation

must be furnished in advance, and the programs must comply with station rules and regulations. **Artists bureau:** Setup nominal only. **Base rate:** \$55.

Copy restrictions: Beer and light wine advertising accepted; no patent medicines or hard liquors; all copy subject to station supervision. **E. T. library:** Davis & Schwegler. **News:** UP. **Commentators:** James McBath, and John Noonan (news commentators); Dale Russell (news commentator; newscaster); W. Lowell Pitt (newscaster); Dorothy Vadakin (women's features).

WNAX, YANKTON

Operator: WNAX Broadcasting Co., 2nd and Capitol Sts.; supplementary studios in the Orpheum Bldg., Sioux City, Ia. **Phone:** 443. **Power:** 5,000 and 1,000 watts on 570 kc. **Affiliation:** CBS. **Opened:** April 4, 1927. (Note: WNAX is owned by the Des Moines Register & Tribune, and is affiliated with KSO-KRNT, Des Moines, and WMT, Cedar Rapids.)

Vice-president, general manager: Luther L. Hill. **Vice-president, station manager:** Robert R. Tincher. **Commercial manager:** Phil Hoffman. **Regional sales and merchandising director:** C. E. LaGrave. **Program director:** Arthur J. Smith. **Farm service director:** Charles Worcester. **Musical director:** Rex Hayes. **Chief engineer:** Clifton Todd. **Publicity director:** James Gies.

Rep: The Katz Agency. **Seating facilities:** Studio auditorium, 275 persons. **Merchandising:** Auditorium displays, dealer cooperation; contact work through jobbers, distributors and wholesale men. **Foreign language programs:** Not accepted. **Artists bureau:** Information on request. **Base rate:** \$150.

Copy restrictions: Beer accepted; no wines or hard liquor; no specific guarantee copy allowed; patent medicines must comply with all Federal Trade Commission rulings. **E. T. library:** Standard. **News:** UP. **Commentators:** Charles Worcester (news commentator; market information; farm news and activities; agricultural extension service); Jack Chase and Art Smith (newscasters); Ma Brown (cooking; human interest stories); Susan Taylor (cooking; fashions; homemaking); Vivian Swenson (4-H Club and Extension reports); Don Cunningham (livestock and grain reports).

TENNESSEE

(459,900 radio homes, or 67% ownership among the State's total of 639,000 families. Urban ownership is 211,200, or 82% of urban families; rural ownership is 248,700, or 58% of rural families.)

Radio Homes by Counties

Anderson	3,050	Hamilton	35,170	Morgan	1,910
Bedford	3,570	Hancock	1,170	Obion	5,010
Benton	1,690	Hardeman	3,070	Overton	2,300
Bledsoe	900	Hardin	2,300	Perry	1,020
Blount	5,470	Hawkins	3,380	Pickett	710
Bradley	3,790	Haywood	3,700	Polk	2,240
Campbell	4,280	Henderson	2,510	Putnam	3,450
Cannon	1,290	Henry	4,350	Rhea	2,130
Carroll	4,180	Hickman	2,030	Roane	3,860
Carter	4,330	Houston	830	Robertson	4,540
Cheatham	1,310	Humphreys	1,840	Rutherford	5,200
Chester	1,530	Jackson	1,770	Scott	2,100
Clairborne	3,330	Jefferson	2,520	Sequatchie	570
Clay	1,290	Johnson	1,590	Sevier	2,650
Cocke	3,060	Knox	31,370	Shelby	72,140
Coffee	2,670	Lake	1,790	Smith	2,400
Crockett	2,600	Lauderdale	3,610	Stewart	1,830
Cumberland	1,660	Lawrence	3,670	Sullivan	8,790
Davidson	48,810	Lewis	840	Sumner	4,570
Decatur	1,450	Lincoln	3,850	Tipton	3,930
De Kalb	2,050	Loudon	2,720	Trousdale	880
Dickson	2,890	McMinn	4,700	Unicoi	1,980
Dyer	5,170	McNairy	2,820	Union	1,380
Fayette	3,830	Macon	2,020	Van Buren	490
Fentress	1,520	Madison	9,820	Warren	3,190
Franklin	3,350	Marion	2,880	Washington	7,860
Gibson	7,550	Marshall	2,680	Wayne	1,720
Giles	4,240	Mauzy	6,060	Weakley	4,850
Grainger	1,780	Meigs	770	White	2,280
Greene	4,980	Monroe	2,910	Williamson	3,460
Grundy	1,630	Montgomery	5,090	Wilson	4,030
Hamblen	2,760	Moore	590		

WOPL BRISTOL

Operator: Radiophone Broadcasting Station WOPL, Inc., 410 State St. Phone: WOPL. Power: 250 watts on 1500 kc. Affiliation: None. Opened: June 15, 1929.

President-treasurer: W. A. Wilson. Commercial manager: Walter Pritchard. Chief engineer: R. H. Smith. Continuity director: Harry S. Hudson. Musical director: Fey Rogers. Advertising consultant: Hugh Swinton Potts.

Rep: Burn-Smith Co., Inc. Seating facilities: Large reception room; also Auditorium, capacity 350, with admission charge for stage performances varying according to type of broadcast. Merchandising: Window cards; canvass distributors and larger merchants for proper display of merchandise, cooperation, etc. Foreign language

programs: No rules. Artists bureau: None. Base rate: \$37.50.

Copy restrictions: No hard liquor copy accepted. E. T. library: NBC Thesaurus; World. News: UP. Commentators: Harry Hudson (news commentator); Fey Rogers and Stuart O'Dell (newscasters); Mary Abell (fashions); Bryn Mortenson (cooking; beauty; housekeeping).

WAPO, CHATTANOOGA

Operator: W. A. Patterson, Read House. Phone: 6-6141. Power: 1,000 and 500 watts on 1120 kc. Affiliation: NBC additional to the Red Southcentral and Blue Southern Group. Opened: Nov. 9, 1936.

General and station manager: R. G. Patterson. Commercial manager: R. N.

TENNESSEE STATIONS—Continued

Krepps. Program and publicity director: Helen Patterson. Chief engineer: B. B. Barnes. Musical director: Jimmy Johnston.

Rep: Headley-Reed Co. Seating facilities: Reception room with view of studios seats 200. Merchandising: Form or individual letters for special promotions sent out at no charge to client, providing his time purchases are on a contract run. Foreign language programs: None. Artists bureau: Set-up nominal only. Stock: WAPO is entirely owned by W. A. Patterson. Base rate: \$100.

Copy restrictions: No hard liquor advertising accepted; all commercial copy left to discretion of station salesmen; all political copy must be approved by station manager. E. T. library: None listed. News: INS. Commentators: Tom Nobles (news commentator); sports; Doc Johnston (news commentator); Robert Shinbaum and Gene Remington (newscasters).

WDOD, CHATTANOOGA

Operator: WDOD Broadcasting Corp., Patten Hotel. Phone: 6-5117. Power: 5,000 and 1,000 watts on 1280 kc. Affiliation: CBS. Opened: April 13, 1925.

Station manager: Norman A. Thomas. Commercial manager: Carter Parham. Program director: Dorothy W. McCurdy. Chief engineer: J. C. Vessels.

Rep: Paul H. Raymer Co. Seating facilities: WDOD Radio Playhouse seats 650; admission to shows noonday and evenings is 20c. Merchandising: Policy varies in accordance with sponsor request; station renders all required services. Foreign language programs: None. Artists bureau: None. Base rate: \$125.

Copy restrictions: Accept beer and patent medicines. E. T. library: World; Lang-Worth; MacGregor. News: UP. Commentators: John Gray, Gaylor McPherson, John McKnight, and William Davies (newscasters); Chuck Simpson (sports).

WHUB, COOKEVILLE

Operator: M. L. Medley. Power: 250 watts on 1370 kc.

At press time this station had a construction permit only.

WTJS, JACKSON

Operator: Sun Publishing Co., Inc., Market and Baltimore Sts. Phone: 3340. Power: 250 watts on 1310 kc. Affiliation: Mutual Broadcasting System. Opened: Sept. 29, 1931. (Note: Station is newspaper-owned by the Jackson Sun).

Vice-president: Albert A. Stone. Station manager, commercial manager: A. B. Rob-

inson. Studio manager: Leslie Brooks. Program director: Bill Winsett. Chief engineer: B. C. Brummel. Artists bureau head: Jack Denman. Musical director: James Allen. Publicity director: Val Morse. Director of religious programs: Donald F. Haynes.

Rep: The Branham Co. Seating facilities: Can accommodate 250 persons. Merchandising: Complete service; publicity in affiliated paper; advance distribution; surveys; letters to trade; window displays; monthly sales surveys; will help plan co-operative efforts if desired. Foreign language programs: None indicated. Artists bureau: Entertainment bureau has musical units and other talent available. Base rate: \$50.

Copy restrictions: Beer accepted; patent medicine copy must have station scrutiny and approval before acceptance. E. T. library: World. News: UP; AP; station operates its own weather bureau. Commentators: Leslie Brooks (news commentator); Jack Denman (news commentator); sports; Denny McClain, and Bill Winsett (newscasters); Mary Merwin, and Claire Tuxford (women's features).

WJHL, JOHNSON CITY

Operator: WJHL, Inc., 412 S. Roan St. Phone: 998. Power: 250 watts on 1200 kc. Affiliation: None. Opened: Dec. 7, 1939. (Studios are also maintained in the Times Bldg., Kingsport.)

President, general manager: W. H. Lanchester. Commercial manager: Ken Marsh. Program and musical director: H. Frick. Chief engineer: O. K. Garland. Publicity director: George Barber.

Rep: Radio Advertising Corp. Seating facilities: Two studios, seating about 20 persons each. Merchandising: "Reasonable amount" of service supplied clients gratis on request. Foreign language programs: Accepted. Artists bureau: None. Base rate: \$60.

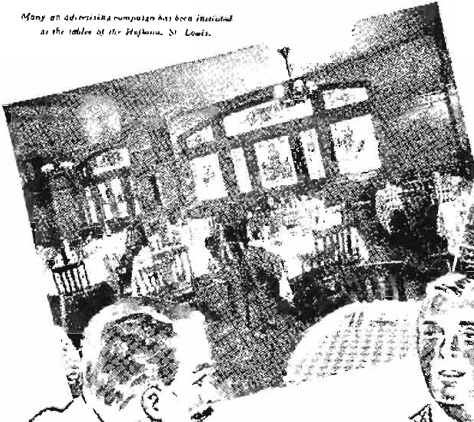
Copy restrictions: No rules listed. E. T. library: Standard; Associated. News: UP. Commentators: George Barber (news commentator; newscaster); Eddie Cowell (sports); Alice Friberg (women's features).

WKPT, KINGSPORT

Operator: C. P. Edwards, Jr., and Howard Long doing business as Kingsport Broadcasting Co. Power: 250 watts on 1370 kc.

At press time this station had a construction permit only.

Many an advertising campaign has been initiated at the tables of the Hofmann, St. Louis.

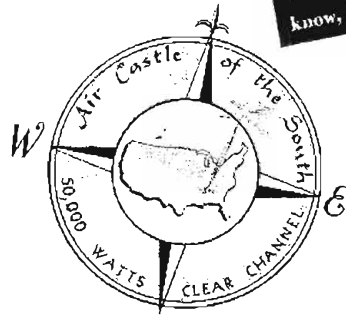


The Jefferson Grill, favorite luncheon place of many St. Louis Advertising men.



"That's really a production record for WSM, three regular productions every week to NBC, one of them Commercial. To say nothing of the frequent special events that they feed the network. Who is the budding genius behind all of this?"

"No one genius, but one of radio's largest technical and talent staffs go to work for you when you use WSM. You know, WSM doesn't cost . . . it pays."



WSM

HARRY L. STONE, Gen'l. Mgr.

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY NATIONAL LIFE & ACCIDENT INS. CO., INC.
National Representatives, Edward Petry & Co., Inc.

TENNESSEE STATIONS—Continued

WNOX, KNOXVILLE

Operator: Scripps-Howard Radio, Inc. (Scripps-Howard Newspapers), 110-112 S. Gay St. **Phone:** 3-3171. **Power:** 5,000 and 1,000 watts on 1010 kc. **Affiliation:** CBS. **Opened:** 1921. (Note: This station is newspaper-owned by Scripps-Howard; the local S-H paper is the Knoxville News-Sentinel).

General and commercial manager: R. B. Westergaard. **Program director, artists bureau head:** Lowell Blanchard. **Chief engineer:** J. B. Epperson. **Musical director:** Harry Nides. **Educational director:** K. E. Huddleston. **Publicity director:** C. B. Davis.

Rep: The Branham Co. **Seating facilities:** Large studio seats 800; also street-front studios; admission ranges from 10c. to 35c.; average of 6 paid shows weekly. **Merchandising:** Complete service including calls on dealers and window displays; also billboards, film trailers, program publicity in the News-Sentinel, window displays in street-front studios, displays on large studio stage, and announcement plugs on the air; taxicab tire covers; direct mail, etc.; specified amount of money must be spent with station to receive all, or part of, this cooperation. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists a roster of 50. **Base rate:** \$140.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicines accepted. **E. T. library:** Standard. **News:** UP. **Commentators:** Tys Terwey (news commentator; newscaster); Mason Dixon and Jack Wyatt (newscasters); Joe Epstein and Lowell Blanchard (sports); Frances George (fashions; women in the news).

WROL, KNOXVILLE

Operator: Stuart Broadcasting Corp., 524 S. Gay St. **Phone:** 2-7112. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Supplementary Red Southcentral Group and Blue Southern Group. **Opened:** 1927.

President: Stuart Adcock. **General and commercial manager:** Claude Frazier. **Program, musical, publicity director, promotion and traffic manager:** John Reese. **Chief engineer:** Joseph Wofford.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Cooperation with local theatres and newspapers; window displays in Knoxville stores. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines accepted; all copy subject to station approval. **E. T. library:** NBC Thesaurus; MacGregor; Davis & Schwegler. **News:**

INS. Commentators: Joe Wheeler (newscaster); Harry Moreland and Allen Stout (newscasters; sports); Lorna Lord (Hollywood chatter); Gracie Ridenour (fashions; society).

WHBQ, MEMPHIS

Operator: Broadcasting station WHBQ, Inc., Hotel Claridge. **Phone:** 8-6868. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** March, 1925.

General manager: E. A. Alburty. **Commercial manager:** Eugene Pournelle. **Program director:** Emmet McMurray, Jr. **Chief engineer:** Weldon T. Roy. **Musical director:** Jimmy Klaer. **Publicity director:** Gene Carr.

Rep: None. **Seating facilities:** Auditorium studio, seats 850. **Merchandising:** Contact wholesalers and retailers; arrange counter and window displays; distribute sponsor's printed material; periodic check-ups on effectiveness of program, sales, repeat orders, etc. **Foreign language programs:** Accepted, but only at specified time periods. **Artists bureau:** Setup nominal only. **Base rate:** \$120.

Copy restrictions: Commercial copy may take a maximum of 15% of sponsored time; beer and wines accepted; no hard liquor; proprietary accounts subject to rigid investigation. **E. T. library:** Lang-Worth; Davis & Schwegler; Standard. **News:** No service listed. **Commentators:** Robert Stevens (news comment and analysis); Bob Alburty (sports); Wilson Northcross (entertainment news).

WMC, MEMPHIS

Operator: Memphis Publishing Co., Hotel Gayoso. **Phone:** 8-7464. **Power:** 5,000 watts on 780 kc. **Affiliation:** NBC Red Southcentral Group; Southcentral Quality Network. **Opened:** Jan. 23, 1923. (Note: This station is newspaper-owned by the Commercial Appeal; Scripps-Howard interests similarly control WMPS of the same city.)

General manager: H. W. Slavick. **Commercial manager:** J. C. Eggleston. **Program director:** John Cleghorn. **Chief engineer:** Clyde E. Baker. **Merchandising and production manager:** W. H. Fielding.

Rep: The Branham Co. **Seating facilities:** Reception room and mezzanine studio, seat 600. **Merchandising:** Furnish route lists and maps; special surveys conducted at actual cost; provide general market data; will mail, without cost, 200 letters to acquaint trade with new programs; additional letters at cost; distribute counter cards or window displays at 10c. per loca-

TENNESSEE STATIONS—Continued

tion; will make reasonable air announcements anent new campaigns; list programs in The Commercial Appeal. **Foreign language programs:** Accepted; must be repeated in English; foreign population is limited. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: Beer and wine accepted; all copy must conform to Federal Trade Commission requirements. **E. T. library:** NBC Thesaurus; NAB; MacGregor; Davis & Schwegler. **News:** UP. **Commentators:** Herbert Harper and W. C. Teague (news analysis); Allan Jackson, Earl Moreland, and Aubrey Guy (newscasters); Bob Pigue (sports); Olivia Browne (women's features); Mary Jo Tate (film comment).

WMPS, MEMPHIS

Operator: Memphis Broadcasting Co., Columbian Tower. **Phone:** 5-2721. **Power:** 1,000 and 500 watts on 1430 kc. **Affiliation:** NBC Blue Southern Group; Mutual. **Opened:** 1925. (Note: This station is newspaper-owned by the Scripps-Howard Memphis Press-Scimitar Co.; WMC, same city, is likewise a Scripps-Howard station.)

General manager, program director: J. C. Hanrahan. **Chief engineer:** Joe Epperson.

Rep: None. **Seating facilities:** 350 persons. **Merchandising:** Window displays; letters to dealers; newspaper publicity; calls on key dealers. **Foreign language programs:** No demand for same in station area. **Artists bureau:** None. **Stock:** Entirely owned by the Memphis Press-Scimitar Co. **Base rate:** \$140.

Copy restrictions: "Rules of reason" govern commercial copy; beer accepted; no hard liquors; patent medicines subject to Food and Drug and FTC approval. **E. T. library:** Standard. **News:** UP. **Commentators:** Lawrence Trexler and Igor Ivan (newscasters); Fred Vosse (sports).

WREC, MEMPHIS

Operator: WREC Broadcasting Service, Hotel Peabody. **Phone:** 5-1313. **Power:** 5,000 and 1,000 watts on 600 kc. **Affiliation:** CBS. **Opened:** 1922.

Owner: Hoyt B. Wooten. **Commercial manager:** Hollis Wooten. **Program director:** Roy Wooten. **Chief engineer:** S. D. Wooten, Jr. **Publicity director:** Charlie Maughan.

Rep: The Katz Agency. **Seating facilities:** Can accommodate about 1,000 persons. **Merchandising:** Amount and kind of service depends on importance of account; generally rendered at actual cost. **Foreign language programs:** No set rules; no re-

quests received to date. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: Beer and patent medicine advertising accepted. **E. T. library:** World; Lang-Worth.

WLAC, NASHVILLE

Operator: WLAC Broadcasting Service, Third National Bank Bldg. **Phone:** 6-0161. **Power:** 5,000 watts on 1470 kc. **Affiliation:** CBS. **Opened:** November, 1926.

Owner, operator: J. Truman Ward. **General manager:** F. C. Sowell, Jr. **Production manager:** S. O. Ward. **Chief engineer:** F. D. Binns. **Musical director:** Charles Nagy. **Merchandising manager:** Bob Mad-dux. **Publicity director:** Paul Olphant.

Rep: Paul H. Raymer Co. **Seating facilities:** Two observation rooms accommodate 50 persons each. **Merchandising:** Pre-program announcements calling attention to a forthcoming series; issue letters to the trade advising of the series; follow up with calls on the trade; help salesmen working in the territory for the sponsor; stories arranged for the newspapers; mailing pieces are sent out for cost of postage and material; displays delivered to the trade for a charge of \$5 per day for one man's time (it takes about five days to cover the metropolitan grocery trade, and three days for the drug trade); displays built for minimum charges; will furnish a man for any sort of survey, calls, promotional work, and on occasion, actual sales work at a cost of \$5 per day. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: Beer accepted; no wines or hard liquor; certain nationally known or well established medicinal remedies are accepted. **E. T. library:** World. **News:** UP. **Commentators:** Russ Huddleson (newscaster); Herman Grizzard (sports); Mary Lyles Wilson (cooking).

WSIX, NASHVILLE

Operator: WSIX, Inc., Nashville Trust Bldg. **Phone:** 5-5431. **Power:** 250 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** 1927.

President: Jack M. Draughon. **Commercial director:** Eugene S. Tanner. **Chief engineer:** Bascom Porter. **Publicity director:** R. L. Chaudoin.

Rep: Headley-Reed Co. **Seating facilities:** Observation room adjoining studio A seats 40 persons. **Merchandising:** All ordinary services, including distribution of window cards and dealer contacts, rendered without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125

TENNESSEE STATIONS—Continued

Copy Restrictions: Beer and wine copy accepted; no hard liquors; patent medicines must comply with all Federal Trade Commission rulings. **E. T. library:** Associated; Standard; MacGregor; Davis & Schwegler; Lang-Worth. **News:** Transradio. **Commentators:** James McMurry and Joe Wheeler (newscasters); Joe Calloway and Roger Phillips (sports).

WSM, NASHVILLE

Operator: National Life and Accident Insurance Co., National Bldg. **Phone:** 6-7181. **Power:** 50,000 watts on 650 kc. **Affiliation:** NBC Red and Blue Midsouth Group. **Opened:** Oct. 5, 1925.

Vice-president: E. W. Craig. **Station manager:** Harry Stone. **Local sales manager:** Winston Dustin. **Program director:** Jack Stapp. **Chief engineer:** J. H. DeWitt, Jr. **Artists bureau head:** David Stone. **Musical directors:** Peter Brescia and Beasley Smith. **Audience relations:** George D. Hay. **Merchandising director:** Albert L. Gibson. **Publicity director:** Jack Harris.

Rep: Edward Petry & Co., Inc. **Seating**

facilities: Auditorium studio seats 500; lease on outside auditorium seating 2,200 persons. **Merchandising:** Complete service, including mailing pieces to the trade, point-of-sale displays, sales surveys, etc., at actual cost; programs are also merchandised by 3,500 field representatives of National Life & Accident Insurance Co., calling on thousands of homes in 21 states daily. **Foreign language programs:** Never requested to date; foreign population small. **Artists bureau:** Yes; lists about 125 artists. **Base rate:** \$360.

Copy restrictions: Accept beer and wine; no hard liquor advertising; medical accounts subject to approval of WSM Executive Committee; commercial copy must be of reasonable length and conform to station's established standards of good taste. **E. T. library:** None. **News:** INS; UP local news bureau. **Commentators:** Dr. D. F. Fleming and Will R. Manier, Jr. (war analysts); Jack Harris (news commentator; sports); David Cobb and Ottis Devine (newscasters); Ann Ford (women's news and features); Mary Lyles Wilson (cooking); Linda Lane (Hollywood gossip).

TEXAS

(1,033,500 radio homes, or 68% ownership among the State's total of 1,516,000 families. Urban ownership is 556,200, or 84% of urban families; rural ownership is 477,300, or 56% of rural families.)

Radio Homes by Counties

Anderson	5,520	Brown	5,000	Cooke	4,070
Andrews	130	Burleson	2,870	Coryell	2,790
Angelina	4,380	Burnet	1,560	Cottle	1,420
Aransas	360	Caldwell	4,890	Crane	570
Archer	1,550	Calhoun	750	Crockett	490
Armstrong	490	Callahan	1,950	Crosby	1,540
Atascosa	2,040	Cameron	13,120	Culberson	230
Austin	2,860	Camp	1,500	Dallam	1,590
Bailey	670	Carson	1,290	Dallas	76,570
Bandera	580	Cass	3,890	Dawson	2,010
Bastrop	3,560	Castro	640	Deaf Smith	930
Baylor	1,180	Chambers	850	Delta	1,810
Bee	2,420	Cherokee	6,100	Denton	5,480
Bell	8,560	Childress	2,780	De Witt	4,390
Bexar	61,820	Clay	2,100	Dickens	1,190
Blanco	530	Cochran	260	Dimmit	1,200
Borden	180	Coke	740	Donley	1,630
Bosque	2,330	Coleman	3,750	Duval	1,560
Bowie	8,130	Collin	7,150	Eastland	6,410
Brazoria	3,520	Collingsworth	2,220	Ector	690
Brazos	3,780	Colorado	3,040	Edwards	440
Brewster	1,190	Comal	2,380	Ellis	9,180
Briscoe	760	Comanche	2,810	El Paso	25,430
Brooks	780	Concho	1,060	Erath	3,370

TEXAS STATIONS—Continued

Falls	5,490	Kimble	650	Reeves	1,190
Fannin	6,320	King	150	Refugio	1,140
Fayette	4,360	Kinney	570	Roberts	240
Fisher	1,830	Kleberg	2,090	Robertson	3,920
Floyd	1,930	Knox	1,550	Rockwall	1,210
Foard	950	Lamar	7,910	Runnels	3,440
Fort Bend	4,060	Lamb	2,420	Rusk	4,260
Franklin	1,830	Lampasas	1,580	Sabine	1,730
Freestone	3,340	La Salle	1,170	San Augustine	1,650
Frio	1,360	Lavaca	4,130	San Jacinto	1,360
Gaines	370	Lee	1,760	San Patricio	3,330
Galveston	15,280	Leon	2,830	San Saba	1,480
Garza	790	Liberty	3,040	Schleicher	480
Gillespie	1,670	Limestone	6,000	Scurry	1,780
Glasscock	180	Lipscomb	690	Shackelford	1,130
Goliad	1,330	Live Oak	1,150	Shelby	3,960
Gonzales	3,930	Llano	870	Sherman	380
Gray	4,550	Loving	40	Smith	8,460
Grayson	12,340	Lubbock	7,470	Somervell	470
Gregg	2,660	Lynn	1,630	Starr	1,440
Grimes	3,450	McCulloch	2,110	Stephens	3,050
Guadalupe	4,130	McLennan	18,910	Sterling	240
Hale	3,600	McMullen	190	Stonewall	750
Hall	2,660	Madison	1,620	Sutton	440
Hamilton	2,000	Marion	1,500	Swisher	1,080
Hansford	560	Martin	760	Tarrant	46,660
Hardeman	2,400	Mason	840	Taylor	8,120
Hardin	2,400	Matagorda	2,960	Terrell	460
Harris	85,110	Maverick	1,040	Terry	1,160
Harrison	7,760	Medina	1,980	Throckmorton	770
Hartley	340	Menard	730	Titus	2,360
Haskell	2,480	Midland	1,600	Tom Green	7,620
Hays	2,380	Milam	5,440	Travis	14,840
Hemphill	700	Mills	1,190	Trinity	1,970
Henderson	4,240	Mitchell	2,250	Tyler	1,730
Hidalgo	12,410	Montague	3,160	Upshur	2,930
Hill	6,640	Montgomery	2,330	Upton	1,280
Hockley	1,220	Moore	230	Uvalde	2,160
Hood	890	Morris	1,350	Val Verde	2,700
Hopkins	4,300	Motley	940	Van Zandt	4,390
Houston	4,110	Nacogdoches	4,400	Victoria	3,370
Howard	4,590	Navarro	9,630	Walker	2,680
Hudspeth	550	Newton	1,830	Waller	1,620
Hunt	8,250	Nolan	3,840	Ward	810
Hutchinson	2,960	Nueces	9,380	Washington	4,010
Irion	340	Ochiltree	1,010	Webb	6,990
Jack	1,370	Oldham	220	Wharton	4,430
Jackson	1,470	Orange	2,770	Wheeler	2,430
Jasper	2,530	Palo Pinto	3,150	Wichita	16,030
Jeff Davis	290	Panola	3,100	Wilbarger	4,210
Jefferson	29,450	Parker	3,110	Willacy	1,490
Jim Hogg	670	Parmer	800	Williamson	7,090
Jim Wells	1,970	Pecos	1,370	Wilson	2,240
Johnson	5,850	Polk	2,510	Winkler	1,580
Jones	3,790	Potter	11,050	Wise	2,950
Karnes	2,970	Presidio	1,490	Wood	3,490
Kaufman	5,820	Rains	900	Yoakum	150
Kendall	820	Randall	1,390	Young	3,490
Kenedy	100	Reagan	610	Zapata	380
Kent	500	Real	340	Zavala	1,410
Kerr	1,880	Red River	4,290		

TEXAS STATIONS—Continued

KRBC, ABILENE

Operator: Reporter Broadcasting Company, Hilton Hotel. **Phone:** 6255. **Power:** 250 watts on 1420 kc. **Affiliation:** Texas State Network; Mutual. **Opened:** October 1, 1936. (Note: This station is newspaper-affiliated with the Abilene Reporter and News and various other Texas papers).

President: M. Bernard Hanks. **Station manager:** Howard Barrett. **Commercial manager:** Poole Robertson. **Program and musical director:** A. D. Whisenant. **Chief engineer:** Fred Hammond.

Rep: None. **Seating facilities:** Reception room seats 120. **Merchandising:** Services of this and the publicity department included in all contracts; extra services, when requested, rendered at actual cost. **Foreign language programs:** Would accept, though occasion has not arisen to date; would require that announcements be given in English as well as foreign language. **Artists bureau:** Newly established; artists furnished on commercial programs at set rate. **Base rate:** \$50.

Copy restrictions: Liquor advertising not accepted; patent medicine copy strictly censored; commercials limited to 25 percent of program time, announcements to 100 words. **E. T. library:** Standard. **News:** AP; UP. **Commentators:** Geraldine Wright (newscaster); A. D. Whisenant (sports); Elizabeth Doss Blanton (fashions); Ann Smartt (menus).

KFDA, AMARILLO

Operator: Amarillo Broadcasting Corp., 109 E. 5th St. **Phone:** 5343. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Aug. 1, 1939.

Vice-president: Gilmore N. Nunn.* **Station and commercial manager:** Earl R. Strandberg. **Program director:** Carter Reynolds. **Chief engineer:** Howard Blaker. **Musical director:** Audre Lipscomb. **Publicity director:** Audre Lipscomb.

Rep: John H. Perry Associates. **Seating facilities:** Auditorium seats 200 persons. **Merchandising:** Newspaper publicity arranged; all other services at actual cost. **Foreign language programs:** No rules listed; station is not carrying any. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Patent medicine or liquor advertising not accepted; stipulations of the N. A. B. code followed. **E. T. library:** Standard; Davis & Schwegler. **News:** INS. **Commentators:** Carter Reynolds (news commentator; newscaster);

* Also president and managing director of WCMI, Ashland, Ky., and president of WLAP, Lexington, Ky.

Winkle Wileman and Sherwood Blasdel (newscasters); Harold "Sparky" Sparks (sports); Lois Fay (fashions; cooking; women's sports; women's features and news).

KGNC, AMARILLO

Operator: Plains Radio Broadcasting Company, Eighth & Harrison Sts. **Phone:** 4242. **Power:** 2,500 and 1,000 watts on 1410 kc. **Affiliation:** NBC Red and available on Blue Southwestern Group; Lone Star Chain. **Opened:** June 1, 1935. (Note: This station is newspaper-affiliated with the Amarillo Globe and News, and various other Texas, Kansas and Nebraska papers.)

President: O. L. (Ted) Taylor.* **General manager:** John Ballard. **Chief engineer:** W. S. Bledsoe. **Merchandising manager:** James Stanberry. **Musical director:** Eddie Baumel.

Rep: Howard H. Wilson Co. **Seating facilities:** 100 persons. **Merchandising:** Complete service offered free, except printed matter, for which advertiser is billed at actual cost; service includes letters to the trade, market surveys, contacts with distributors and jobbers, window and store displays, personal calls, etc.; special services at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer accepted; no wine or hard liquor; price quoting permitted, but all copy checked for truthful representation of product. **E. T. library:** World; Lang-Worth. **News:** UP. **Commentators:** Wes Izzard and Dick Martin (newscasters); Bob Watson (sports); Ruth Delzell (book reviews); Robert Collman and Floyd Honeycutt (market reports).

*O. L. Taylor is also president of KRGV, Weslaco, KFYO, Lubbock, and KTSA, San Antonio.

KNOW, AUSTIN

Operator: Frontier Broadcasting Co., Norwood Bldg. **Phone:** 2-6213. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1929.

Station manager: Chas. B. Meade. **Program and artists bureau supervisor:** Pat Adelman. **Publicity director:** J. Mabel Clark.

Rep: None. **Seating facilities:** Two studios combined seat 250 persons. **Merchandising:** Rates upon request. **Foreign language programs:** No set rules. **Artists bureau:** Yes. **Base rate:** \$60.

Copy restrictions: All copy subject to station approval or revision. **E. T. library:**

TEXAS STATIONS—Continued

Standard. News: UP; AP. Commentators: Roger M. Busfield (news commentator); Conrad Vernon, Pat Adelman, Henry Woods, and Chas. B. Meade (newscasters); J. Mabel Clark (women's features).

KTBC, AUSTIN

Operator: State Capitol Broadcasting Association, Inc., Eighth and Colorado Sts. **Phone:** 8-4661. **Power:** 1,000 watts on 1120 kc (shares daytime hours with WTAW). **Affiliation:** None. **Opened:** Aug. 1, 1939.

Station manager: Aubrey H. Escoe. **Program director, artists bureau head:** Ted Ryan. **Chief engineer:** Harry Slife. **Musical director:** Melvin Roberts. **Publicity director:** Merle McMurry.

Rep: None. **Seating facilities:** Studio seats 50 persons; auditorium available, seating 500. **Merchandising:** Personal contact work; mailing of broadsides or direct mail if furnished by client; displays furnished at actual cost of installation and actual expenses; publicity; surveys and research upon inquiry. **Foreign language programs:** Scandinavian and Spanish programs deemed feasible; all foreign language broadcasts subject to strict station censorship. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Beer and light wine copy accepted; no hard liquors; all copy must comply with Federal regulations and the N. A. B. code. **E. T. library:** NBC Thesaurus. **News:** INS. **Commentators:** Fred Caldwell, and Ted Ryan (news commentators; newscasters); Bill Newkirk (news commentator; sports); Elbert Dukate (news commentator); Col. J. M. Baden (general comment).

KFDM, BEAUMONT

Operator: Beaumont Broadcasting Corp., P. O. Box 2950. **Phone:** 3882. **Power:** 1,000 watts on 560 kc. **Affiliation:** NBC Blue Southwestern Group. **Opened:** October, 1924.

President: C. W. Snider. **Secretary and treasurer:** D. A. Kahn. **General manager:** C. B. Locke. **Program and production director:** Len Finger. **Chief engineer:** Leonard Saye. **Musical director:** George W. Caldwell. **Publicity director:** Leon Taylor.

Rep: International Radio Sales. **Seating facilities:** 100. **Merchandising:** Help in sales work; render any other cooperative service that clients and their wholesalers, representatives, and salesmen might desire; (posters, handbills, etc., furnished at actual cost); other services gratis. **Foreign language programs:** None listed. **Artists bureau:** Book sustaining talent for outside engagements. **Base rate:** \$120.

Copy restrictions: Hard liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Len Finger (newscaster; sports; entertainment news); Dan Paul (newscaster; sports); Leon Taylor and Jack Maynard (newscasters); Sam Falcon and Louis Palumbo (sports); Ione Towns Locke (fashions; cooking; women's features); William Wilson (stock market reports).

KRIC, BEAUMONT

Operator: KRIC, Inc., 130 Wall St. **Phones:** 4200—1—2. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** July 18, 1938. (Note: This station is newspaper-affiliated with the Beaumont Enterprise & Journal.)

President: Mrs. J. L. Mapes. **Vice-president, treasurer:** E. C. Davis. **Secretary:** Mrs. Eva Dujay. **Station supervisor:** E. C. Davis. **Program and musical director:** Franklin Whitehead. **Chief engineer:** Don Mitchell. **Production:** Edwin Henry.

Rep: The Branham Co. **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** Window cards, mail, signs, and special announcements rendered without charge. **Foreign language programs:** No policies listed; station has had no occasion to make a ruling on this matter. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: All copy must be in compliance with Federal regulations. **E. T. library:** World; MacGregor; Standard. **News:** INS. **Commentators:** Bob Akers (news commentator); Al Donaldson (sports).

KBST, BIG SPRING

Operator: Big Spring Herald Broadcasting Co., Crawford Hotel. **Phone:** 1500. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 21, 1936. (Note: This station is newspaper-affiliated with the Big Spring Herald.)

President: Joe C. Galbraith. **Station manager:** Howard Barrett. **Commercial manager, publicity director:** Jack Wallace. **Program and musical director, artists, bureau head:** Louis D. Palmer. **Chief engineer:** John B. Casey.

Rep: Texas State Network. **Seating facilities:** Can accommodate 50 persons for smaller programs; for larger programs facilities in the Crawford hotel will accommodate 200. **Merchandising:** Distribute window cards, publicize programs in the Big Spring Herald, etc.; all services gratis unless special work is wanted. **Foreign language programs:** Accept only transcribed foreign language programs, which

TEXAS STATIONS—Continued

must be accompanied by an English script. Artists bureau: Yes. Stock: Held by Joe C. Galbraith (publisher of Big Spring Herald), M. Bernard Hanks (stockholder in KRBC, Abilene, and stockholder in various newspapers), Houston Harte (stockholder in KGKL, San Angelo, KRBC, Abilene, and in various newspapers), and Howard Barrett. Base rate: \$45.

Copy restrictions: No hard liquor accounts accepted; patent medicines rigidly censored; adhere to NAB Code of Ethics; commercial copy limited to 20% of program time; spot announcements limited to 100 words; transcribed announcements limited to one minute; no programs may be shorter than five minutes. E. T. library: Standard; Davis & Schwegler. News: UP through Texas State Network. Commentators: Jack Wallace (newscaster; sports); Tom Reynolds (sports).

KNEL, BRADY

Operator: G. L. Burns. **Phone:** 77. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Nov. 7, 1935.

Managing director: J. S. Sloane. **Commercial manager:** C. N. Newlin. **Program director:** Forrest Cox. **Chief engineer:** Marion Crawford. **Musical director:** Cecil Streigler.

Rep: Cox and Tanz. **Seating facilities:** Small reception room. **Merchandising:** Contact retail outlets, furnish letters to trade, arrange window displays, counter cards, route lists, market surveys, etc.; newspaper cooperation on programs. **Foreign language programs:** Spanish programs currently on station; all announcements subject to strict supervision. **Artists bureau:** Setup nominal only. **Base rate:** \$50.

Copy restrictions: No announcements may be over 100 words in length. E. T. library: MacGregor; Davis & Schwegler. News: From Heart o' Texas News, Brady. **Commentators:** J. C. Rothwell and J. S. Sloane (news commentators; newscasters); Pearly Samuelson (sports); G. L. Burns (market reports).

KGFI, BROWNSVILLE

Operator: Eagle Broadcasting Co., Inc., P. O. Box 329, Brownsville; Stonewall Jackson Hotel, San Benito; Madison Hotel, Harlingen. **Phones:** Brownsville 1044; San Benito 666; Harlingen 1474. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Aug. 20, 1937.

President: E. Jack Wilson. **Secretary-treasurer:** Ernest Wilson. **Station manager:** Bill Simpson. **Program director:** Dorothy Simpson. **Chief engineer:** Wil-

lis Wilson. **Maintenance engineer:** Kirby Smith.

Rep: Cox and Tanz. **Seating facilities:** None listed. **Merchandising:** None listed. **Foreign language programs:** Accept Spanish programs only. **Artists bureau:** None. **Base rate:** \$30 (½ hr.).

Copy restrictions: All copy subject to approval of station management. E. T. library: MacGregor. News: AP. **Commentators:** Willis Wilson (newscaster; theatrical comment); Bill Simpson (newscaster; sports); George Tankersley (newscaster); Mrs. M. J. Hunter (women's news).

WTAW, COLLEGE STATION

Operator: Agricultural and Mechanical College of Texas. **Power:** 500 watts on 1120 kc (operates specified hours).

This station is non-commercial; college-owned.

KRIS, CORPUS CHRISTI

Operator: Gulf Coast Broadcasting Co. Medical-Professional Bldg. **Phone:** 6354. **Power:** 500 watts on 1330 kc. **Affiliation:** NBC additional to Red or Blue Southwestern Group; Lone Star Chain. **Opened:** September, 1937. (Note: This station is newspaper-affiliated with the Corpus Christi Caller-Times).

General manager: T. Frank Smith. **Station manager, chief engineer:** H. B. Lockhart. **Commercial manager:** E. C. Hughes. **Program director:** Ben A. Glusing.

Rep: The Branham Co. **Seating facilities:** None listed. **Merchandising:** Dealer calls and mentions in newspaper radio column offered without charge. **Foreign language programs:** Spanish programs and/or announcements accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer advertising accepted; no hard liquor; approved patent medicines accepted; all copy subject to station approval. E. T. library: None listed. News: INS. **Commentators:** Ben Glusing, and Eston Page (newscasters); Chick Whittier (newscaster; sports); Mary Hickerson (women's features); Herbert Garrett (market quotations).

KAND, CORSICANA

Operator: Navarro Broadcasting Assn., State National Bank Bldg. **Phones:** 29, 30. **Power:** 100 watts on 1310 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** May 17, 1937.

Personnel: Station policy does not permit such listing.

Rep: None. **Seating facilities:** Main studio

TEXAS STATIONS—Continued

accommodates 100; theatre available seating 800. Merchandising: Issue direct mail to dealers; distribute window cards. Foreign language programs: Accepted. Artists bureau: None. Base rate: \$50.

Copy restrictions: Beer, wine, and patent medicines accepted providing copy conforms to Federal Trade Commission regulations. **E. T. library:** Standard. **News:** UP. **Commentators:** George Erwin and Tommie Lawson (newscasters); Burton Boatwright and Lawrence "Sadie" Ransom (sports); Fern Stevenson (fashions).

KRLD, DALLAS

Operator: KRLD Radio Corp., Adolphus Hotel. **Phone:** 2-6811. **Power:** 50,000 watts on 1040 kc. **Affiliation:** CBS. **Opened:** 1926. (Note: This station is newspaper-owned by the Dallas Times-Herald.)

Managing director: John W. Runyon. **Station and commercial manager:** Clyde W. Rembert. **Program director:** Ruth Clem. **Chief engineer:** Roy M. Flynn. **Musical director:** Hyman Charninsky. **Publicity director:** Douglas Hawley.

Rep: The Branham Co. **Seating facilities:** Observation room seats 100 persons; studio seats 20; Palm Garden, 500; Adolphus ballroom, 1,500. **Merchandising:** Complete service includes daily listings and general publicity, daily and Sunday display advertisements in Times-Herald. **Foreign language programs:** Accepted with reservations. **Artists bureau:** None. **Base rate:** \$240 (½ hr.).

Copy restrictions: Accept beer and wine, but no hard liquors; reserve right to censor all copy not meeting station standards. **E. T. library:** Standard. **News:** INS. **Commentators:** Meador Lowrey (news commentator); Royce Colon and Dave Chapman (newscasters, sports); Roy George (newscaster); Marjorie Hoy (shopping information and fashions—as "Jean Abbey"); Albertine Berry (cooking; domestic science); Francis D. Burke (religious news).

WFAA, DALLAS

Operator: A. H. Belo Corp., Baker Hotel. **Phone:** 7-9631. **Power:** 50,000 watts on 800 kc. (Note: WFAA and WBAP, Fort Worth, use the same transmitter, sharing continuous operation.) **Affiliation:** NBC Red Southwestern Group; Texas Quality Network. **Opened:** June 26, 1922. (Note: This station is newspaper-owned by the Dallas Morning News.)

Station manager: Martin B. Campbell. **Regional sales manager:** Alexander Keese. **Program director:** Ralph W. Nimmons.

Technical supervisor: Raymond Collins. **Chief engineer:** Paul Barnes. **Merchandising manager:** Irvin Gross. **Musical director:** Karl Lambert. **Publicity director:** Dick Jordan.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Ballrooms of Baker Hotel and Adolphus Hotel. **Merchandising:** Maintain close contact with chains, wholesale houses, and distributing firms; advisory service; limited cooperation in making personal contacts and surveys without charge; all other services rendered at actual net cost to station. **Foreign language programs:** Station has had no requests for same. **Artists bureau:** None. **Base rate:** \$440.

Copy restrictions: Advertising must conform to NAB Code of Ethics; beer accepted; no wine or other alcoholic beverages. **E. T. library:** NBC Thesaurus; Langworth. **News:** UP. **Commentators:** Peter Molyneaux (news commentator); James Alderman and Cecil Hale (newscasters); Dan Riss (newscaster; sports); Hal Thompson (sports); Barbara Brent and Alma Cunningham (fashions; cooking; home-making); F. C. Dehn, R. J. Murray, and J. S. French (markets).

WRR, DALLAS

Operator: City of Dallas, Municipal Radio Bldg., Fair Park, Dallas. **Phone:** 3-6101. **Power:** 500 watts on 1280 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1920. (Note: This is a municipally-owned station.)

Managing director: Charles B. Jordan. **Commercial manager:** Dale Drake. **Program director:** Pete Teddlie. **Chief engineer:** D. J. Tucker. **Musical director:** Murray Lambert.

Rep: None. **Seating facilities:** Can accommodate about 250 persons. **Merchandising:** No service rendered as part of regular broadcast rates; special arrangements can be made for outside sources to conduct a campaign of merchandising. **Foreign language programs:** Accepted, provided that commercial copy be read in both the foreign language and English; foreign-born population not large. **Artists bureau:** Bookings on a small scale. **Base rate:** \$65 (½ hr.).

Copy restrictions: Accept beer and wines; station is "not favorable" to patent medicines, though they are not barred; no hard-and-fast rules beyond good taste. **E. T. library:** None. **News:** Transradio. **Commentators:** Hal Smith and Taylor Branch (newscasters); Dale Drake (newscaster; sports); Pete Teddlie, Hal Smith, and Charles Jordan (sports); Alta Faye (films).

TEXAS STATIONS—Continued

KDNT, DENTON

Operator: Harwell V. Shepard, Jackson Building. Phone: 276. Power: 100 watts on 1420 kc. Affiliation: None. Opened: June 1, 1938. (Note: KDNT also maintains studios in Gainesville, Tex.).

Owner, station commercial manager and program director: Harwell V. Shepard. Chief engineer: Bill Honeycutt.

Rep: None. Seating facilities: Three large auditoriums available; capacities not listed. Merchandising: Pre-announcements, window cards, and personal letters issued, with a small fee for the cards and the letters. Foreign language programs: Accepted. Artists bureau: None. Base rate: \$60.

Copy restrictions: No alcoholic beverage advertising of any kind accepted. E. T. library: None. News: UP. Commentators: Mickey Murphy and Bob Syler (newscasters); Betty Ann (fashions; household hints); Opal Roderick (interpretive reading); Dot Harris (campus gossip).

KFPL, DUBLIN

Operator: C. C. Baxter, 205 Grafton St. Phone: 183. Power: 250 and 100 watts on 1310 kc. Affiliation: None. Opened: June 26, 1924.

Owner, operator: C. C. Baxter. Manager: M. D. Gallagher. Commercial manager: J. D. Gallagher. Continuity and program director: Erma M. Carr. Chief engineer: C. B. Williams, Jr. Publicity director: D. B. Tipton.

Rep: None. Seating facilities: None listed. Merchandising: Sound system, radio page in Brownwood-Bulletin, wholesale-retail contacts, etc., available at actual cost. Foreign language programs: Not accepted. Artists bureau: None; station can, however, supply talent. Base rate: \$40.

Copy restrictions: Station is located in a dry county; public service wine and beer accounts accepted for audiences in wet territory. E. T. library: None listed. News: Via Brownwood-Bulletin. Commentators: Mike Gallagher (news commentator; newscaster); John McAfee (news commentator); Will Ray Long (newscaster); David Tipton (sports); Erma Mae Carr, Francis Bolinger, and Joy Lester (women's features); J. E. Fitzgerald (discussion of today's and yesterday's news); Sen. J. Manley Head ("This Week in Austin"); Rep. Garrett ("This Week in Washington").

KROD, EL PASO

Operator: Dorrance D. Roderick. Power: 250 watts on 1500 kc.

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

KTSM, EL PASO

Operator: Tri-State Broadcasting Co., Inc., Hotel Paso del Norte. Phones: Main 46-47-48. Power: 250 watts on 1310 kc (divides time with WDAH and has permanent authority to carry WDAH's schedule). Affiliation: NBC Red and Blue South Mountain Group. Opened: August, 1929.

Vice-president and general manager: Karl O. Wyler. Program director: Roy T. Chapman. Chief engineer: E. L. Gemoets. Artists bureau head: Conrey Bryson. Musical director: John R. Lewis. Commercial director: W. L. Kline.

Rep: George P. Hollingbery Co. Seating facilities: Can accommodate 50 persons. Merchandising: All services offered gratis. Foreign language programs: Not accepted. Artists bureau: Yes. Base rate: \$120.

Copy restrictions: Accept beer and wine; no hard liquor; acceptance of patent medicines restricted to certain types; all copy must be in good taste. E. T. library: NBC Thesaurus; Standard. News: UP. Commentators: John Conrad (newscaster; general comment); John Harrison (newscaster); Roy T. Chapman (newscaster; sports); Frank Junell (sports); Dell Bee Kommendo, and Sunny Jones (women's features).

WDAH, EL PASO

Operator: Tri-State Broadcasting Co., Inc. Power: 250 watts on 1310 kc (shares time with KTSM).

This station is non-commercial.

KFJZ, FORT WORTH

Operator: Tarrant Broadcasting Co., Inc., 1201 W. Lancaster. Phone: 3-3474. Power: 1,000 watts on 1240 kc. Affiliation: Mutual; Texas State Network. Opened: 1921.

President: Elliott Roosevelt. Manager: Gene L. Cagle. Program director: Helen Jane Behlke. Chief engineer: Truett Kimzey.

Rep: None. Seating facilities: Can accommodate about 50 persons. Merchandising: Service furnished on request. Foreign language programs: Not accepted. Artists bureau: None. Stock: Owned 99¼% by Ruth G. and Elliott Roosevelt. Base rate: \$125.

Copy restrictions: Beer and wines accepted; no hard liquors; copy must adhere to contracted wordage on spot announcements; no more than one-quarter of the

TEXAS STATIONS—Continued

contracted time on programs may be used for commercials. **E. T. library:** Standard. **News:** UP. **Commentators:** Russ Lamb (news commentator; newscaster; sports); John Hopkins, Marshall Pope, and Jimmie McClain (newscasters); Zack Hurt (sports); Gail Northe (women's features).

KGKO, FORT WORTH

Operator: KGKO Broadcasting Co., Medical Arts Bldg. **Phone:** 3-1234. **Power:** 5,000 and 1,000 watts on 570 kc. **Affiliation:** NBC Blue Southwestern Group; Lone Star Chain. **Opened:** 1928. (Note: This station is owned by the Fort Worth Star-Telegram as is WBAP, also of Fort Worth.)

General manager: Harold V. Hough. **Assistant general manager:** George Cranston. **Commercial manager:** Jack Keasler. **Program and musical director:** Ed Lally. **Chief engineer:** R. C. Stinson. **Publicity and merchandising director:** Elbert Haling.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 60 persons in the main studio, and a similar number just outside this studio. **Merchandising:** Issue letters to dealers; cooperative tie-up with 50 Texas newspapers; personal calls; public relations assistance. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$248.

Copy restrictions: Beer advertising accepted; no hard liquor; "good taste" and FTC regulations observed at all times. **E. T. library:** World. **News:** INS. **Commentators:** Howard Carraway (news commentator); Porter Randall (newscaster); Tee Casper (sports); Frances Warren (women's features); Fred Sawyer (livestock); H. E. Wooten (grain); Eddie Boyle (stocks-bonds); Frank Mills (Dallas gossip).

WBAP, FORT WORTH

Operator: Carter Publications, Inc., Blackstone Hotel. **Phone:** 2-4466. **Power:** 50,000 watts on 800 kc. (Note: WBAP and WFAA, Dallas, use the same transmitter, sharing continuous operation.) **Affiliation:** NBC Red Southwestern Group; Texas Quality Network. **Opened:** May 2, 1922. (Note: This station is newspaper-owned by the Fort Worth Star-Telegram as is KGKO, also Fort Worth.)

President: Amon G. Carter. **General manager:** Harold V. Hough. **Manager:** G. Cranston. **Production director:** A. M. Woodford. **Musical director:** Eugene Baugh. **Publicity director:** Elbert Haling. **Technical supervisor:** R. C. Stinson.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Audience hall seats 200; also

Blackstone Hotel ballroom. **Merchandising:** Maintain such a service. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$440.

Copy restrictions: Governed by NAB Code of Ethics; beer advertising accepted, but no hard liquors. **E. T. library:** World; NAB; Davis & Schwegler. **News:** From parent newspaper. **Commentators:** Presley Bryant (news commentator); James A. Byron, Jr. (newscaster); Tee Casper (sports); E. Brents Wooten (cotton-grain reports); F. R. Sawyer (livestock reports).

KLUF, GALVESTON

Operator: KLUF Broadcasting Co., 60th and Broadway. **Phone:** 6676. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** 1937.

President, general manager: George Roy Clough.

Rep: None. **Base rate:** \$55.

Copy restrictions: All copy subject to station approval. **E. T. library:** Standard. **News:** Transradio.

KPRC, HOUSTON

Operator: Houston Printing Corporation, Lamar Hotel. **Phone:** Fairfax 7101. **Power:** 5,000 and 1,000 watts on 920 kc. **Affiliation:** NBC Red Southwestern Group; Texas Quality Network. **Opened:** May, 1925. (Note: This station is newspaper-affiliated with the Houston Post.)

Station manager: Kern Tips. **Program director:** Jack McGrew. **Chief engineer:** Harvey Wheeler. **Musical director:** Bert Sloan. **Publicity director:** Lois Cain.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 250 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Accept beer and wine; no hard liquor; all copy subject to station approval. **E. T. library:** NBC Thesaurus. **News:** AP. **Commentators:** Max Jacobs (news analysis); Jack McGrew, Howard Woodard, and Brice Dickson (news commentators); Bruce Layer, Lloyd Gregory, Ralph Anderson, and Roland Schweer (sports); Alfred Daniel (food; home economics); Mrs. Ralph Conselyea (gardening; travel).

KTRH, HOUSTON

Operator: KTRH Broadcasting Co., Rice Hotel. **Phone:** Preston 4361. **Power:** 5,000

TEXAS STATIONS—Continued

and 1,000 watts on 1290 kc. **Affiliation:** CBS. **Opened:** March 25, 1930. (Note: This station is newspaper-owned by the Houston Chronicle.)

Station manager: B. F. Orr. **Commercial manager:** Ray E. Bright. **Program and publicity director:** Harry Grier. **Chief engineer:** King Robinson. **Plant supervisor:** Tom Hiner.

Rep: John Blair & Co. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** Complete service offered. **Foreign language programs:** Accepted, providing they "conform with a high standard." **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Beer and wine accounts accepted; no liquor advertising; station observes same standards as CBS relative to amount of copy and patent medicines. **E. T. library:** World; Standard. **News:** From parent newspaper. **Commentators:** Harry Grier (news commentator; newscaster; sports); Ted Nabors (newscaster; livestock reports).

KXYZ, HOUSTON

Operator: Harris County Broadcast Co. **Power:** 1,000 watts on 1440 kc. **Affiliation:** NBC Blue Southwestern Group; Lone Star Chain; Mutual. (Note: This station is newspaper-affiliated with the Houston Chronicle and the Houston Post.)

Base rate: \$200.

No other information available.

KSAM, HUNTSVILLE

Operator: Sam Houston Broadcasting Assn., 1021 Twelfth St. **Phone:** 666. **Power:** 250 watts on 1500 kc (daytime). **Affiliation:** None. **Opened:** Sept. 26, 1938.

President, station manager: H. G. Webster. **Assistant manager, program director:** Don T. Phillips. **Chief engineer:** Loyd Costelow. **Musical director:** Gordon Pace.

Rep: None. **Seating facilities:** None. **Merchandising:** Distribution of window cards rendered gratis; services requiring mailing and printing billed at cost. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: Beer, wine or alcoholic beverage copy of any kind not accepted. **E. T. Library:** Standard. **News:** Christian Science Monitor; from Sam Houston State Teachers College. **Commentators:** Don Phillips (newscaster; sports); James Jones (general comment).

KOCA, KILGORE

Operator: Oil Capitol Broadcasting Association, Radio Bldg. **Phone:** 616. **Power:**

250 watts on 1210 kc. **Affiliation:** None. **Opened:** Dec. 23, 1936.

President and general manager: Roy G. Terry. **Program and musical director:** Tuck Young. **Chief engineer:** Karem Soule.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$55.

Copy restrictions: Beer, wine and patent medicines accepted; no liquor advertising; no restrictions on copy other than those of "common-sense rules of decency". **Commentators:** Tuck Young (news commentator; newscaster); Neil Fletcher (newscaster; sports).

KPAB, LAREDO

Operator: Mervel M. Valentine. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** June 1, 1938.

Owner, general manager, program and publicity director: Mervel M. Valentine. **Commercial manager:** Ray V. Jensen. **Chief engineer:** Fred C. Hammond. **Musical director:** Mrs. Travis Bruce Bunn.

Rep: Forjoe & Co. (New York); William R. Stewart (Chicago). **Seating facilities:** None. **Merchandising:** Distribute display materials; call on wholesalers; distribute samples. **Foreign language programs:** Accept Spanish only. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Proprietary medicines, beer and light wine accounts accepted, subject to standard copy regulations; no high proof alcoholic beverages. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Stanley Hemenway and William O. Vela (news commentators; sports).

KFRO, LONGVIEW

Operator: Voice of Longview, Glover-Crim Building. **Phone:** 411. **Power:** 1,000 watts on 1340 kc. **Affiliation:** None. **Opened:** January, 1935.

President: James R. Curtis.

Rep: Radio Time Agency (Chicago); Forjoe & Company (New York); Radio Advertising Associates (Atlanta); Walter Bid-dick Co. (Coast). **Seating facilities:** Studio, seats 50 persons; high school auditorium available, seating 1,000 persons, for a rental fee of \$30. **Merchandising:** Supply route sheets and dealer lists; mail letters; newspaper publicity; price markers; contact key dealers and jobbers; other helps. **Foreign language programs:** None; market is 99% English speaking. **Artists Bureau:** Yes; several orchestras and other musical talent available. **Base rate:** \$100.

TEXAS STATIONS—Continued

Copy restrictions: Beer and wines accepted; no hard liquor; no lotteries, gift enterprises, or gambles allowed; no mention of competitors, directly or indirectly by company name, individual name or brand name; reserve right to cut off any program failing to conform to rules of management, FCC or FTC; false statements and obscene or libelous matter will be eliminated; testimonials must "reflect genuine experiences"; no per-inquiry or contingent accounts. **E. T. library:** NAB; Lang-Worth; MacGregor. **News:** UP. **Commentators:** James R. Curtis (news commentator); Jerry Doggett (newscaster; sports); Lynn Williams (newscaster); Joan Thompson (fashions; cooking).

KFYO, LUBBOCK

Operator: Plains Radio Broadcasting Co., 914 Avenue J. **Phone:** 1700. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1927. (Note: Station is newspaper-owned by the Amarillo Globe, Amarillo News, Lubbock Avalanche, Lubbock Journal, Dalhart Texan, Shamrock Texan, Atchison (Kans.) Globe and Falls City (Neb.) Journal.)

President: O. L. Taylor*. **Station and commercial manager:** De Witt Landis. **Sales and promotion:** Bruce Collier. **Program director:** R. B. McAlister. **Chief engineer:** William Torrey. **Artists bureau head:** Wesley Youngblood. **Musical director:** Burnie Howell. **Publicity director:** Bruce Collier.

Rep: Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Furnish personal contacts, mail, newspaper publicity displays. **Foreign language programs:** Not accepted. **Artists bureau:** Has supply of local talent which is put directly under contract to advertiser on commercial programs. **Base rate:** \$60.

Copy restrictions: Follow Federal Trade Commission recommendations; no "sensationalism," controversy or propaganda; no alcoholic advertising (county is dry). **E. T. library:** Standard; NAB. **News:** UP. **Commentators:** Wesley Youngblood (newscaster); DeWitt Landis (newscaster; sports); R. B. McAlister (sports); Ruby Lea Leary (fashions).

* Also president of KRGV, Westaco, and KGNC, Amarillo.

KRBA, LUFKIN

Operator: Red Lands Broadcasting Association, 108½ S. First St. **Phone:** 272. **Power:** 250 watts on 1310 kc (daytime). **Affiliation:** None. **Opened:** June, 1938.

President: Ben T. Wilson. **Station and**

commercial manager: Darrell E. Yates. **Assistant commercial manager:** Richman Lewin. **Program director:** Robert Thornton. **Chief engineer:** Earle Pettey.

Rep: Cox & Tanz. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Complete service available without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: All copy subject to approval of the management. **E. T. library:** Standard. **News:** Transradio. **Commentators:** William Robert Thornton and Richman Lewin (newscasters).

KRLH, MIDLAND

Operator: Clarence Scharbauer, 117 S. Loraine St. **Phone:** 1070. **Power:** 100 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 20, 1935. (Note: Station also maintains studios in Odessa, Tex.)

Owner: Clarence Scharbauer. **General manager:** W. H. McCumber. **Chief engineer:** Robert Harmon.

Rep: None. **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** Personal contacts, direct mail, window displays rendered. **Foreign language programs:** No rules; no demand for same, as foreign population is very small. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: No liquor, laxatives or "cure-all" advertising; all copy must conform to station standards and FCC rules and regulations. **News:** UP. **Commentators:** Glenn Sheppard, and C. A. Roark (newscasters); E. P. Helm (newscaster; sports); Claudine Hogan (women's features).

KNET, PALESTINE

Operator: Palestine Broadcasting Assn., John and Crawford Sts. **Phone:** 411. **Power:** 100 watts on 1420 kc (daytime). **Affiliation:** None. **Opened:** 1936.

President: Dr. Bonner Frizzell. **Station manager, publicity director:** John Sullivan. **Commercial manager:** James G. Sullivan. **Program director:** Dennis Sullivan. **Chief engineer:** Donald Mulcahy. **Musical director:** Leland Adams.

Rep: Cox and Tanz. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Conduct window card and mail campaigns; cooperate closely with all accounts; services rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all copy subject to station approval well in advance

TEXAS STATIONS—Continued

of broadcast. **E. T. library:** Standard. **News:** No service listed. **Commentators:** John Sullivan (news commentator); James G. Sullivan (newscaster; sports); Dennis Sullivan (newscaster); Elizabeth Cagg (fashions; cooking; homemaking; child care).

KPDN, PAMPA

Operator: R. C. Hoiles, 212½ N. Ballard St. **Phone:** 1100. **Power:** 100 watts on 1310 kc. **Affiliation:** None. **Opened:** April 12, 1936. (Note: This station is owned by the Pampa Daily News.)

General and station manager, chief engineer: H. E. Kreiger. **Program and publicity director, artists bureau head:** Dave Clark. **Musical director:** Ken Bennett. **Continuity editor:** Bob Morris.

Rep: None. **Seating facilities:** Studio and reception lounge seat about 100 persons. **Merchandising:** Posters; displays; publicity and listings in Pampa Daily News. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 45 artists. **Base rate:** \$45.

Copy restrictions: Beer and wine copy accepted; no liquor advertising; patent medicines must be approved by Pure Food & Drug Commission; copy must conform to station standards. **E. T. library:** World; Davis & Schwegler. **News:** AP.

KPLT, PARIS

Operator: North Texas Broadcasting Co., Corner South Main and Austin Sts. **Phone:** 1124. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 15, 1936.

General and commercial manager: Frank O. Myers. **Office secretary:** Mary Jo Mayse. **Chief engineer:** Weldon Jeffus.

Rep: None. **Seating facilities:** Mezzanine foyer seats 100 persons. **Merchandising:** Standard type of service offered gratis; extra services billed at net cost. **Foreign language programs:** Accepted if wanted by client, but not deemed feasible in this area. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: Beer and light wine advertising accepted; patent medicine copy subject to revisions making it "suitable for presentation in the home". **E. T. library:** Standard. **News:** UP (from Texas State Network).

KIUN, PECOS

Operator: Jack W. Hawkins and Barney H. Hubbs, KIUN Bldg. **Phone:** 21. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Sept. 22, 1935. (Note: This station

is newspaper-affiliated with the Pecos Enterprise.)

General and station manager: Jack Hawkins. **Commercial manager:** Paul Cox. **Chief engineer:** Grady Cotten. **Program and musical director:** W. D. Martin, Jr. **Publicity director:** Barney Hubbs.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Contact dealers; supply publicity and listings in Pecos Enterprise; arrange talent appearances. **Foreign language programs:** Accept Spanish programs only. **Artists bureau:** Set-up nominal only. **Base rate:** \$35.

Copy restrictions: Beer and wine accepted; no liquor advertising; patent medicines must be approved by Federal Trade Commission; all copy must conform to FCC rules and regulations. **E. T. library:** None listed. **News:** Transradio. **Commentators:** W. D. Martin, Jr. (newscaster); Jack Hawkins (sports).

KPAC, PORT ARTHUR

Operator: Port Arthur College, 1500 Procter Street; studios located at 1515 Lakeshore Drive. **Phone:** 7458. **Power:** 500 watts on 1220 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** August 24, 1934. (Note: This station is owned and operated by the Port Arthur College, Carl Vaughan, president.)

General manager: Jack Neil. **Program director:** Charles Bush. **Chief engineer:** Joe Walters.

Rep: Radio Advertising Corp. **Seating facilities:** None listed. **Merchandising:** Letters and pamphlets to dealers; advisory service; supply sound truck and live talent for personal appearances at cost. **Foreign language programs:** Accepted if English script is supplied. **Artists bureau:** Setup nominal only. **Base rate:** \$110.

Copy restrictions: Do not accept alcoholic beverages of any kind; all copy subject to station approval. **E. T. library:** World. **News:** Transradio. **Commentators:** Charles L. Rhodes and Jack Alexander (newscasters); A. B. Carroll and Gabbert Stephens (sports).

KGKL, SAN ANGELO

Operator: KGKL, Inc., St. Angelus Hotel. **Phones:** 6715; 6716; 5516. **Power:** 250 watts on 1370 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Sept. 28, 1928. (Note: Houston Hart, one of the stockholders in this station, is publisher of the San Angelo Standard and San Angelo Times; same stockholder also holds stock in KREC, Abilene.)

TEXAS STATIONS—Continued

President: H. C. Ragsdale. **Station manager:** Howard Barrett. **Commercial manager:** Lonnie Preston. **Program director:** Lynn Bigler. **Chief engineer:** Frank M. Jones.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Two studios, seating about 50 persons each. **Merchandising:** Distribute window cards, and contact dealers personally, by phone, and by letter; obtain information on sale of sponsor's product, etc.; service rendered gratis. **Foreign language programs:** Spanish only accepted. **Artists bureau:** None. **Stock:** Principally held by H. C. Ragsdale, Houston Harte, Frank M. Jones, G. J. Bailey, and Mrs. H. C. Ragsdale. **Base rate:** \$50.

Copy restrictions: Beer and wine copy accepted; no hard liquor; no fraudulent claims permitted by patent medicines; abide by NAB Code of Ethics and Texas Broadcasters Association Code. **E. T. library:** NBC Thesaurus. **News:** UP.

250 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** September, 1926.

President: R. Early Willson. **General manager:** Hardy Harvey. **Chief engineer:** Kenny Hyman.

Rep: None. **Seating facilities:** Studio seats 80 persons. **Merchandising:** Local outlets contacted personally and advised of programs; send letters to retail outlets, calling attention to program and advertiser's product; credit checks; surveys and listings on wholesalers and retailers supplied; demonstrations arranged at cost. **Foreign language programs:** Accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$90.

Copy restrictions: Beer advertising accepted weekdays; no whisky or hard liquors; copy subject to station approval and FCC regulations. **E. T. library:** Standard. **News:** UP. **Commentators:** Dave Young (sports).

KABC, SAN ANTONIO

Operator: Alamo Broadcasting Co., Inc., Milam Bldg. **Phone:** Garfield 4241. **Power:**

KMAC, SAN ANTONIO

Operator: Walmac Co., Smith Young Tower. **Phone:** Cathedral 6211. **Power:**

Come and get it!

... a familiar and welcome call in the Southwest when the "vittles" are passed around.

WOAI, with 50,000 watts on a cleared channel and an audience built upon seventeen years of listener confidence, offers you this rich market—on a platter.

Cheerily we say, "Come and get it!"



WOAI

50,000 WATTS
CLEARED CHANNEL
1190 KILOCYCLES

MEMBER TON • AFFILIATE NBC
REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.

TEXAS STATIONS—Continued

250 watts on 1370 kc (shares time with KONO). Affiliation: None. Opened: July 28, 1930.

Partner: W. W. McAllister. Station and commercial manager: Howard W. Davis. Program director: A. S. Bessan. Chief engineer: R. R. Hayes. Publicity director: W. P. Smythe.

Rep: Burn-Smith Co. Seating facilities: Visitors' gallery, adjacent to main studio and available for broadcasts, seats 300. Merchandising: Maintain contact with food, drug and beverage retail outlets; make personal calls; send out letters and other material supplied by advertisers; all services gratis. Foreign language programs: Mexican Commercial Hour broadcast daily. Artists bureau: None. Base rate: \$60.

Copy restrictions: Accept beverage and patent medicine advertising if it conforms with standards of the Bexar County Medical Assn., Better Business Bureau and San Antonio Chamber of Commerce; station reserves the right to edit, change or reject announcements not in keeping with its policy, and to refuse or discontinue any copy for reasons satisfactory to itself. News: None listed.

KONO, SAN ANTONIO

Operator: Mission Broadcasting Co., 317 Arden Grove. Phone: F 5171. Power: 250 watts on 1370 kc (divides time with KMAC). Affiliation: None. Opened: Jan. 28, 1927.

Owner and general manager: Eugene J. Roth. Commercial manager: James M. Brown. Program director: Bill Laurie. Chief engineer: George Ing. Musical director: Ted Brown.

Rep: Forjoe & Co. (New York); Allied Representation Co. (Chicago). Seating facilities: Studio, 150. Merchandising: Publicity tie-ups, stunts, artists appearances, etc.; any other service at actual cost. Foreign language programs: Programs and spot announcements in Spanish accepted; must be placed on the nightly two-hour "International Goodwill Program." Artists bureau: Yes; lists a complete roster. Base rate: \$18.50 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquors; all products and copy must conform to "public welfare" and not be in violation of any laws. E. T. library: MacGregor. News: La Prensa (Spanish). Commentator: Perfecto Barbosa (newscaster—Spanish).

KTSA, SAN ANTONIO

Operator: Sunshine Broadcasting Co., Gunter Hotel. Phone: Garfield 1251.

Power: 5,000 and 1,000 watts on 550 kc. Affiliation: CBS; Lone Star Chain. Opened: 1928.

Station manager: George W. Johnson. Commercial manager: Charles W. Balthrope. Program director: Wm. C. Bryan. Chief engineer: W. G. Egerton. Musical director: Rex Preis.

Rep: Howard H. Wilson Co. News: UP. Seating facilities: Rose Room Studio, 1,500 persons; Studio A, 100; Studio B, 25. Merchandising: Complete service offered at actual cost. Foreign language programs: None. Artists bureau: None. Base rate: \$180.

Copy restrictions: Beer and wine accepted; all copy subject to station approval or revision. E. T. library: World. News: UP. Commentators: Charles C. Shaw (news analyst); Ken McClure (newscaster); John Boyer, Ward Lang, Douglas Romine, and Frank Stewart (newscasters); Jack Mitchell (sports; grain and livestock markets); Nell Read (women's features).

WOAI, SAN ANTONIO

Operator: Southland Industries, Inc., WOAI Bldg. Phone: Garfield 4221. Power: 50,000 watts on 1190 kc. Affiliation: NBC Red Southwestern Group; Texas Quality Network. Opened: 1922.

President and general manager: Hugh A. L. Half. Sales promotion and merchandising manager: Walter S. Zahrt. Program director: Dwight Bourn. Chief engineer: Fred Sterling. News editor: Corwin Riddell. Women's news editor: Leona Bender.

Rep: Edward Petry & Co., Inc. Seating facilities: Three studios; auditorium seating 150. Merchandising: Complete service offered. Foreign language programs: Accepted, if accompanied by an English translation and if copy conforms to station policy. Artists bureau: None. Base rate: \$300.

Copy restrictions: Beer and wine copy accepted; no hard liquors; strict censorship on patent medicines with very few accepted; all programs and announcements subject to approval of station management, government and FCC regulations, and NAB code of ethics; all contracts subject to conditions of standard AAAA form. E. T. library: Lang-Worth; NBC Thesaurus; Davis & Schwegler. News: UP; INS. Commentators: Corwin Riddell and Henry Guerra (newscasters); Pat Flaherty (sports); Leona Bender (women's news; fashions; child care; cooking; etc.).

KRRV, SHERMAN

Operator: Red River Valley Broadcasting Corp., 1910 S. Crockett St. Phone: 201.

TEXAS STATIONS—Continued

Power: 1,000 watts on 880 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Oct. 15, 1936. (Note: This station also maintains studios in Denison, Tex.)

President: G. H. Wilcox. **Station manager:** L. L. Hendrick. **Commercial manager:** Emory Reece. **Program director:** Orvin Franklin. **Chief engineer:** T. E. Spellman.

Rep: None. **Seating facilities:** Sherman studio seats 60; Denison studio seats 100. **Merchandising:** All services rendered at actual cost. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: All copy subject to approval of the station management. **E. T. library:** None. **News:** UP. **Commentators:** Dorothy Cox (fashions; cooking; women's features); Lillian Wommack (general comment).

KXOX, SWEETWATER

Operator: Sweetwater Radio, Inc., Sweetwater. **Phone:** 2341. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** Nov. 19, 1939. (Note: This station is affiliated with the Sweetwater Reporter.)

Station manager, program and publicity director: Russell Bennitt. **Commercial manager:** J. H. Hubbard. **Chief engineer:** G. W. Dotson.

Rep: None. **Seating facilities:** None listed. **Merchandising:** Window news pictures are used by station to publicize itself and its programs. **Foreign language programs:** No rules listed. **Artists bureau:** No formal set-up; but station maintains a supply of talent. **Base rate:** \$60.

Copy restrictions: Rules of good taste govern at all times; copy subject to approval of the management. **E. T. library:** NBC Thesaurus; R. U. McIntosh drama library. **News:** UP. **Commentators:** Russell Bennitt (newscaster); Bill Hilburn (sports); John Daugherty (farm reports, etc.).

KTEM, TEMPLE

Operator: Bell Broadcasting Co., Kyle Hotel. **Phone:** 4646. **Power:** 250 watts on 1370 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 1, 1936. (Note: This station is affiliated with the Temple Telegram.)

General manager: Frank W. Mayborn. **Station manager:** Burton Bishop. **Program director, musical director:** Edwin Callaway. **Chief engineer:** Paul Shaw. **Artists bureau head:** Burton Bishop.

Rep: None. **Seating facilities:** Studio-auditorium, seats 500 persons. **Merchandising:** Complete merchandising and promotion service available. **Foreign lan-**

guage programs: Not accepted. **Artists bureau:** Operated for booking purposes only. **Stock:** Privately held by Mrs. Ruth Mayborn, J. C. Mitchell, Walter Humphrey. **Base rate:** \$45.

Copy restrictions: All copy subject to station approval, and must meet requirements of NAB code. **E. T. library:** MacGregor. **News:** UP. **Commentators:** Edwin Callaway (newscaster); Burton Bishop (sports).

KCMC, TEXARKANA

Operator: KCMC, Inc., 317 Pine Street. **Phone:** 833. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** September, 1932. (Note: This station is newspaper owned by the Texarkana Gazette and Daily News.)

General, station and commercial manager, publicity director: Cliff Tatam. **Program director, artists bureau head:** Jerry Fisher. **Chief engineer:** Harvey Robertson. **Traffic manager:** Pauline Sorsby.

Rep: None. **Seating facilities:** Studio, 25 persons; City Auditorium, 1,500. **Merchandising:** Front page listings and other publicity in Gazette and Daily News; contact local outlets by personal calls, retail stores by mail, advising of new campaigns and urging use of special window cards, displays and demonstrations; credit checks, surveys and listings on wholesalers and retailers furnished to national accounts on request; demonstrations arranged at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$50.

Copy restrictions: Beer and wine accepted; liquor advertising not accepted; all drug and food products checked with Federal departments concerned; copy subject to station censorship for exaggerated claims, excess wordage and anything offensive to any member of the family, regardless of race, creed or age. **E. T. library:** Standard. **News:** UP; AP. **Commentator:** Jerry Fisher (sports).

KGKB, TYLER

Operator: East Texas Broadcasting Co., Tyler Commercial College Bldg. **Phone:** 1106. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** April, 1931.

Operator: James G. Ulmer. **Station and commercial manager:** M. E. Danbom. **Program and publicity director:** Jack Kretzinger. **Chief engineer:** John B. Sheppard.

Rep: None. **Seating facilities:** Reception room seats about 100. **Merchandising:** Help secure distribution; set up window

TEXAS STATIONS—Continued

and counter displays; letters to dealers, promotional plugs, etc. Foreign language programs: No information given. Artists bureau: None. Base rate: \$55.

Copy restrictions: Beer advertising accepted; no hard liquors; some patent medicines accepted. **E. T. library:** MacGregor. **News:** UP. **Commentators:** David Crockett, and Al Hall (newscasters); Jack Kretsinger (newscaster; sports; "Listeners Club"); M. E. Danbom (sports).

KVWC, VERNON

Operator: Northwestern Broadcasting Co., 1813 Wilbarger St. **Phone:** 1048. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Feb. 12, 1939. (Note: R. H. Nichols, one of the three equal partners in this station, is publisher of the Vernon Daily Record.)

President: R. H. Nichols. **Station manager:** Herman Cecil. **Commercial manager:** W. D. Dixon. **Program and publicity director,** artists bureau head: Herman Cecil. **Chief engineer:** M. W. Fowler, Jr.

Rep: None. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Offer general cooperation at no additional charges. **Foreign language programs:** Accepted; full translations must accompany originals. **Artists bureau:** Setup nominal only. **Base rate:** \$45.

Copy restrictions: Beer and wine copy accepted; no hard liquors; patent medicines accepted if complying completely with Federal regulations; talks, programs, and continuities must be submitted one week in advance; announcements will be broadcast as submitted, if approved, but charges will be made at next higher rate if the number of words exceeds the limit of its class. **E. T. library:** Standard. **News:** AP. **Commentators:** R. H. Nichols (news commentator); Herman Cecil (newscaster; sports); W. D. Dixon (local gossip).

KVIC, VICTORIA

Operator: Radio Enterprises, Inc., P. O. Box 725. **Phone:** 1268. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Jan. 1, 1940.

General and commercial manager: Charles C. Shea. **Program director:** Kenneth Smith. **Chief engineer:** John Cameron.

Rep: None. **Seating facilities:** None. **Merchandising:** Complete service available; small charge is made for any incidental expenses incurred. **Foreign language programs:** Accepted, providing they do not violate any regulations of the Federal Communications Commission or the Fed-

eral Trade Commission. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all copy must comply with Federal Trade Commission standards. **E. T. library:** Standard. **News:** UP. **Commentators:** Charles C. Shea (news commentator); Kenneth Smith and John Cameron (newscasters); Richard Harn (sports; local news); A. M. Respondek (farm and ranch news).

WACO, WACO

Operator: Frontier Broadcasting Co., Amicable Bldg. **Phone:** 2700. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** July, 1922.

General manager: R. E. Lee Glasgow. **Program director:** Bernard Helton. **Chief engineer:** L. H. Appleman.

Rep: None. **Seating facilities:** About 75 persons. **Merchandising:** Send out circulars, dodgers, placards, and direct mail aids. **Foreign language programs:** No set rules; do not encourage such programs. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer copy accepted, but no liquor advertising. **E. T. library:** Standard. **News:** INS. **Commentators:** Frank Baldwin (news commentator); Bernard Helton (newscaster); Jack Thomas (sports); Mary Holiday (women's features).

KRGV, WESLACO

Operator: KRGV, Inc., P. O. Box 5. **Phones:** 375; 376; 118. **Power:** 1,000 watts on 1260 kc. **Affiliation:** NBC Additional to Red and Blue Southwestern Group; Lone Star Chain. **Opened:** Sept. 6, 1926.

President: O. L. Taylor*. **Station manager:** Ken Lowell Sibson. **Commercial manager:** Guy Bradford. **Program and musical director:** Dick Watkins. **Chief engineer:** Neal McNaughton. **Publicity director:** Tom Brown.

Rep: Howard H. Wilson Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Special department handles display and poster distribution, trade mailings, air build-ups and sales reports; all services free except where special services are requested by the advertiser. **Foreign language programs:** Have daily Spanish program via which the services of announcers and program directors are tendered without extra charge. **Artists bureau:** None. **Base rate:** \$120.

* Also president of KFYO, Lubbock, and KGNC, Amarillo, Tex.

TEXAS STATIONS—Continued

Copy restrictions: Beer accepted, but restricted on Sunday; no other alcoholic beverages; patent medicine copy must be "in good taste" and comply with all Federal Trade Commission regulations: **E. T. library:** Standard; Davis & Schwegler. **News:** UP. **Commentators:** Ty Cobb (news commentator); Tom Browne (newscaster; night news editor); Benjamin Cuellar (Spanish newscaster); Brad Smith (newscaster; chief news editor).

KWFT, WICHITA FALLS

Operator: Wichita Broadcasting Co., Kemp Hotel. **Phone:** 4182. **Power:** 5,000 and 1,000 watts on 620 kc. **Affiliation:** CBS. **Opened:** July 15, 1939.

President: Joe B. Carrigan. **Station and commercial manager:** Charles S. Clough. **Program director:** Dick Norman. **Chief**

engineer: John Adams. **Musical director, artists bureau head:** Lucille Crouch.

Rep: Paul H. Raymer Co. **Seating facilities:** Studio can accommodate up to 150 persons; nearby theatre and Convention Hall in Kemp Hotel available. **Merchandising:** Program listings and publicity in newspapers; showcase and counter displays at studios; complete service available without cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: Light wine and beer advertising accepted; no hard liquors; all copy subject to approval by the station. **E. T. library:** Associated. **News:** UP. **Commentators:** Dr. A. F. Edwards (news commentator); John Ausland, Perry Dickey and Dick Norman (newscasters); Mignon Sanford (fashions; book reviews); Ed Killelea (markets).

UTAH

(111,000 radio homes, or 90% ownership among the State's total of 123,000 families. Urban ownership is 61,800, or 91% of urban families; rural ownership is 49,200, or 89% of rural families.)

Radio Homes by Counties

Beaver	1,150	Iron	1,560	Sevier	2,260
Box Elder.....	3,630	Juab	1,890	Summit	1,980
Cache	5,930	Kane	420	Tooele	2,060
Carbon	3,680	Millard	2,050	Uintah	1,900
Daggett	90	Morgan	520	Utah	10,060
Davis	2,940	Plute	400	Wasatch	1,150
Duchesne	1,630	Rich	360	Washington	1,490
Emery	1,410	Salt Lake.....	44,720	Wayne	370
Garfield	850	San Juan.....	700	Weber	11,980
Grand	400	Sanpete	3,420		

KSUB, CEDAR CITY

Operator: Southern Utah Broadcasting Co., El Escalante Hotel. **Phone:** 398. **Power:** 100 watts on 1310 kc. **Affiliation:** None. **Opened:** July 3, 1937.

Station manager, publicity director, chief engineer: Sherman T. Wright. **Program and musical director, artists bureau head:** Inez Corry.

Rep: Cox and Tanz. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** \$20.

Copy restrictions: None listed. **E. T. library:** NBC Thesaurus; MacGregor. **News:** Transradio.

KVNU, LOGAN

Operator: Cache Valley Broadcasting Co., 41 So. Main St. **Phone:** 1400. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** Dec. 20, 1938.

Station manager, publicity director: Reed Bullen. **Commercial manager:** Jack Luther. **Chief engineer:** Clarence N. Layne.

Rep: Adams & Adams. **Seating facilities:** None. **Merchandising:** Publicity service rendered at no extra cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$38.50.

Copy restrictions: Recommendations of the NAB Code of Ethics observed. **E. T. library:** Standard. **News:** UP. **Commentators:** Glacus Merrill, Paul Coburn, Ernest

UTAH STATIONS—Continued

Moffett, and George Ellsworth (newscasters); Frantzen Todd (sports); Joan Vanderhoff (fashions; cooking); H. P. Anderson (grain, livestock, wool, and produce market reports).

KLO, OGDEN

Operator: Interstate Broadcasting Corp., Hotel Ben Leonard. **Phone:** 84. **Power:** 5,000 watts on 1400 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** December, 1926. (Note: This station is affiliated with the Ogden Standard-Examiner.)

General manager: Paul R. Heitmeyer. **Commercial manager:** Merrill J. Bunnell. **Program director:** Ethel G. Clark. **Chief engineer:** W. D'Orr Cozzens.

Rep: George P. Hollingbery Co. **Seating facilities:** Two auditoriums, one seating 650 persons, the other 400. **Merchandising:** Pre-program announcements, news stories in newspaper affiliate, and one gratis newspaper advertisement—this schedule depending on type of sponsor contract; will issue letters to the trade for exact cost of postage and printing; will mail promotional material supplied by advertisers for cost of postage. **Foreign language programs:** Would not be useful in this region. **Artists bureau:** None. **Stock:** Principally held by A. L. Glasmann and Paul R. Heitmeyer. **Base rate:** \$125.

Copy restrictions: Beer accepted; no wines or hard liquors; all other advertising matter subject to existing federal, state and municipal regulations. **E. T. library:** MacGregor. **News:** AP. **Commentators:** Bill Kilmer (newscaster); Hal Parkes (newscaster; sports); Merrill J. Bunnell (sports); Ethel G. Clark (women's clubs and affairs); May Mann (Hollywood news).

KEUB, PRICE

Operator: Eastern Utah Broadcasting Co. (Sam G. Weiss), Price. **Phone:** 200. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** Oct. 30, 1936.

Manager, publicity: Sam G. Weiss. **Commercial manager, program director:** John Richards. **Chief engineer:** Carl E. Busart.

Rep: None. **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** None. **Foreign language programs:** No restrictions against this type of program. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Beer and wines accepted; no hard liquors; all contracts subject to government regulations. **E. T. library:** World. **News:** Transradio.

KOVO, PROVO

Operator: Clifton A. Tolboe, 108 W. Center St. **Phone:** 1680. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** Sept. 21, 1939.

Owner: Clifton A. Tolboe. **Station manager:** Arch L. Madsen. **Commercial manager:** Evelyn Hansen. **Chief engineer:** C. R. Miller. **Educational director:** Dr. T. Earl Pardoe. **Publicity director:** Jack Davies.

Rep: None. **Seating facilities:** Can accommodate up to 1,800 persons (week days only). **Merchandising:** Station has tie-up with 12 local weekly newspapers in service area for special publicity; no charges, except an actual-cost billing for any expenses incurred. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: No patent medicine, beer, wine, or alcoholic beverage copy accepted; all copy must comply with N.A.B. code. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **Commentators:** Arthur Gaeth (news analyst); Jack Davies (newscaster); George Killian (sports); Evelyn Hansen (fashions; news); Jack Branagual (entertainment news).

IN THE
INTERMOUNTAIN MARKET

Showmanship
for
Results

KOYL

The POPULAR Station
Salt Lake City

National Representative:
JOHN BLAIR & CO.

NBC
RED
NETWORK

UTAH STATIONS—Continued

KDYL, SALT LAKE CITY

Operator: Intermountain Broadcasting Corp., Tribune-Telegram Bldg. **Phone:** Wasatch 7180. **Power:** 5,000 and 1,000 watts on 1290 kc. **Affiliation:** NBC Red Mountain Group. **Opened:** 1922.

President, general manager: S. S. Fox. **Commercial manager:** W. E. Wagstaff. **Program director:** Emerson Smith. **Production manager:** George Provol. **Musical director:** By Woodbury. **Chief engineer:** John M. Baldwin. **Publicity director:** Charles S. Buck.

Rep: John Blair & Co. **Seating facilities:** Studio A, 50 persons; KDYL Radio Playhouse, 450; KDYL Open Air Theatre in summer (Liberty Park) has capacity of 8,000; no admission charged. **Merchandising:** Display in KDYL's Radio Playhouse lobby show cases and windows; four station-owned billboards; letters to dealers in certain cases. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$200.

Copy restrictions: Accept beer; no other alcoholic beverage advertising; patent medicines subject to prior audition and approval of copy; all copy subject to ap-

proval of Federal Trade Commission. **E. T. library:** World; NBC Thesaurus, News; Transradio. **Commentators:** Douglas Gourlay, Tom Cafferty, Charles S. Buck, and Barry Grey (newscasters); David N. Simmons and Nelson McIninch (sports); Jerry Lane (fashions; women's features); Emerson S. Smith and Tom Cafferty (inquiring reporters).

KSL, SALT LAKE CITY

Operator: Radio Service Corporation of Utah, Union Pacific Bldg. **Phone:** Was. 3900. **Power:** 50,000 watts on 1130 kc. **Affiliation:** CBS. **Opened:** April 20, 1921. (Note: KSL is affiliated with the Salt Lake Tribune).

President: J. Reuben Clark, Jr. **Executive vice-president:** Earl J. Glade. **Director of station operations:** Ivor Sharp. **Auditor:** Dan H. Vincent. **Commercial manager:** Lennox Murdoch. **Sales manager:** Edward J. Broman. **Technical director:** Eugene G. Pack. **Chief engineer:** Willice E. Groves. **Production manager:** Glenn Shaw.

Rep: Edward Petry & Co., Inc. **Seating facilities:** KSL Concert Hall seats 800. **Merchandising:** Circular letters calling at-

Made To Measure

KSL is tailored to fit the Intermountain West. Its 50,000 watts reach *all* the buying area surrounding Salt Lake City. Its programs are built for Western listening habits. Without fanfare, KSL does a day-in, day-out job of serving *more* listeners *more* hours *per* day! For KSL *knows* its market, serves its listeners, gives you *complete* Intermountain coverage.

K S L

SALT LAKE CITY

EDWARD PETRY & CO., NATIONAL REPRESENTATIVE

UTAH STATIONS—Continued

tention to program sent to dealers and distributors; arrange for newspaper space and publicity; issue courtesy spot announcements pre-plugging programs; contact dealers, distributors, etc.; arrange display cards in studios; any other cooperation, deemed reasonable, will be offered. **Foreign language programs:** No call for these in view of the population's high (99%) English-speaking character. **Artists bureau:** Yes. **Stock:** Principal holders are the Latter Day Saints Church, The Salt Lake Tribune, and several Salt Lake City citizens.

Base rate: \$300.

Copy restrictions: Length of commercial copy must comply with N.A.B. code; no alcoholic beverages accepted; patent medicines not accepted unless approved by the American Medical Association. **E. T. library:** Associated; Standard; MacGregor. **News:** INS; UP. **Commentators:** Wally Sandack (news commentator; newscaster; sports); Rod O'Connor (news commentator; newscaster); Roy Drushall and Ted Kimball (newscasters); Dotty Smart, Harriet Howe and Mrs. E. H. Chapman (women's features).

KUTA, SALT LAKE CITY

Operator: Utah Broadcasting Co., Belvedere Apartment Hotel. **Phone:** 3-2737. **Power:** 250 watts on 1500 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** Aug. 1, 1938.

Station manager: Frank C. Carman. **Assistant manager:** William B. Sears. **Special events director:** Bob Hansen. **Chief engineer:** Lyle Walquist. **Musical director:** Paul Alexander. **Artists bureau head, publicity director:** Verne Johnson.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Pre-announcements and extensive direct mail campaign rendered gratis; billboards, car cards, and film trailers also available. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

Copy restrictions: No alcoholic beverage announcements accepted; all copy subject to Federal Trade Commission and FCC regulations. **E. T. library:** Standard. **News:** INS. **Commentators:** Bill Sears and Bob Hansen (newscasters; sports); Paul Alexander (newscaster); Bunty Fabian (women's features).

VERMONT

(88,600 radio homes, or 90% ownership among the State's total of 99,000 families. Urban ownership is 30,000, or 91% of urban families; rural ownership is 58,600, or 89% of rural families.)

Radio Homes by Counties

Addison	4,460	Franklin	6,990	Rutland	11,930
Bennington	5,850	Grand Isle.....	900	Washington	10,200
Caledonia	6,670	Lamoille	2,700	Windham	6,860
Chittenden	11,150	Orange	4,250	Windsor	9,490
Essex	1,690	Orleans	5,460		

WCAX, BURLINGTON

Operator: The Burlington Daily News, Inc., 203 College St. **Phone:** 4880. **Power:** 250 watts on 1200 kc. **Affiliation:** CBS. **Opened:** November 4, 1931. (Note: This station is newspaper-owned by the Burlington Daily News.)

President and manager: Charles P. Hasbrook. **Production manager:** Herman B. Wight. **Chief engineer:** J. W. Tierney.

Rep: Weed & Co. **Seating facilities:** About 75 persons. **Merchandising:** Supply advance courtesy announcements, dealer and distributor contacts, market analyses, and newspaper promotion. **Foreign language programs:** Will accept; French program current; large French population

claimed in station area. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept beer, but no other alcoholic beverages; patent medicine copy censored for dubious or misleading statements; all copy must conform to station standards and government regulations. **E. T. library:** Associated; MacGregor. **News:** UP (for general news and sports); AP; also local news from parent paper. **Commentators:** Herman B. Wight and Robert Burger (news commentators; newscasters); Laurence "Whitey" Killick and John Swan (sports); Carol King (cooking; home-making); Mrs. Helen Boyce (fashions; shopping); Reginald Nash (gossip, entertainment news).

VERMONT STATIONS—Continued

WSYB, RUTLAND

Operator: Philip Weiss Music Co., 80 West Street. **Phone:** 1247. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Yankee; Colonial Networks. **Opened:** December 7, 1930.

President, publicity director: P. Weiss. **Station manager:** J. H. Weiss. **Chief engineer:** J. R. Houser.

Rep: None. **Seating facilities:** None. **Merchandising:** Service available within the city of Rutland. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Accept beer, but no other alcoholic beverages; some patent medicines accepted after investigation of products. **E. T. library:** Lang-Worth. **News:** Transradio.

WQDM, ST. ALBANS

Operators: E. J. Regan and F. Arthur Bostwick, doing business as Regan and Bostwick, 32 N. Main St. **Phone:** 1390. **Power:** 1,000 watts on 1390 kc (daytime). **Affiliation:** None. **Opened:** 1928.

General manager: T. F. Allen. **Chief engineer:** E. J. Regan. **Program director:** Alex Coursey. **Farm director:** Jim Platt.

Rep: None. **Seating facilities:** Studio seats 100; remote facilities from three theatres available. **Merchandising:** Check merchandise for sponsor; distribute posters, etc.; direct mail and newspaper advertising; will aid in getting distribution through wholesalers and jobbers. **Foreign language programs:** French accepted. **Artists bureau:** Yes, for personal appearances; lists about 25 artists. **Base rate:** \$50.

Copy restrictions: Beer and wine accepted; all copy must be in good taste; patent medicines must comply with Federal Trade Commission rulings. **E. T. library:** Lang-Worth. **News:** Transradio. **Commentators:** Ed Anderson (newscaster; sports); Jane Pierce (women's features).

WNBX, SPRINGFIELD

See WKNE, Keene, N. H.

WDEV, WATERBURY

Operators: Lloyd E. Squier and William G. Ricker. **Phones:** Waterbury 13-2; Montpelier 200. **Power:** 1,000 watts on 550 kc (to local sunset). **Affiliation:** None. **Opened:** July, 1931.

General and station manager: Lloyd E. Squier. **Commercial manager, publicity director:** William G. Ricker. **Program director:** Mal Weaver. **Chief engineer:** Paul Turner. **Musical director:** Mal Weaver.

Rep: Howard H. Wilson Co. **Seating facilities:** Blush Hill studio, 30. **Merchandising:** Make recommendations only; details on request. **Foreign language programs:** Accepted, but not encouraged or solicited. **Artists bureau:** Yes. **Base rate:** \$60.

Copy restrictions: Liquor advertising not accepted; copy must not consume more than 10% of program time and must conform to FCC rules and regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Lloyd E. Squier and William Ricker (news commentators; newscasters); Harold "Jake" Deal (newscaster; sports); Mal Weaver (newscaster; farm comment); Evelyn Minott, Dorothy Gilbert, Wini Hight, and Dorothy Drohdt (women's features).

VIRGINIA

(400,200 radio homes, or 65% ownership among the State's total of 613,000 families. Urban ownership is 178,800, or 82% of urban families; rural ownership is 221,400, or 56% of rural families.)

Radio Homes by Counties

Accomac	6,140	Bland	750	Chesterfield	3,860
Albemarle	7,150	Botetourt	2,170	Clarke	1,030
Alleghany	4,640	Brunswick	2,440	Craig	510
Amelia	1,110	Buchanan	1,730	Culpeper	1,900
Amherst	2,350	Buckingham	1,730	Cumberland	950
Appomattox	1,060	Campbell	11,660	Dickenson	1,870
Arlington	10,960	Caroline	1,880	Dinwiddie	8,210
Augusta	7,870	Carroll	2,820	Elizabeth City	4,720
Bath	1,090	Charles City	640	Essex	930
Bedford	3,930	Charlotte	1,950	Fairfax	3,930

VIRGINIA STATIONS—Continued

Fauquier	2,940	Louisa	1,950	Pulaski	3,080
Floyd	1,450	Lunenburg	1,800	Rappahannock	970
Fluvanna	990	Madison	1,140	Richmond	890
Franklin	2,910	Mathews	1,200	Roanoke	22,120
Frederick	4,550	Mecklenburg	4,010	Rockbridge	3,900
Giles	1,660	Middlesex	1,100	Rockingham	5,800
Gloucester	1,630	Montgomery	4,230	Russell	3,290
Goochland	970	Nansemond	5,220	Scott	2,940
Grayson	2,610	Nelson	2,080	Shenandoah	3,290
Greene	710	New Kent	620	Smyth	3,350
Greensville	1,790	Norfolk	47,910	Southampton	3,400
Halifax	5,090	Northampton	2,910	Spotsylvania	2,810
Hanover	2,310	Northumberland	1,560	Stafford	1,120
Henrico	49,810	Nottoway	2,090	Surry	1,030
Henry	3,750	Orange	1,800	Sussex	1,620
Highland	580	Page	2,190	Tazewell	4,540
Isle of Wight.....	1,890	Patrick	1,840	Warren	1,270
James City	1,120	Pittsylvania	12,120	Warwick	9,120
King and Queen....	920	Powhatan	730	Washington	6,440
King George	750	Prince Edward	2,100	Westmoreland	1,180
King William.....	1,110	Prince George	3,600	Wise	7,260
Lancaster	1,330	Prince William	1,990	Wythe	2,900
Lee	4,010	Princess Anne	2,440	York	1,250
Loudoun	3,060				

WCHV, CHARLOTTESVILLE

Operator: Community Broadcasting Corp., 4th & E. Market Sts. **Phone:** 2500. **Power:** 250 watts on 1420 kc. **Affiliation:** Virginia Broadcasting System. **Opened:** Aug. 28, 1933. (Note: Station gives time to charitable, religious and educational institutions.)

General manager: John F. Arrington. **Station manager:** Pat La Marr Padgett. **Commercial manager:** Charles Barham, Jr. **Business manager:** Marcia Arrington. **Program director:** Alden Aaroe. **Chief engineer:** Walter W. Gray. **Continuity director:** Charles Peidra.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Studio seats 30 persons. **Merchandising:** Newspaper space in two papers at station's expense; contacts with dealers to increase sale of goods; obtain orders and display space; distribute pamphlets and samples from house-to-house. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$60.

Copy restrictions: Beer and wine accepted. **E. T. library:** Associated; Lang-Worth. **News:** UP. **Commentators:** Pat Padgett (news commentator; newscaster; sports); Charles Peidra (newscaster); Joe Handlin (sports); Pat La Marr (farm news).

WBTM, DANVILLE

Operator: Piedmont Broadcasting Corp., Hotel Danville Bldg. **Phone:** 2350. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Bi-City Group (WBTM and WLVA). **Opened:** May 24, 1930.

President: L. N. Dibrell. **Station manager:** James L. Howe. **Sales manager:** John M. Croft. **Program director:** W. P. Heffernan. **Chief engineer:** Phil Briggs.

Rep: None. **Seating facilities:** Radiatorium can accommodate about 600 persons. **Merchandising:** Complete service available. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and wine accounts accepted; no hard liquors; patent medicine copy subject to strict censorship; no fixed rules for copy, other than that it conform to good taste. **E. T. library:** MacGregor; Standard; NBC Thesaurus. **News:** Transradio. **Commentators:** Carl Saunders (newscaster); Albert Drew (sports); Mildred Brown (women's news); Lovey Landrum (fashions).

WFVA, FREDERICKSBURG

Operator: Fredericksburg Broadcasting Corp., Farmers Creamery Bldg. **Phone:** Fredericksburg 1260. **Power:** 250 watts on 1260 kc (daytime). **Affiliation:** None. **Opened:** Sept. 1, 1939.

Station manager, chief engineer: Richard Lewis. **Commercial manager:** Lee Smith. **Program director:** Carl Saunders. **Musical director:** Everett Howard. **Promotion and publicity director:** Ronald Dawson.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Show cards, handbills, engraved invitations and similar printed material issued for cost of printing and material. **Foreign language programs:** No policy indicated; none current on station. **Artists bureau:** No formal setup; station

VIRGINIA STATIONS—Continued

can, however, supply talent. Base rate: \$35.

Copy restrictions: Alcoholic beverage advertising not accepted. **E. T. library:** Not listed. **News:** Transradio. **Commentators:** Carl Saunders, Everett Howard, and Fred Boyle (newscasters); Nan Winkler and Norma Edwards (fashions); Ronald Dawson (film comment).

WSVA, HARRISONBURG

Operator: Shenandoah Valley Broadcasting Corp., Main & Market Sts. (Staunton, Va.: studios and office, Hotel Beverley). **Phones:** 875; in Staunton, 647. **Power:** 1,000 watts on 550 kc (daytime). **Affiliation:** None. **Opened:** June 9, 1935.

General and commercial manager: Charles P. Blackley. **Program director:** Wendell Siler. **Chief engineer:** U. L. Lynch.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Auditorium, County Court House, 275 with 10c. and 20c. admission. **Merchandising:** Full service and merchandising cooperation throughout territory. **Foreign language programs:** Not accepted; foreign population very small. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicine copy subject to station approval. **E. T. library:** World. **News:** Transradio. **Commentators:** Wendell Siler (newscaster); Fulton King (newscaster; sports); Helen K. Berry (fashions); Charles Ballou (radio gossip); Phillips Carper (agricultural information).

WLVA, LYNCHBURG

Operator: Lynchburg Broadcasting Corp., Allied Arts Bldg. **Phone:** 3030. **Power:** 250 watts on 1200 kc. **Affiliation:** Bi-City Stations. **Opened:** April 21, 1930.

President: Edward A. Allen. **Station manager:** Philip P. Allen. **Commercial manager:** Glenn E. Jackson. **Program director, assistant manager:** James H. Moore. **Chief engineer:** Albert E. Heiser. **Musical director:** Fred Johnstone.

Rep: None. **Seating facilities:** None. **Merchandising:** Maintains a merchandising and production department. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and wine accepted; no hard liquors; FCC rulings cover other commercial copy. **E. T. library:** As-

WRNL

RICHMOND, VA.

"The Friendly Station in
the Middle of Your Dial"

880 K.C.

Serves Virginia's richest
market with fine enter-
taining, educational, dra-
matic and news features.

FIRST—



IN VIRGINIA*

HUNDREDS of millions of dollars appropriated for ship-building and naval activity make this rich Tidewater Virginia market the permanent white spot on Nation's Business map. Payrolls and other indices are zooming. Retail sales are skyrocketing. Cash in on this boom—put WTAR on your schedules.

* The Norfolk metropolitan market (Newport News, Portsmouth, Norfolk and Hampton) ranks first in population, retail sales and home owners.

WTAR

National Representatives:
EDWARD PETRY & CO.

VIRGINIA STATIONS—Continued

sociated; Lang-Worth; Davis & Schwegler; MacGregor; NAB. News: Transradio. Commentators: Eric Lund and Bill Kyle (newscasters); Glenn Jackson (sports); Harriette Holmes (fashions; local news; cooking; women's features).

WMVA, MARTINSVILLE

Operator: William C. Barnes and Jonas Weiland doing business as Martinsville Broadcasting Co. **Power:** 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

WGH, NEWPORT NEWS

Operator: Hampton Roads Broadcasting Corp., end Jefferson Ave., Newport News; Portlock Bldg., Norfolk; American National Bank Bldg., Portsmouth. **Phones:** Newport News 2297; Norfolk 27031; Portsmouth 991. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** December, 1928. (Note: This station is newspaper-affiliated with the Newport News papers, Daily Press and Times-Herald.)

President: Major Raymond D. Bottom. **Vice-president, station manager:** Edward E. Bishop. **Commercial manager:** Edward E. Edgar. **Program and publicity director:** Gene D. Stratton. **Chief engineer:** Raymond P. Aylor, Jr. **Artists bureau head:** Joel Wahlberg. **Musical director:** Wilby Goff.

Rep: Sawyer-Ferguson-Walker Co. **Seating facilities:** Newport News, 25; Norfolk, 25; Portsmouth, 25. **Merchandising:** Contact dealers; will utilize newspapers and give programs publicity in advance. **Foreign language programs:** Would be acceptable if public interest in them were apparent, and if text conformed to station policies. **Artists bureau:** Yes; has about 20 performers available. **Base rate:** \$75.

Copy restrictions: All copy must conform to AAAA standards; wine and beer acceptable under rules of Virginia Alcoholic Beverage Board; other beverages and patent medicines not accepted. **E. T. library:** Standard; NAB; Lang-Worth. **News:** AP. **Commentators:** G. Edward Travis (news commentator); Hoge Wilkinson (newscaster); Stan Kennon (sports); Audrey Clegg (fashions; home economics); Arthur Barrett (films and stage).

WTAR, NORFOLK

Operator: WTAR Radio Corp., National Bank of Commerce Bldg. **Phone:** 25671. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** NBC Southeastern Group with

Red or Blue Network. **Opened:** Sept. 21, 1923. (Note: WTAR Radio Corp. is a subsidiary of the Norfolk Newspapers, Inc.—Ledger-Dispatch and Virginian-Pilot.)

General manager: Campbell Arnoux. **Sales manager:** John W. New. **Program director:** Henry Cowles Whitehead. **Commercial traffic manager:** Shirley Enright. **Production manager:** Vaughn Bradshaw. **Chief engineer:** J. L. Grether. **Continuity director:** Joseph J. Friedman. **Sales promotion director:** Ralph S. Hatcher.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio seats 75-100 persons. **Merchandising:** Advance courtesy announcements; dealer and distributor contacts; sales and market analyses, etc. **Foreign language programs:** Will accept if complete contents are made clear and are acceptable to the standards of the station. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicines must meet station requirements. **E. T. library:** NAB; Lang-Worth; Standard. **News:** UP. **Commentators:** Winder R. Harris and W. E. Debnam (news commentators); John Carl Morgan (newscaster); Jeff Baker, Bill Searle, and Blair Eubanks (newscasters; sports); Tom Haines (sports); Mrs. Delavan Cowles (fashions; thrift; home economics); Shirley Enright (cooking); Lucy Witt (fashions); F. R. Barrett (market reports).

WPID, PETERSBURG

Operator: Petersburg Newspaper Corp. **Power:** 250 watts on 1210 kc (to operate unlimited time except when WBBL operates).

At press time this station had a construction permit only

WBBL, RICHMOND

Operator: Grace Covenant Presbyterian Church (M. A. Sitton, Agent). **Power:** 100 watts on 1210 kc (specified hours).

This station is non-commercial; church-owned.

WMBG, RICHMOND

Operator: Havens and Martin, Inc., 3301 West Broad St. **Phone:** 5-8611. **Power:** 5,000 and 1,000 watts on 1350 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** October, 1926.

President and general manager: Wilbur M. Havens. **Commercial manager:** R. E. Mitchell. **Program director:** Garnet Tate. **Chief engineer:** Wilfred Wood. **Artists bureau head:** Jack Hooper. **Publicity director:** Katherine Hawks.

VIRGINIA STATIONS—Continued

Rep: John Blair & Co. **Seating facilities:** New studio has an auditorium, capacity 150, as well as a reception room with a view of the studios, seating 60. **Merchandising:** Service available; diversified as to product exploited. **Foreign language programs:** No policy listed. **Artists bureau:** Yes; lists about 100 artists, teams, etc. **Base rate:** \$150.

Copy restrictions: Beer and wine accepted if copy conforms to policies of the Virginia Alcoholic Beverage Control Board; no hard liquor; all copy must conform to rules and regulations of the FCC. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** William T. Amis (news commentator); Paul Vincent (newscaster); Jack Hooper (sports).

WRNL, RICHMOND

Operator: Richmond Radio Corp., 323 E. Grace St. **Phone:** 3-4242. **Power:** 1,000 watts on 880 kc. **Affiliation:** None. **Opened:** 1927.

Manager: E. S. Whitlock. **Program director:** G. Mallory. **Chief engineer:** Wal-

ter R. Selden. **Artists bureau head:** Graham Brown.

Rep: Sawyer-Ferguson-Walker Co. **Seating facilities:** Studio seats 200. **Merchandising:** Service available; rates on application. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Stock:** 500 shares held by John Stewart Bryan, president of the Richmond News Leader, and president of William & Mary College; Tennant Bryan, vice-president of the Richmond News Leader; and Douglas S. Freeman, editor of the Richmond News Leader and president of the board of trustees of the University of Richmond. **Base rate:** \$60.

Copy restrictions: Spot announcements limited to 100 words; no whiskey advertising; beer and wines accepted; patent medicines accepted if complying with Pure Food & Drug Act, and approved by the Virginia State Pharmaceutical Board. **E. T. library:** Associated; Lang-Worth. **News:** UP. **Commentators:** Dr. Douglas S. Freeman, Merritt Ruddock and Chester Brown (news commentators); Ted Booth and Earnest Bowman (newscasters; sports); Meb Davis and Billings Ruddock (sports);

WRVA LEADS THE PARADE IN VIRGINIA!

You're 'way out in front when you cover the rich Virginia markets served by this ONE station at ONE cost! Dozens and dozens of wise advertisers are doing it now on

VIRGINIA'S ONLY 50,000 WATT RADIO STATION

PAUL H. RAYMER CO., *Nat. Representative*
NEW YORK CHICAGO DETROIT SAN FRANCISCO



VIRGINIA STATIONS—Continued

Hendre Osborne (Hollywood news; fashions; food; women's features); G. Malary Freeman (general comment).

WRTD, RICHMOND

Operator: The Times Dispatch Radio Corp., State Planters Bank Bldg. **Phone:** 3-7471. **Power:** 100 watts on 1500 kc. **Affiliation:** NBC Blue Supplementary Basic Service. **Opened:** June 27, 1937. (Note: This station is licensed to the firm publishing the Richmond Times Dispatch.)

Manager: Ovelton Maxey. **Assistant to the manager:** Grace E. Gatling. **Program director:** Robert W. Ehrman. **Chief engineer:** David Bain. **Sales promotion director:** Bernard M. Dabney, Jr. **Musical director:** G. C. Rianhard, Jr.

Rep: Edward Petry & Co., Inc. **Merchandising:** Supply advance courtesy announcements, sales and market analyses; contact dealers and distributors. etc. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$105.

Copy restrictions: Accept beer and wine, but no hard liquor; proprietary medicines must be approved by station. **E. T. library:** Davis & Schwegler; Standard. **News:** Transradio; Christian Science Monitor; local. **Commentators:** Robert W. Ehrman (news commentator); Hugh Carlyle (sports); Grace Gatling (cooking); Edith Lindeman (stage-screen comment).

WRVA, RICHMOND

Operator: Larus and Brother Co., Inc., Hotel Richmond. **Phone:** 3-6633. **Power:** 50,000 watts on 1110 kc. **Affiliation:** CBS; Mutual Broadcasting System. **Opened:** Nov. 2, 1925.

General manager: C. T. Lucy. **Business manager:** Barron Howard. **Public relations, publicity:** Walter R. Bishop. **Program service manager:** Irvin G. Abeloff. **Traffic manager:** Burt T. Repine. **Chief engineer:** D. C. Woods. **Musical director:** Edward D. Naff.

Rep: Paul H. Raymer Co. **Seating facilities:** Studio D seats about 100 persons; also reception room and smaller studios; Hotel Richmond Ballroom, 1,000. **Merchandising:** No formal department; will direct a campaign for an advertiser and furnish stationery for mailings; if personnel is otherwise involved, a charge is made. **Foreign language programs:** Not accepted generally. **Artists bureau:** Yes. **Base rate:** \$350.

Copy restrictions: No beer, wines or hard liquors at any time; no laxatives after 6 P.M.; in all other copy, rules of good taste are to be observed. **E. T. library:** World; Lang-Worth; Davis & Schwegler.

News: UP. **Commentators:** Warde Adams and James Clark (newscasters); Spritter Adkins (sports); E. V. Covell (farm news and comment).

WDBJ, ROANOKE

Operator: Times-World Corp., 124 West Kirk Ave. **Phone:** 8131. **Power:** 5,000 and 1,000 watts on 930 kc. **Affiliation:** CBS. **Opened:** June 20, 1924. (Note: WDBJ is newspaper-owned by The Roanoke Times and The Roanoke World-News.)

President: Junius P. Fishburn, president, The Times-World Corp. **Station manager:** Ray P. Jordan. **Commercial manager:** Frank D. Kesler. **Chief engineer:** James W. Robertson. **Artists bureau head, musical director:** Mary A. Henson. **Program and publicity director:** Jack Weldon. **Studio director:** Paul Reynolds.

Rep: Free & Peters, Inc. **Seating facilities:** Studio A, 100 persons; studio B, 25. **Merchandising:** Write letters to dealers and distributors; free announcements regarding new programs; limited personal calls; displays in stores of leading dealers; displays in own studio building show windows; publicity with pictures in radio pages of parent newspapers. **Foreign language programs:** No rule against acceptance; but not recommended, since population is only 2% foreign born. **Artists bureau:** Yes; have about 40 singers and musicians under contract. **Base rate:** \$100.

Copy restrictions: Beer and wines accepted; no hard liquors; accept "limited number of the highest type of patent medicines"; otherwise, rules are approximately the same as those of CBS. **E. T. library:** World. **News:** UP. **Commentators:** Irving Waugh, and Eber Lineberger (newscasters); Bob Youse (newscaster; sports).

WLPM, SUFFOLK

Operator: Suffolk Broadcasting Corp., 105 Bank St. **Phone:** 1420. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** March 17, 1940.

President, station manager: Fred L. Hart. **Commercial manager:** Robert Wasdon. **Program director:** Ken Given. **Chief engineer:** Jack Siegal. **Musical director:** Bill Brown. **Publicity director:** Robert Wasdon.

Rep: None. **Seating facilities:** None. **Merchandising:** Service, including placing of store displays and window cards, available. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** Card not sent.

Copy restrictions: Light wine and beer copy accepted; no hard liquors; patent

VIRGINIA STATIONS—Continued

medicines must comply with local regulations and the standards of the American Medical Assn. E. T. library: NBC The-saurus. News: UP. Commentators: Ken

Given (newscaster; sports); Don Smith and Bill Brown (newscasters); Sandra Griggs (fashions).

WASHINGTON

(443,300 radio homes, or 95% ownership among the State's total of 468,000 families. Urban ownership is 254,400, or 94% of urban families; rural ownership is 188,900, or 96% of rural families.)

Radio Homes by Counties

Adams	1,950	Grays Harbor	16,380	Pierce	46,940
Asotin	2,320	Island	1,780	San Juan	1,040
Benton	3,120	Jefferson	2,390	Skagit	9,600
Chelan	8,730	King	134,090	Skamania	880
Callam	5,670	Kitsap	9,270	Snohomish	22,990
Clark	11,360	Kittitas	4,680	Spokane	42,220
Columbia	1,530	Klickitat	2,840	Stevens	5,310
Cowlitz	8,650	Lewis	11,150	Thurston	9,030
Douglas	2,230	Lincoln	3,280	Wahkiakum	1,060
Ferry	1,310	Mason	2,780	Walla Walla	7,460
Franklin	1,630	Okanogan	5,260	Whatcom	16,730
Garfield	970	Pacific	4,200	Whitman	7,500
Grant	1,610	Pend Oreille	2,040	Yakima	21,320

KXRO, ABERDEEN

Operator: KXRO, Inc., 207 E. Market St. Phone: Aberdeen 4098. Power: 250 watts on 1310 kc. Affiliation: Mutual; Don Lee Broadcasting System. Opened: May 28, 1928.

General and station manager: Harry R. Spence. Commercial manager: Fred G. Goddard. Program director, artists bureau head: Ben K. Weatherwax. Chief engineer: W. M. McGoffin. Production manager: Arthur Lindsay. Traffic manager: Edith Garrett. Publicity director: Stan Spiegle.

Rep: John Blair & Co. Seating facilities: Hall, seating 600 persons, available. Merchandising: Supply publicity and work out window displays. Foreign language programs: Accepted if "in the public interest." Artists bureau: Setup nominal only. Base rate: \$35.

Copy restrictions: Accept beer and wine; no hard liquor; 100-word limit on commercials except with special dispensation. E. T. library: World. News: UP. Commentators: Burdette Miller and Art Lindsay (news commentators); Ben K. Weatherwax and Kenneth Grinde (newscasters); Robert Hoonan and John Forbes (sports); Jane Towne and Glad Bailey (fashions).

KVOS, BELLINGHAM

Operator: KVOS, Inc., 1321 Commercial St. Phone: 4200. Power: 250 watts on 1200

kc. Affiliation: Mutual; Don Lee Broadcasting System. Opened: 1927.

Station director: Rogan Jones.* Commercial manager: Arthur Q. Moore.

Rep: None. Seating facilities: Small facilities at studios (no number given); have access to outside facilities. Merchandising: Subject to arrangement with each account. Foreign language programs: Accepted; station runs regular Scandinavian program. Artists bureau: None. Stock: Principally held by Rogan Jones. Base rate: \$35.

Copy restrictions: Accept beer and wine; no hard liquor; rules of "good taste" prevail. E. T. library: Lang-Worth; MacGregor; Davis & Schwegler. News: INS.

* Also president of KPQ, Wenatchee, Wash.

KELA, CENTRALIA-CHEHALIS

Operator: Central Broadcasting Corp., KELA Bldg., midway between Centralia and Chehalis. Phone: 721. Power: 1,000 watts on 1440 kc. Affiliation: Mutual; Don Lee Broadcasting System. Opened: Nov. 1, 1937.

General manager: J. Elroy McCaw. Commercial manager: Joe Chytil. Program director: Paul Corbin. Chief engineer: L. Samuel Norin. Musical director: Arnold Werner.

Rep: John Blair & Co. Seating facilities:

WASHINGTON STATIONS—Continued

Studio seats 60 persons; one auditorium available, seating 1,200; second auditorium, seating 550. **Merchandising:** Will set up various kinds of displays; use theatre slides and trailers. **Foreign language programs:** Finnish program current. **Artists bureau:** None. **Base rate** \$35.

Copy restrictions: Beer and light wine accounts accepted; all copy subject to approval by station. **E. T. library:** Lang-Worth; Davis & Schwegler. **News:** Transradio. **Commentators:** Paul Corbin (newscaster); sports; Gene Holce, Bud Morris, Sam Norin, and Vincent Voegelé (newscasters); Red Hartwell (sports); Kay Baker (women's features); Arnold Weiner (general comment).

KRKO, EVERETT

Operator: Lee E. Mudgett, 300 Clarke Bldg. **Phone:** Main 526. **Power:** 50 watts on 1370 kc (divides time with KEVR). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** January, 1922.

Manager: Lee E. Mudgett. **Commercial manager:** W. F. Knehr. **Production and music:** P. A. Mudgett.

Rep: John Blair & Co. **Seating facilities:** Lobby seats 50 to 75 persons. **Merchandising:** Render any reasonable service; conduct surveys if desired. **Foreign language programs:** Accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$25.

Copy restrictions: No beer, wines or hard liquors accepted. **E. T. library:** Yes; name not listed. **News:** Transradio; Christian Science Monitor.

KWLK, LONGVIEW

Operator: Twin City Broadcasting Corp., 1262 Fourteenth Ave. **Phone:** Lv. 1-500. **Power:** 250 watts on 1370 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May 10, 1938. (Note: This station is affiliated with, but not owned by, the Longview Daily News.)

General and station manager: A. H. Green. **Commercial manager:** Bill Gillin. **Program director:** Rod Whalen. **Chief engineer:** Ben Swisher. **Publicity director:** Dorothy Hamilton.

Rep: John Blair & Co. **Seating facilities:** Auditorium seats 50. **Merchandising:** Work closely with clients in promotion of program and product; window placards, etc.; no charge for regular services. **Foreign language programs:** Accepted with copy subject to station revision; scripts must be in English and in the foreign language, and submitted 24 hours in advance. **Artists bureau:** None. **Stock:** Held by A. C. Campbell (11%), A. L. Raught (8%), J. M. Mc-

Clelland (25%), Ray McClung (34%), Hugh McClung (22%). **Base rate:** \$25.

Copy restrictions: Only "generally accepted" patent medicine accounts taken; beer and light wines accepted, but copy is subject to station approval and revision. **E. T. library:** MacGregor. **News:** AP. **Commentators:** Rod Whalen (newscaster); Lyle D. Stillwell (sports); Dorothy Hamilton (women's features).

KGY, OLYMPIA

Operator: KGY, Inc., 11th and Capitol Way. **Phone:** 5000. **Power:** 100 watts on 1210 kc (unlimited except when KTW is operating; KGY is silent on Sundays; otherwise it operates to 10 P.M., except Thursdays when it signs off at 7:30 P.M.). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1922 (experimentally); 1932 (commercially).

President: Tom Olsen. **Commercial manager:** J. Harris Don. **Traffic manager:** Jean Walters. **Program director:** Don White. **Chief engineer:** Jack Thatcher.

Rep: John Blair & Co. **Seating facilities:** Auditorium below studios seats 2,000 persons; standing room for 1,000 more. **Merchandising:** Pre-plug new programs; arrange newspaper publicity; place window cards and displays; no charge for regular services. **Foreign language programs:** None current; Scandinavian would be suitable. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Beer and wine advertising accepted; no hard liquor; chain-breaks limited to 40 words; local breaks limited to 100 words; patent medicine acceptance determined by individual circumstances. **E. T. library:** None. **News:** Transradio; UP; local. **Commentators:** Sam Crawford (news commentator; newscaster); Brockett Hiley (newscaster); Don White (newscaster; sports; local gossip).

KWSC, PULLMAN

Operator: State College of Washington. **Phone:** 376M. **Power:** 5,000 watts on 1220 kc (divides time with KTW). **Opened:** Dec. 11, 1922.

This station is non-commercial; college-owned.

KEVR, SEATTLE

Operator: Evergreen Broadcasting Corp., Smith Tower. **Power:** 100 watts on 1370 kc (shares time with KRKO). **Affiliation:** None.

Base rate: \$25.

No further information available.

WASHINGTON STATIONS—Continued

KIRO, SEATTLE

Operator: Queen City Broadcasting Co., 66 Cobb Bldg. **Phone:** Seneca 1500. **Power:** 10,000 watts on 710 kc. **Affiliation:** CBS. **Opened:** Oct. 15, 1935.

President: Louis K. Lear. **Station manager:** H. J. Quilliam. **Commercial manager:** Loren B. Stone. **Program director:** Tommy Thomas. **Chief engineer:** James Hatfield. **Publicity director:** Vera Jedlick.

Rep: Free & Peters, Inc. **Seating facilities:** Yes; capacity not listed. **Merchandising:** Direct mail; window displays and posters. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$215.

Copy restrictions: Beer and wine accepted; no liquor advertising; observe NAB and CBS policies generally. **E. T. library:** World; Standard. **News:** Transradio. **Commentators:** Peter Mertens, Carroll Foster, and Alan Botzer (newscasters); Maury Rider (sports); Lois Delano (women's features); Tommy Thomas (theatre and radio); Bill Moshier (farm news).

KJR, SEATTLE

Operator: Fisher's Blend Station, Inc., Skinner Bldg. **Phone:** Elliott 5890. **Power:**

5,000 watts on 970 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** 1923. (Note: This station is owned by the National Broadcasting Co., Inc. The lessee, Fisher's Blend Station, Inc., also operates KOMO, same city.)

General and station manager: Birt Fisher. **Commercial manager:** H. M. Feltis. **Program director:** Willard Warren. **Chief engineer:** Francis Brott. **Publicity director:** Dick Keplinger.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** No information given. **Foreign language programs:** Scandinavian only accepted. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: Spiritous liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Dick Keplinger, and Jerry Morris (newscasters); Robert Ferris (newscaster; sports); Leo Lassen (sports); Ann Sterling (women's features); Bob Nichols (radio gossip); Oscar Jorgenson (Scandinavian reporter).

KOL, SEATTLE

Operator: Seattle Broadcasting Co., Inc., Northern Life Tower. **Phone:** Main 2312.

for SEATTLE and western WASHINGTON

- * the FIRST 10,000 watt station
- * the FIRST CLASS 1 assignment
- * INCREASED LOCAL SALES LEADERSHIP

CBS
Affiliate

KIRO

710
Kilocycles

"THE FRIENDLY STATION"

National Representatives: FREE & PETERS, INC.

WASHINGTON STATIONS—Continued

Power: 5,000 and 1,000 watts on 1270 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1922.

Vice-president, station manager: Archie Taft. **Commercial manager:** Oliver A. Runchey. **Production manager:** Wheeler Smith. **Chief engineer:** Perry Lind. **Musical director:** Don Isham. **Publicity director:** Fair Taylor.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Stock:** Principally held by Archie Taft and Louis Wasmer. **Base rate:** \$150.

Copy restrictions: Wine and beer advertising accepted; no hard liquors; some patent medicines acceptable; strict supervision of copy for propriety and good taste. **E. T. library:** NAB; MacGregor; Standard. **News:** UP. **Commentators:** Baxter Schwellenbach, Johnny Forrest, and Howard Edelson (newscasters).

KOMO, SEATTLE

Operator: Fisher's Blend Station, Inc., Skinner Bldg. **Phone:** Elliott 5890. **Power:** 5,000 and 1,000 watts on 920 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** 1925. (Note: KJR, same city, is also under control of Fisher's Blend Station, Inc.)

General and station manager: Birt Fisher. **Commercial manager:** H. M. Feltis. **Program director:** Willard Warren. **Chief engineer:** Francis Brott. **Publicity director:** Dick Keplinger.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** No information given. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$240.

Copy restrictions: Spiritous liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** None. **Commentators:** Ruth Glascott (women's features); Helen Malloy (cooking); Patty Jean (health); Bob Nichols (radio gossip).

KRSC, SEATTLE

Operator: Radio Sales Corp., 2939 Fourth Ave., South. **Phone:** Main 0110. **Power:** 1,000 watts on 1120 kc. **Affiliation:** None. **Opened:** November, 1926.

President: P. K. Leberman. **Manager:** Robt. E. Priebe. **Commercial manager:** Romig C. Fuller. **Program director:** Ted Bell. **Chief engineer:** George Freeman. **Musical director:** Jack Meves. **Publicity director:** Eddie Rivers.

Rep: None. **Seating facilities:** None. **Merchandising:** Support advertisers with

ads in 15 local and community newspapers; ads occupy 12 inches; account must furnish mats. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Principal holders are P. K. Leberman and R. E. Priebe. **Base rate:** \$150.

Copy restrictions: No alcoholic beverages of any kind; no patent medicines, doctors or dentists; commercial announcements must not exceed 100 words. **E. T. library:** Lang-Worth; Associated; Davis & Schwegler. **News:** Transradio; also gather own. **Commentators:** Ted Bell (newscaster; sports); N. J. Rifkin (newscaster); Leo Lassen (sports).

KTW, SEATTLE

Operator: The First Presbyterian Church of Seattle, Washington. **Power:** 1,000 watts on 1220 kc (shares time with KWSC).

This station is non-commercial.

KXA, SEATTLE

Operator: American Radio Telephone Co., 312 Bigelow Bldg. **Phone:** Seneca 1000. **Power:** 1,000 watts on 760 kc. **Affiliation:** None. **Opened:** May 1, 1928.

President, general manager: R. F. Meggee. **Station manager:** Florence Wallace. **Commercial manager:** Frank S. Powers. **Program director:** Jackson Latham. **Chief engineer:** Maurice M. McMullen. **Continuity director:** Dorothy Ryder.

Rep: None listed. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Accepted; translation must accompany copy. **Artists bureau:** None. **Base rate:** \$48.

Copy restrictions: Accept beer; no wine, liquor or patent medicine advertising. **E. T. library:** None listed. **News:** INS. **Commentators:** Jackson Latham (newscaster); Gordon Hopkins (sports); Lucille Le Clercq (fashions); Georgia Eaton (gardening); Clarence Bailey (stock and grain markets); Tom Herbert (entertainment news and comment).

KFIO, SPOKANE

Operator: Spokane Broadcasting Corp., 526 Riverside Ave. **Phone:** Main 3400. **Power:** 100 watts on 1120 kc (to local sunset). **Affiliation:** None. **Opened:** 1922.

President, station manager: Arthur L. Smith. **Program and musical director:** G. Longmeier.

Rep: None. **Seating facilities:** Studio seats 50 persons; two theatres, seating 350 each. **Merchandising:** None. **Foreign lan-**

WASHINGTON STATIONS—Continued

guage programs: Swedish and Italian programs current. Artists bureau: None. Stock: Owned by Arthur L. Smith. Base rate: \$48.

Copy restrictions: No alcoholic beverages of any kind; no medicinal accounts. **E. T. library:** MacGregor; Lang-Worth. **News:** UP; local. **Commentators:** Richard Clark Ross (newscaster); Ruby Rand (household facts; cooking).

KFPY, SPOKANE

Operator: Symons Broadcasting Co., Symons Bldg., Phone: Main 1218. **Power:** 5,000 watts on 890 kc. **Affiliation:** CBS. **Opened:** Oct. 22, 1922.

President: T. W. Symons, Jr.* **Vice-president:** Arthur L. Bright. **Program director:** R. Wallace Brazeal. **Continuity director:** Lowell S. Hawley. **Chief engineer:** George Langford. **Musical director:** James B. Clark.

Rep: The Katz Agency. **Seating facilities:** "Golden Concert Studio" seats 400. **Merchandising:** Complete services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicine accounts not invited. **E. T. library:** Standard; NAB; Davis & Schwegler. **News:** UP; local. **Commentators:** John Mallow and Ed Butherford (newscasters); Edna Storms (women's features); George McGowan (farm flashes).

* Also president of KXL, Portland, Ore.

KGA, SPOKANE

Operator: Louis Wasmer, Inc., Radio Central Bldg. Phone: M-5383. **Power:** 5,000 watts on 1470 kc. **Affiliation:** NBC Pacific Coast Blue; Northwest Triangle Network. **Opened:** 1926. (Note: Same owner also controls KHQ, Spokane.)

President: Louis Wasmer. **Station and commercial manager:** Harvey Wixson. **Program director:** Roy Grandey. **Chief engineer:** Alger Sparling. **Musical director:** Earl Shinkoskey. **Publicity director, traffic manager:** Jessie McGrew.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 100 persons. **Merchandising:** Broadcast advance plugs on new programs gratis; other services rendered at actual cost. **Foreign language programs:** Accepted, but foreign population is very small. **Artists bureau:** Yes; lists about 50 artists. **Base rate:** \$90 (½ hr.).

Copy restrictions: No beer, wine or hard

liquor advertising accepted; all copy subject to station approval and FCC rules and regulations. **E. T. library:** Lang-Worth. **News:** Transradio. **Commentators:** Capt. Robin Flynn (news commentator); Ken Hutcheson and Lou Gillette (newscasters); Del Cody (sports); Barbara Dale (diets; beauty); Susan Allen (recipes; club announcements); Harry Lantry (farm and stock reports; special events).

KHQ, SPOKANE

Operator: Louis Wasmer, Inc., Radio Central Bldg. Phone: M-5383. **Power:** 5,000 watts on 590 kc. **Affiliation:** NBC Pacific Coast Red; Northwest Triangle Network. **Opened:** 1920. (Note: Same owner controls KGA, Spokane.)

President: Louis Wasmer. **Station and commercial manager:** Harvey Wixson. **Chief engineer:** A. G. Sparling. **Program director:** Roy Grandey. **Musical director:** Earl Shinkoskey. **Publicity director, traffic manager:** Jessie McGrew.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 100 persons. **Merchandising:** Give pre-program announcements, or announce special features to be incorporated into programs; all other services billed at actual cost. **Foreign language programs:** Accepted, but foreign population is small. **Artists bureau:** Yes; lists several dozen artists, musicians and writers. **Base rate:** \$115 (½ hr.).

Copy restrictions: No beer, wine or liquor advertising accepted. **E. T. library:** Lang-Worth. **News:** UP. **Commentators:** Capt. Robin Flynn (news commentator); Ken Hutcheson (newscaster); Del Cody (sports); Barbara Dale (diets; beauty); Susan Allen (recipes; club announcements); Harry Lantry (farm and stock reports; special events).

KMO, TACOMA

Operator: Carl E. Haymond, 914½ Broadway. Phone: Main 4144. **Power:** 1,000 watts on 1330 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Aug. 26, 1926.

General manager, station manager: Carl E. Haymond. **Program director:** Dick Ross. **Chief engineer:** Joe Kolesar. **Publicity director:** Larry Huseby.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Yes; limited policy. **Foreign language programs:** Accepted; must be accompanied by strict English translation. **Artists bureau:** None. **Stock:** 99% held by Carl E. Haymond. **Base rate:** \$75.

Copy restrictions: No patent medicine or alcoholic beverage advertising accepted;

WASHINGTON STATIONS—Continued

all copy strictly censored. **E. T. library:** Lang-Worth; Davis & Schwegler; MacGregor. **News:** UP. **Commentators:** Max Bice (newscaster); Larry Huseby (newscaster; sports); Jerry Geehan (sports); Mary Terry (women's features); Hal Nelson (films).

KVI, TACOMA

Operator: Puget Sound Broadcasting Co., Inc., Rust Bldg., Tacoma (Business office); Olympic Hotel, Seattle, and Rust Bldg., Tacoma (studios). **Phones:** Broadway 4211 (Tacoma); Main 1171 (Seattle). **Power:** 5,000 watts on 570 kc. **Affiliation:** CBS. **Opened:** February, 1929.

President, general manager: Mrs. Vernice Irwin. **Assistant manager, program and publicity director:** Dorothy Doernbecher. **Commercial manager:** E. T. Irwin. **Promotion director:** Elvin E. Evans. **Chief engineer:** James W. Wallace. **Musical director:** Jane Powers.

Rep: None. **Seating facilities:** Studios in both Seattle and Tacoma seat 100 persons; auditorium available in Seattle seating 1,600. **Merchandising:** All services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept beer and light wines; no hard liquor; patent medicines accepted after investigation by legal and medical advisers; conform generally to CBS program policies. **E. T. library:** MacGregor. **News:** AP (not for sponsorship); local. **Commentators:** Lennard Higgins, (newscaster); Norm Runions (newscaster; sports); Dorothy Ann Simpson (women's features; fashions); Dr. J. W. Kalkus (farm talks; produce reports).

KVAN, VANCOUVER

Operator: Vancouver Radio Corp. **Power:** 250 watts on 880 kc (daytime). **Affiliation:** None. **Opened:** September, 1939.

General manager: Walter L. Read. **Commercial manager:** S. W. McCready. **Technical supervisor:** Paul W. Spargo.

Rep: None. **Seating facilities:** None. **Merchandising:** Service available through regular sales department. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$37.50.

Copy restrictions: All copy must meet approval of the station, as well as comply with all state and federal regulations. **E. T. library:** Standard. **News:** UP. **Commentators:** Marion Sexton, Walter L. Read, and S. W. McCready (newscasters).

KUJ, WALLA WALLA

Operator: KUJ, Inc., Marcus Whitman Hotel Bldg., Second & Rose Sts. **Phone:** 1230. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1928.

President, general manager: H. E. Studebaker.* **Advertising director:** M. F. Jensen. **Assistant advertising director:** Norval Arnes. **Program director:** Richard Clodius. **Musical director:** Roy Dorr. **Chief engineer:** Milton McLafferty. **Publicity director:** Al Amundsen.

Rep: John Blair & Co. **Seating facilities:** Studio, small number. **Merchandising:** Surveys; contacts; letters to trade; other services at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$25 (½ hr.).

Copy restrictions: Beer accounts accepted; no other alcoholic beverages; no "questionable" patent medicines; no stock-selling, oil, mining, real estate accepted unless meeting all state and federal legislation; no spiritualists, mind-readers, soothsayers, etc.; all copy must comply with NAB Code of Ethics and station standards. **E. T. library:** World; Lang-Worth; MacGregor. **News:** UP. **Commentators:** Richard Clodius (newscaster; general comment); Robert Lewis and Birney Blair (newscasters); "Jerry" Jensen (sports); Esther Carter (women's features).

* Also owner of KRLC, Lewiston, Idaho.

KPQ, WENATCHEE

Operator: Westcoast Broadcasting Co., KPQ Bldg. **Phone:** 45. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1929.

President: Rogan Jones.* **Station manager:** Cole E. Wylie. **Program director:** Dorothy Lee.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Assist advertisers in distributing promotional matter of all kinds. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Beer and wines accepted; no hard liquors; patent medicines accepted subject to FTC regulations. **E. T. library:** World. **News:** INS.

* Also president of KVOS, Inc., Bellingham, Wash.

KIT, YAKIMA

Operator: Carl E. Haymond, 414 E. Yakima Ave. **Phone:** 8115. **Power:** 1,000 watts

WASHINGTON STATIONS—Continued

on 1250 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** April 9, 1929. (Note: Carl E. Haymond also operates KMO, Tacoma).

General manager: Carl E. Haymond. **Station manager:** J. A. Murphy. **Commercial manager:** A. A. Miller. **Program director:** David L. Lindberg. **Chief engineer:** H. B. Murphy. **Musical director:** Harrison Miller. **Publicity director:** P. N. Wick.

Rep: John Blair & Co. **Seating facilities:** Studio accommodates about 150 persons.

Merchandising: Service rendered gratis within city limits; direct mail within 60 miles of Yakima handled for cost of paper, multigraphing and stamps. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and wine copy accepted; no hard liquor. **E. T. library:** Davis & Schwegler; Lang-Worth. **Commentators:** Wallace Beebe and Robert Vaughn (newscasters); Art Cheyne (sports); Mrs. J. B. Graham (women's features).

WEST VIRGINIA

(348,300 radio homes, or 84% ownership among the State's total of 417,000 families. Urban ownership is 111,800, or 86% of urban families; rural ownership is 236,500, or 82% of rural families.)

Radio Homes by Counties

Barbour	3,920	Kanawha	32,280	Preston	5,740
Berkeley	5,840	Lewis	4,350	Putnam	3,190
Boone	4,530	Lincoln	3,240	Raleigh	12,440
Braxton	4,060	Logan	10,870	Randolph	4,720
Brooke	5,300	McDowell	16,380	Ritchie	3,290
Cabell	20,680	Marion	14,530	Roane	3,470
Calhoun	1,900	Marshall	8,290	Summers	3,780
Clay	2,280	Mason	4,190	Taylor	4,060
Doddridge	2,130	Mercer	11,830	Tucker	2,520
Fayette	13,660	Mineral	4,170	Tyler	2,820
Gilmer	2,010	Mingo	6,960	Upshur	3,680
Grant	1,610	Monongalia	10,960	Wayne	5,640
Greenbrier	6,790	Monroe	2,300	Webster	2,480
Hampshire	2,420	Morgan	1,790	Wetzel	4,520
Hancock	5,790	Nicholas	3,540	Wirt	1,270
Hardy	1,850	Ohio	17,760	Wood	13,470
Harrison	16,850	Pendleton	1,700	Wyoming	3,800
Jackson	3,190	Pleasants	1,410		
Jefferson	3,400	Pocahontas	2,650		

WJLS, BECKLEY

Operator: Joe L. Smith, Jr., WJLS Bldg. **Phone:** 2700. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** March 5, 1939.

Manager: Joe L. Smith, Jr. **Commercial manager:** C. H. Murphey, Jr. **Program director:** Kathryn Riddick. **Chief engineer:** Marion McDowell. **Publicity director:** V. Z. Neal.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** All services rendered at actual cost. **Foreign language programs:** Hungarian, Polish and Italian programs accepted. **Artists bureau:** None. **Base rate:** \$50.

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

E. T. library: NBC Thesaurus; Davis & Schwegler. **News:** UP. **Commentators:** Charles R. Armentrout (news commentator); Jack Gelder (newscaster; stock markets; entertainment news; gossip); Duane Nelson (newscaster); Barnes H. Nash (sports); Helen Armentrout (child care; fashions); Betty Dale (fashions); Kathryn Riddick, and Gertrude Stinnette (cooking; fashions); William Barrett (farm news).

WHIS, BLUEFIELD

Operator: Daily Telegraph Printing Co., Bodell Bldg. **Phones:** 2618, 2400. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** None. **Opened:** May, 1928. (Note: This

WEST VIRGINIA STATIONS—Continued

station is newspaper-owned by the Telegraph and Sunset News.)

President: H. I. Shott. **Station manager, commercial manager:** J. Lindsey Alley. **Program director:** Melvin Barnett. **Musical director:** Gibson Morrissey. **Chief engineer:** P. T. Flanagan.

Rep: The Katz Agency. **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** Plug programs in columns of the Telegraph and Sunset News. **Foreign language programs:** Have a 30 minute Hungarian program. **Artists bureau:** Complete setup. **Base rate:** \$70.

Copy restrictions: Beer accepted; no wines or whiskeys. **E. T. library:** World; Lang-Worth. **News:** AP; Christian Science Monitor. **Commentators:** Louis Douthat (news commentator; newscaster); Melvin Barnett, and Jim Pryor (sports); Vivian Bolten (women's features); Tom Stewart (entertainment news).

WCHS, CHARLESTON

Operator: Charleston Broadcasting Co., West Virginia Network Bldg. **Phones:** 28-131. **Power:** 5,000 and 500 watts on 580 kc. **Affiliation:** CBS; West Virginia Network. **Opened:** February, 1935.

President, general manager: John A. Kennedy.* **Station director:** Howard Chernoff. **Program director:** Don McWhorter. **Chief engineer:** Odes Robinson. **Publicity director:** Leo Peters.

Rep: The Branham Co. **Seating facilities:** WCHS Auditorium seats 3,000 persons; admission varies with performances. **Merchandising:** Complete service available, rendered at actual cost. **Foreign language programs:** Accepted, but restrictions are such they are rarely carried. **Artists bureau:** None listed. **Base rate:** \$150.

Copy restrictions: Advertising of alcoholic beverages accepted; patent medicines accepted with restrictions. **E. T. library:** World. **News:** UP. **Commentators:** George Gow (newscaster; sports); Marvin Cade (newscaster; farm reports; stock market; entertainment news); Ted Eiland and Jack Sheldon (newscasters; stock market; entertainment news); Melva Graham (fashions; cooking; sports; Hollywood news); W. C. Handlan (grain and livestock reports).

*Also president and general manager of WBLK, Clarksburg, W. Va.; WSAZ, Huntington, W. Va.; and WPAR, Parkersburg, W. Va.

WGKV, CHARLESTON

Operator: Kanawha Valley Broadcasting Co., 1016 Lee St. **Phone:** 37-541. **Power:**

100 watts on 1500 kc. **Affiliation:** NBC Basic Supplementary Group. **Opened:** Sept. 24, 1939.

President: W. A. Carroll. **Station and commercial manager:** R. F. Sowers. **Program director:** Joe B. Matthews. **Chief engineer:** Sherwood Glotfelty. **Musical director:** John Batley. **Publicity director:** Frederick Richards.

Rep: None. **Seating facilities:** None. **Merchandising:** All types of service available at cost. **Foreign language programs:** No policy has been formulated; station claims no market for such programs here. **Artists bureau:** None. **Base rate:** \$117.

Copy restrictions: Beer copy accepted; no hard liquors; all copy must be in good taste, and subject to approval of the management; solicitation of funds not allowed. **E. T. library:** Associated. **News:** UP. **Commentators:** Joe B. Matthews and Ray Hill (newscasters); Carl Kent (sports); Jared Masters (entertainment news).

WBLK, CLARKSBURG

Operator: The Exponent Co., Robinson Grand Theatre Bldg. **Phone:** 3040. **Power:** 250 watts on 1370 kc. **Affiliation:** NBC Basic Supplementary Group; West Virginia Network. **Opened:** April 12, 1937. (Note: This station is newspaper-owned by the Clarksburg Exponent.)

President, general and station manager: John A. Kennedy.* **Commercial manager:** George C. Blackwell. **Chief engineer:** Russell W. Banks. **Program and musical director:** Don McWhorter.

Rep: The Branham Co. **Seating facilities:** None. **Merchandising:** Tie-ups of various kinds arranged for the advertiser. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$90.

Copy restrictions: Beer, wines and patent medicines accepted pending approval and restrictions of the station. **E. T. library:** World. **News:** UP. **Commentators:** Bob Short and Arnold Silvert (newscasters); Charles Snowdon (sports); Charlotte Umberger (women's features).

*Also president and general manager of WCHS, Charleston, W. Va.; WSAZ, Huntington, W. Va.; and WPAR, Parkersburg, W. Va.

WMMN, FAIRMONT

Operator: Monongahela Valley Broadcasting Co., 208 Main St. **Phone:** 3100. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:** CBS. **Opened:** Dec. 22, 1928.

Managing director, commercial manager: O. J. Kelchner. **Program director, artists bureau head:** Howard Wolfe. **Chief engi-**

WEST VIRGINIA STATIONS—Continued

near: James R. Heck. Musical director: Wallace MacManus. Continuity director: Wade Swiger. Publicity director: William Ferguson.

Rep: John Blair & Co. Seating facilities: Accommodations for 2,000 at "Sagebrush Roundup" on Saturday night in Fairmont; also accommodations for 3,000 in Clarksburg. Merchandising: Full cooperation at no extra cost. Foreign language programs: Accepted, providing literal English translation is furnished in advance to the program director. Artists bureau: Yes; complete roster of talent available. Base rate: \$110.

Copy restrictions: No disparagement of competitors or their products; no words such as "poisonous," or designations of actual or imaginary bodily disorders offensive to good taste; no fortune telling, etc.; beer accepted, but no other alcoholic beverages. E. T. library: Standard; Davis & Schwegler. News: INS. Commentators: Pat Moran (newscaster; farm commentator); Howard Wolfe (newscaster; sports); Bill Edwards (sports); Mrs. Murrell Poor (home economics); Austine Slater (home lighting and cooking).

WSAZ, HUNTINGTON

Operator: WSAZ, Inc., Keith-Albee Theatre Bldg. Phone: 4106. Power: 1,000 watts on 1190 kc (operates to 8 P.M.). **Affiliation:** West Virginia Network. **Opened:** April 5, 1927. (Note: This station is newspaper-affiliated with the Huntington Advertiser and Herald-Dispatch.)

President and general manager: John A. Kennedy.* **Commercial manager:** Mike Layman. **Program director:** William J. Adams. **Chief engineer:** Boris Momiroff. **Artists bureau head:** Lillian Swann. **Musical director:** Frank Knutti. **Publicity director:** Bill Birke.

Rep: None. Seating facilities: Can accommodate 100 persons. Merchandising: Services to suit advertiser furnished at cost. Foreign language programs: Accepted when accompanied by English translation. Artists bureau: Yes. Base rate: \$75.

Copy restrictions: Commercial copy must be truthful, contain no superlatives, or make invidious comparisons; beer and wine accepted; no hard liquors; patent medicines accepted if meeting FTC requirements. E. T. library: NBC Thesaurus; Standard; Lang-Worth. News: AP and

*Also president and general manager of WCHS, Charleston, W. Va.; WBLK, Clarksburg, W. Va.; and WPAR, Parkersburg, W. Va.

local. **Commentators:** Joe Herget, Bill Adams, and Bob Drexler (newscasters); Gene Kelly (sports); Polly Buffington (fashions; foods; personalities); Catherine Enslow (theatre commentator and critic); Marion Houck (food research; dietetics).

WLOG, LOGAN

Operator: Clarence H. Frey and Robert O. Greever. Power: 100 watts on 1200 kc (daytime).

At press time this station had a construction permit only.

WAJR, MORGANTOWN

Operator: West Virginia Radio Corp. Power: 250 watts on 1200 kc.

At press time this station had a construction permit only.

WPAR, PARKERSBURG

Operator: Ohio Valley Broadcasting Corp., Grinter Bldg. Phone: 2530. Power: 100 watts on 1420 kc. **Affiliation:** CBS; West Virginia Network. **Opened:** July 11, 1935. (Note: WPAR is under the same ownership as WBLK, Clarksburg; WCHS, Charleston, and WSAZ, Huntington, W. Va.)

President, general manager: John A. Kennedy. **Station and commercial manager:** A. Rauch. **Program director:** Len Carl. **Chief engineer:** Wm. A. Sodaro. **Musical director:** Sarah Louise Heermanns. **Publicity director:** Audrey Archer.

Rep: The Branham Co. Seating facilities: Small audience can be accommodated in the studio. Merchandising: Render complete service gratis, except mailings for which the sponsor is billed at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$75.

Copy restrictions: NAB Code of Ethics. E. T. library: World. News: UP.

WBRW, WELCH

Operator: McDowell Service Co. Power: 250 watts on 1310 kc.

At press time this station had a construction permit only.

WWVA, WHEELING

Operator: West Virginia Broadcasting Corp., Hawley Bldg. Phone: Wheeling 5383. Power: 5,000 watts on 1160 kc (divides time with WOWO). **Affiliation:** CBS. **Opened:** Dec. 16, 1926. (Note: West Virginia Broadcasting Corp. is also a stockholder in WHIZ, Zanesville, O.)

WEST VIRGINIA STATIONS—Continued

President: George B. Storer.* **Vice-president, general manager:** J. H. Ryan. **Station manager, commercial manager:** George W. Smith. **Production manager, publicity director:** Paul J. Miller. **Chief engineer:** Glenn Boundy. **Musical director:** Earl Summers.

Rep: John Blair & Co. **Seating facilities:** Wheeling Municipal Auditorium, capacity 2,000; admission 25c. **Merchandising:** No regular department; co-operation given as desired. **Foreign language programs:** Accepted; English translation must be submitted in advance. **Artists bureau:** Nominally maintained; feature acts booked for personal appearances. **Base rate:** \$165.

* Also president of WSPD. Toledo.

Copy restrictions: Accept beer not over 6% in alcoholic content; no hard liquor; FCC rules strictly observed. **E. T. library:** NBC Tresaurus; Davis & Schwieger. **News:** INS. **Commentators:** Cliff Allen (news commentator; newscaster); Lester Smith, Bill Thomas, and Willard H. Scott (newscasters); Ed Sprague and Paul J. Miller (sports); Hazel Hanley (home economics); Jane Morrison (radio gossip); Bob Reno (farm reports).

WBTH, WILLIAMSON

Operator: Williamson Broadcasting Corp. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** 1939.

Base rate: \$25.

No other information available.

WISCONSIN

(612,700 radio homes, or 83% ownership among the State's total of 735,000 families. Urban ownership is 377,000, or 93% of urban families; rural ownership is 235,700, or 71% of rural families.)

Radio Homes by Counties

Adams	1,470	Iowa	3,860	Portage	5,950
Ashland	4,010	Iron	1,750	Price	2,990
Barron	6,100	Jackson	2,830	Racine	20,470
Bayfield	2,660	Jefferson	8,270	Richland	3,610
Brown	14,030	Juneau	3,320	Rock	17,340
Buffalo	2,730	Kenosha	14,040	Rush	2,760
Burnett	1,820	Kewaunee	2,880	St. Croix	4,660
Calumet	2,940	La Crosse	11,970	Sauk	6,610
Chippewa	6,460	Lafayette	3,500	Sawyer	1,570
Clark	5,700	Langlade	3,940	Shawano	5,580
Columbia	6,540	Lincoln	4,140	Sheboygan	15,920
Crawford	3,080	Manitowoc	12,000	Taylor	2,800
Dane	24,700	Marathon	12,580	Trempealeau	4,140
Dodge	10,490	Marinette	6,260	Vernon	5,050
Door	3,360	Marquette	1,820	Vilas	1,360
Douglas	10,120	Milwaukee	170,490	Walworth	6,980
Dunn	5,000	Monroe	5,370	Washburn	1,980
Eau Claire	8,950	Oconto	4,460	Washington	5,140
Florence	670	Oneida	3,200	Waukesha	10,630
Fond du Lac	12,690	Ozaukee	3,440	Waupaca	6,600
Forest	1,790	Pepin	1,390	Waushara	2,690
Grant	7,720	Pierce	3,940	Winnebago	17,220
Green	4,680	Polk	4,560	Wood	7,290
Green Lake	3,010				

WHBY, APPLETON

Operator: WHBY, Inc., 600 S. Law St. **Phone:** 1162. **Power:** 250 watts on 1200 kc. **Affiliation:** Wisconsin Broadcasting Co. **Opened:** March 25, 1925. (Note: this station is owned by St. Norbert College, as is WTAQ, Green Bay, Wis.).

Managing director: Rev. James A. Wagner, O. Praem. **Station Manager:** Bill MacDonald. **Commercial manager:** William Chapin. **Program director:** Harold Thurber. **Chief engineer:** George Merkl. **Musical director:** Noel (Red) Frazen. **Publicity director:** William Lozier.

WISCONSIN STATIONS—Continued

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Studio A seats 40 persons. **Merchandising:** Distribute window cards, posters, handbills, etc., and place publicity in 15 Wisconsin newspapers without charge to advertiser. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Beer advertising accepted at any time; liquors and wines only after 10 P. M. with commercials limited to brand name and manufacturer; patent medicines must comply with all federal and state regulations; all copy subject to station approval. **E. T. library:** Standard. **News:** UP. **Commentators:** William MacDonald (news commentator); Noel Franzen (newscaster); Virginia Graham (women's activities; cooking; shopping news).

WATW, ASHLAND

Operator: Upper Michigan-Wisconsin Broadcasting Co., Inc., Northern State Bank Building. **Phone:** 1420. **Power:** 100 watts on 1370 kc. **Opened:** May 1, 1940. (Note: Same operator also owns WJMS, Ironwood, Mich.)

General Manager: N. C. Ruddell. **Commercial manager:** John K. Hubbard, Jr. **Program director:** Mrs. Ruth Wright. **Chief engineer:** R. L. Johnson.

Rep: None. **Seating facilities:** None. **Merchandising:** Send letters to the retail trade advising them of forthcoming sponsored schedule; will co-operate to "any reasonable" extent in promoting program and announcement schedules. **Foreign language programs:** Accepted, providing that the material and announcer meet 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 Federal Trade Commission; all copy must conform to regulations of Government agencies and approval of station. **E. T. library:** Standard. **News:** UP; Transradio. **Commentators:** Jack Hubbard (newscaster; sports); Claude Pray (newscaster); Ruth Wright (women's features).

WEAU, EAU CLAIRE

Operator: Central Broadcasting Company, 203 S. Barstow St. **Phone:** 6149. **Power:** 5,000 and 1,000 watts on 1050 kc (daytime). **Affiliation:** None. **Opened:** April 19, 1937. (Note: This station is newspaper-affiliated with the Eau Claire Telegram and Leader, and the Superior Telegram.)

General, station and commercial man-

ager: John J. Stack. **Engineer:** T. Jorgenson.

Rep: George P. Hollingbery Co. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** None at present, but would accept with same restrictions as other advertising. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** UP. **Commentators:** Robert Allen, Kenneth Zank, and James Hulwi (newscasters); Arthur Hanstrom (sports); Helen Turner (fashions; recipes; women in the news).

KFIZ, FOND DU LAC

Operator: Reporter Printing Co., 18 W. First St. **Phone:** 356. **Power:** 100 watts on 1420 kc. **Affiliation:** Wisconsin Broadcasting System. **Opened:** 1922. (Note: This station is newspaper-owned by the Fond du Lac Commonwealth Reporter.)

President: A. H. Lange. **Station manager:** Lynn N. Fairbanks. **Program director:** Lucille Fairbanks. **Chief engineer:** Wendell S. Meyers. **Continuity director:** Bernice Hobbs.

Rep: None. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer, wine and liquor advertising accepted; outside advertising competitive to local merchants not accepted; all copy must conform to station policies and government regulations. **E. T. library:** Standard. **News:** UP. **Commentators:** Claude S. Pray (news commentator); Wen Meyers, Lynn Fairbanks, and Don Marshall (newscasters); Louise Lange and Wally Konz (sports).

WTAQ, GREEN BAY

Operator: WTAQ Broadcasting Co., Bellin Bldg. **Phone:** Adams 1. **Power:** 5,000 watts on 1330 kc. **Affiliation:** CBS. **Opened:** Feb. 9, 1936. (Note: WTAQ is owned by St. Norbert College, as is WHBY, Appleton, Wis.)

Managing director: Rev. James A. Wagner, O. Praem. **Station manager:** Haydn R. Evans. **Commercial manager:** Val Schneider. **Production head:** Johnnie Olson. **Chief engineer:** Wally Stangel. **Artists bureau head:** Irvin Lent. **Musical director:** Herman Daumler. **Educational director:** Frank Conwell. **Program and publicity director:** Al Michel.

Rep: Reynolds-Fitzgerald, Inc. **Seating**

WISCONSIN STATIONS—Continued

facilities: Studio A seats 50; Columbus Club (owned by station) seats 2,000, admission price varying with different shows. **Merchandising:** Distribute window cards, posters, handbills, etc., and place publicity in 15 Wisconsin newspapers at no cost to the advertiser. **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists 15 musicians, 2 orchestra leaders, 3 writers, 2 producers, and 6 announcers. **Base rate:** \$140.

Copy restrictions: Beer advertising accepted at any time; liquors and wines only after 10 P. M. with commercials limited to brand name and manufacturer; patent medicines must comply with all state and federal regulations; all copy subject to station approval. **E. T. library:** World. **News:** UP. **Commentators:** Stanley Stewart (news commentator); Johnnie Olson, William Burt, and Sydney Rich (newscasters); Al Michel (sports); Ann Coleman (fashions; cooking; shopping news); Ernie Smith (farm news; market reports).

WCLO, JANESVILLE

Operator: Gazette Printing Company, 200 E. Milwaukee St. **Phone:** 2500. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** August 1, 1930. (Note: This station is newspaper-owned by the Janesville Daily Gazette.)

General and station manager: James F. Kyler. **Program and musical director:** Hester Kyler. **Chief engineer:** Charles Brannen. **Publicity director:** Paul Ruhle.

Rep: None. **Seating facilities:** Studios A and B seat 30 persons each; observation-reception room seats 150. **Merchandising:** Complete service offered, including publicity in Janesville Daily Gazette and Beloit Weekly, window displays, inside show cards, promotion and direct mail; weekly drug and grocery bulletins are issued throughout territory. **Foreign language programs:** No rules; foreign population very small. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: Beer accepted; no hard liquors; patent medicines thoroughly investigated before being accepted; no copy that would be offensive if heard by an "ordinary social group," and no exaggerated claims; commercials, alone or as part of a program, limited to 100 words each. **E. T. library:** NBC Thesaurus. **News:** AP. **Commentators:** Paul Ruhle (news commentator; newscaster); Lyell Ludwig and James Kyler (sports); Dorothy Alan (cooking).

WKBH, LA CROSSE

Operator: WKBH, Inc., Radio Building. **Phone:** 450. **Power:** 1,000 watts on 1380

kc. **Affiliation:** CBS. **Opened:** 1923. **President, station manager:** Otto M. Schlabach. **Commercial manager:** Ed Cuniff. **Program director:** Berneice Callaway. **Chief engineer:** Al Leeman.

Rep: Howard H. Wilson Co. **Seating facilities:** 100 persons. **Merchandising:** Salesmen call on the trade locally, while letters are written to dealers outside the city. **Foreign language programs:** Accepted under regular commercial regulations. **Artists bureau:** Yes; all types of talent available. **Base rate:** \$95.

Copy restrictions: None indicated aside from standard rate card clauses. **E. T. library:** World. **News:** UP.

WHA, MADISON

Operator: University of Wisconsin, State of Wisconsin, at Radio Hall. **Phone:** University 779. **Power:** 5,000 watts on 940 kc (to local sunset). **Opened:** March-April, 1917.

This station is non-commercial; state-university owned.

WIBA, MADISON

Operator: Badger Broadcasting Co., Inc., 111 King St. **Phone:** Fairchild 8800. **Power:** 5,000 and 1,000 watts on 1280 kc. **Affiliation:** NBC Basic Supplementary with Red and Blue Networks. **Opened:** 1924. (Note: This station is newspaper-owned by the Madison Capital-Times and Wisconsin State Journal.)

President: William T. Evjue. **Station and commercial manager:** W. E. Walker. **Program and publicity director:** K. F. Schmitt. **Chief engineer:** Norman Hahn.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Studio A seats 35 persons. **Merchandising:** Service arranged according to individual application. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Beer and wine accepted; no hard liquors; continuity must be furnished 24 hours in advance for political and controversial talks; other copy restrictions upon application. **E. T. library:** NBC Thesaurus; World. **News:** UP. **Commentators:** W. E. Walker (newscaster; sports); Al Gilbert (newscaster); Art Lenz (sports).

WOMT, MANITOWOC

Operator: Francis M. Kadow, 1110 Washington St. **Phones:** 400 W; 167. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1926.

General and commercial manager: Fran-

WISCONSIN STATIONS—Continued

cis M. Kadow. Studio and program manager: Fred Hessler. Director of women's features: Marguerite Meyer. Chief engineer: W. C. Dubin.

Rep: None. **Seating facilities:** Town Hall studio seats 900; Concert Hall studio seats 200. **Merchandising:** Provide lobby aids, use of Town Hall for cooking schools, etc., theatre trailers, and window cards. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$42.

Copy restrictions: None listed. **E. T. library:** None. **News:** UP; local. **Commentators:** William Coats and Luther Sowd (newscasters); Fred Hessler (sports); Marguerite Meyer (women's features).

WMAM, MARINETTE

Operator: M & M Broadcasting Co., 400 Wells St. **Phone:** 570. **Power:** 250 watts on 570 kc (to local sunset). **Affiliation:** None. **Opened:** Oct. 14, 1939.

Station and commercial manager: M. F. Chapin. **Program and musical director:** Paul F. Skinner. **Chief engineer:** Werner C. Schwarz.

Rep Reynolds-Fitzgerald, Inc. **Seating facilities:** Main studio seats about 80 persons. **Merchandising:** Services vary in accordance with individual contracts; sponsors must furnish merchandising materials. **Foreign language programs:** Accepted, subject to approval of the management, and providing a script with translation is furnished in advance. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Beer and light wine advertising accepted; no hard liquors; patent medicines accepted only upon written consent of the station management. **E. T. library:** Standard; Associated. **News:** UP; Transradio. **Commentators:** Howard Emich (newscaster; sports); Paul Skinner, Richard Tripp, Merrill Chapin, and Ben Holmes (newscasters); Morgan Sexton (sports); Judith Ann (fashions; cooking; sports; women's features).

WEMP, MILWAUKEE

Operator: Milwaukee Broadcasting Company, 711 Empire Bldg. **Phone:** Marquette 7722. **Power:** 250 watts on 1310 kc. **Affiliation:** Wisconsin Broadcasting System. **Opened:** October 15, 1935.

General and station manager: C. J. Lanphier. **Commercial manager:** Ben Wolff. **Program director:** Charles LaForce. **Chief engineer:** Ray Host. **Artists bureau head:** Florence Kelly. **Musical director:** Elmer Ihrke. **Publicity director:** Bert Mulroy.

Rep: None. **Seating facilities:** None. **Merchandising:** Special division maintained;

no specific services listed. **Foreign language programs:** German and Polish programs daily; Italian, Jewish, and Czechoslovak weekly. **Artists bureau:** Setup nominal only. **Base rate:** \$115.

Copy restrictions: All copy subject to station approval and government regulations. **E. T. library:** NAB; Davis & Schwegler. **News:** UP; local. **Commentators:** Charles LaForce, Carl Zimmermann, Bruce MacDonald, Allen Timm, Fahey Flynn, and Bert Mulroy (newscasters); Mickey Heath and Tom Andrews (sports).

WISN, MILWAUKEE

Operator: Hearst Radio, Inc., 123 W. Michigan Street. **Phone:** Daly 3900. **Power:** 1,000 and 250 watts on 1120 kc. **Affiliation:** CBS. **Opened:** July, 1922. (Note: This station is affiliated with the Milwaukee Sentinel).

General manager: G. W. Grignon. **Program director:** Woods Dreyfus. **Chief engineer:** D. A. Weller. **Artists bureau head, musical director:** Elmer Krebs. **Merchandising manager:** Hugh O'Malley. **Publicity director:** D. Lindsay.

Rep: International Radio Sales. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Publicity and promotion in newspaper; blotters introducing new long-term programs. **Foreign language programs:** No information given. **Artists bureau:** Yes; lists about 15 artists. **Base rate:** \$200.

Copy restrictions: Beer and wine accepted any time; liquor advertising accepted after 10:30 P.M. if live talent show. **E. T. library:** World. **News:** INS. **Commentators:** Alan Hale (news commentator; sports); James Conway (newscaster); Hal Walker (newscaster; sports); Ann Leslie (women's comment; fashions; cooking; homemaking; beauty); Mary Ann LeMay (civic and club news; educational news; entertainment news).

WTMJ, MILWAUKEE

Operator: The Journal Co., 333 W. State St. **Phone:** Marquette 6000. **Power:** 5,000 and 1,000 watts on 620 kc. **Affiliation:** NBC Basic Red. **Opened:** July 25, 1927. (Note: WTMJ is owned by The Milwaukee Journal.)

Station head: Walter J. Damm (general radio manager of The Milwaukee Journal). **Station manager:** L. W. Herzog. **Assistant station manager, program director:** R. G. Winnie. **Commercial manager:** W. F. Dittmann. **Chief engineer:** D. W. Gellerup. **Musical director:** W. J. Benning. **Continuity director:** Russel Tolg.

WISCONSIN STATIONS—Continued

WRJN, RACINE

Rep: Edward Petry & Co., Inc. **Seating facilities:** Audiences are limited to 25 persons. **Merchandising:** All services rendered at cost. **Foreign language programs:** No announcements; no others as a rule, "only when the content is of genuine public interest." **Artists bureau:** None. **Base rate:** \$340.

Copy restrictions: Beer accepted; no hard liquor; internal medicines accepted only on approval of management; no copy with comparative prices, disparaging of other products, superlatives or exaggerated claims, personal endorsements by announcers, or simulating news style with "flash," "bulletin," etc.; no vulgarity or suggestiveness, discussion of certain bodily functions, controversial topics, or fortune-telling, etc.; length of commercial copy must conform to N.A.B. code stipulations. **E. T. library:** Associated. **News:** AP. **Commentators:** George Comte, Warren Mead, and Bill Evans (newscasters); Charlie Nevada and Russ Winnie (sports); Nancy Grey (women's features).

Operator: Racine Broadcasting Corp., American Bank Bldg. **Phone:** Jackson 290. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** December, 1926. (Note: This station is newspaper-affiliated with the Racine Journal-Times; also maintains studios in West Allis and Burlington, Wis.)

President: F. R. Starbuck. **Secretary-treasurer:** H. R. Le Poidevin. **Station manager:** Harold J. Newcomb. **Program director:** Herbert Mann. **Chief engineer:** F. Lee Dechant. **Publicity and commercial continuity director:** Kenneth Hegard.

Rep: Furgason & Walker, Inc. **Seating facilities:** 150 persons. **Merchandising:** Assist in distribution; letters to dealers and wholesalers; publicity and listings through Journal-Times. **Foreign language programs:** Broadcast Danish, German, Italian, Polish and Czechoslovakian programs; Racine is sometimes called the Danish Capital of America, and program in that language has been aired weekly since 1927. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer and wine accepted any time; patent medicines subject to federal regulations; commercial copy limited to 3½ minutes per half-hour program. **E. T. library:** MacGregor; Lang-Worth. **News:** INS. **Commentators:** H. Mann, B. Beichl, and K. Hegard (newscasters); Jules Oravetz (sports); Beulah Meikle (home-making; cooking); "Tex" Reynolds (local news and gossip).

WIBU, POYNETTE

Operator: William C. Forrest, Poynette. **Phone:** 97 R 5. **Power:** 250 watts on 1210 kc. **Affiliation:** Wisconsin Radio System. **Opened:** July 10, 1925. (Note: WIBU maintains studios at 114 N. Carroll St., Madison, Wis., in charge of Ralph O'Connor; in the First National Bank Bldg., Portage, Wis., in charge of M. A. Hayes; in the Baraboo News-Republic office, Baraboo, Wis., in charge of H. K. Page, and in Mayr's Seed and Feed Bldg., Beaver Dam, Wis., in charge of Hal Woods.)

Owner, station and commercial manager: William C. Forrest. **Program director:** Sarah Forrest. **Chief engineer:** Leonard Doese.

Rep: None. **Seating facilities:** No special facilities, though all studios could accommodate a certain number of program-viewers. **Merchandising:** Distribute window cards and tieup posters in five cities (see list of studios above) without cost; other services at cost on application. **Foreign language programs:** No set policy indicated; such programs not needed in this area. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: "Good taste" and station approval are the only restrictions mentioned. **E. T. library:** Standard. **News:** UP through Baraboo News-Republic. **Commentators:** Fred Hessler and Charles Harrison (newscasters); Art Bramhall (sports); Doris MacPherson (women's features).

WJMC, RICE LAKE

Operator: Northern State Broadcasting Co., 401 N. Main St. **Phone:** 550. **Power:** 250 watts on 1210 kc (daytime only). **Affiliation:** None. **Opened:** March 15, 1939.

General and commercial manager, program: C. C. Leonard. **Chief engineer:** L. Bruner. **Artists bureau head:** J. J. McGenty. **Musical directors:** Robert Wells (instrumental); Norma Perry (vocal). **Educational director:** Mrs. Lloyd Palm Sherman. **Farm director:** I. O. Hembre. **Publicity director:** Dr. J. H. Wallace.

Rep: None. **Seating facilities:** Studio seats 50 persons; remote facilities available, seating from 250 to 1,000. **Merchandising:** Usual services rendered gratis; slight charge if special requirements are made. **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists various musical units, announcers, etc. **Base rate:** \$45.

Copy restrictions: Station reserves the right to reject any copy not complying with its policies. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Dennis McGenty (news commentator); Dell

WISCONSIN STATIONS—Continued

Florida (newscaster; sports); Helmar Baland (newscaster); Mrs L. P. Sherman (women's news and features); Vera McDowell (women's features); I. O. Hembre (farm news and comment); Sid Scoville (gossip; entertainment news).

WHBL, SHEBOYGAN

Operator: The Press Publishing Company, The Press Bldg. **Phone:** 1900. **Power:** 1,000 and 250 watts on 1300 kc. **Affiliation:** Wisconsin Broadcasting System. **Opened:** 1924. (Note: This station is newspaper-owned by the Sheboygan Press).

Station director: Wayne W. Cribb. **Program director:** Mona J. Pape. **Chief engineer:** Herbert Mayer.

Rep: Howard H. Wilson Co. **Seating facilities:** Can accommodate 40 persons. **Merchandising:** Complete service available. **Foreign language programs:** Accepted; news broadcast in German current. **Artists bureau:** Currently being organized. **Base rate:** \$80.

Copy restrictions: Beer advertising accepted. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** Clair Stone, James Ramsey, and Glen James (newscasters); Frank Barnard (sports); Mona J. Pape (women's features).

WLBL, STEVENS POINT

Operator: State of Wisconsin, Department of Agriculture. **Power:** 5,000 watts on 900 kc (daytime).

This station is non-commercial; state-owned.

WDSM, SUPERIOR

Operator: WDSM, Inc., Board of Trade Bldg. **Phones:** Superior 3200; Mel. 7234. **Power:** 100 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** Oct. 9, 1939. (Note: WDSM also maintains studios and offices in the Spaulding Hotel, Duluth, Minn.).

Station and commercial manager: Robert D. Kennedy. **Chief engineer:** Olaf N. Gabrielson. **Publicity director:** Leo M. Fremont.

Rep: William G. Rambeau Co. **Seating facilities:** Studio can accommodate about 125 persons. **Merchandising:** Distribute window cards, contact dealers and jobbers, etc., without charge; Tel-Pic service rates on request. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Patent medicines subject to station approval prior to acceptance; beer and wine copy accepted, but not broadcast on Sundays; alcoholic beverage programs only after 10 p. m. weekdays. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Sam Keilley (sports); Caroline Lohmiller, Bea Lade (women's features).

WSAU, WAUSAU

Operator: Northern Broadcasting Company, Inc., 113-115 Third St. **Phone:** 6521. **Power:** 250 watts on 1370 kc. **Affiliation:** North Central Broadcasting System. **Opened:** January 30, 1937.

Station manager: Ben F. Hovel. **Commercial manager:** J. W. Killeen. **Program director:** Donald R. Burt. **Chief engineer:** Roland W. Richard.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Main studio seats 35; for "special occasions" studio in another building seats nearly 400. **Merchandising:** Complete service offered to all advertisers. **Foreign language programs:** Accepted; copy must have written approval of station management. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Beer, wine, liquor and patent medicines accepted if copy gains written approval of station management. **E. T. library:** World. **News:** UP. **Commentators:** Richard Conrad (news commentator; newscaster); Joe Killeen (newscaster; sports); George Bundner, and Bill Rhodes (newscasters); Lenore De Vried (fashions; cooking; homemaking).

WFHR, WISCONSIN RAPIDS

Operator: William F. Huffman. **Power:** 250 and 100 watts on 1310 kc.

At press time this station had a construction permit only.

WYOMING

(49,800 radio homes, or 80% ownership among the State's total of 62,000 families. Urban ownership is 18,100, or 90% of urban families; rural ownership is 31,700, or 75% of rural families.)

Radio Homes by Counties

Albany	2,950	Johnson	1,010	Sweetwater	4,350
Big Horn	2,180	Laramie	5,950	Teton	390
Campbell	1,350	Lincoln	2,180	Uinta	1,290
Carbon	2,620	Natrona	6,330	Washakie	790
Converse	1,500	Niobrara	1,010	Weston	990
Crook	1,020	Park	1,800	Yellowstone National Park	60
Fremont	2,310	Platte	1,890		
Goshen	2,180	Sheridan	3,850		
Hot Springs	1,370	Sublette	380		

KDFN, CASPER

Operator: Donald L. Hathaway, First & Lennox. **Phone:** 407. **Power:** 500 watts on 1440 kc. **Affiliation:** None. **Opened:** Jan. 2, 1930.

Owner-manager: Donald L. Hathaway.

Rep: Walter Biddick Co. (Pacific Coast); Sears and Ayer (Chicago and New York). **Seating facilities:** Studio seats 50 persons; auditorium seating 1,800 available. **Merchandising:** "Equipped to carry advertising programs through the dealer"; but no consumer merchandising. **Foreign language programs:** Can be handled; population, however, is less than 1% foreign. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Beer and wines accepted; no hard liquors; patent medicines accepted at discretion of station; FCC and Federal Trade Commission rules govern restriction of copy; price mentions permitted. **E. T. library:** Lang-Worth; NAB; Davis & Schwegler. **News:** Transradio. **Commentators:** Frederic W. Hufsmith (news commentator; sports); Evers Fleming, Marc Nichols, and Floyd Wickenkamp (newscasters); W. Harrison Brewer (sports); Florence Gooder (women's news; fashions).

KYAN, CHEYENNE

Operator: J. Cecil Bott, Matilda Lannen and Nettie Bott, doing business as The Western Broadcasting Co. of Wyoming. **Power:** 250 watts on 1370 kc.

At press time this station had a construction permit only.

KVRS, ROCK SPRINGS

Operator: Wyoming Broadcasting Co., 1307 Wyoming Ave. **Phone:** 93. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** June 21, 1938.

President: R. R. West. **Station manager:** H. L. McCracken. **Program director:** Michael Reid. **Chief engineer:** Will Eastery. **Artists bureau head:** Lottie Peach.

Rep: None. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** Have a daily program (15 minutes) devoted to promoting clients' program and products; no charge for inclusion in this "Shopping Service" broadcast. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** \$20.

Copy restrictions: Beer accounts accepted; station has no written rules governing copy, but decides each case individually. **E. T. library:** NBC Thesaurus; MacGregor. **News:** Transradio; Christian Science Monitor. **Commentators:** Michael Reid (newscaster; sports); Lottie Peach (newscaster); Ann Cook (KVRS test kitchen).

KWYO, SHERIDAN

Operator: Big Horn Broadcasting Co., 340 N. Main Street. **Phone:** 601. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** July 9, 1934.

Manager: Herbert Siebert. **Treasurer:** Bill Anthony. **Advertising manager:** Leonard McLean. **Program director:** Jim Carroll. **Engineers:** Bob Crosswaite; Carl McGee.

Rep: Sears & Ayer; Homer Griffith. **Seating facilities:** Two studios, plus an auditorium seating 200. **Merchandising:** Supply publicity, work out window displays, etc.; all services rendered gratis. **Foreign language programs:** Will accept, but reserve right to refuse or discontinue any program for reasons satisfactory to the station; very large foreign audience in territory includes Poles, Bohemians, Germans, Italians. **Artists bureau:** Setup

WYOMING STATIONS—Continued

nominal only. Base rate: \$16.20 (quarter-hour once-weekly for one month).

Copy restrictions: Accept beer; no other alcoholic beverages; all copy subject to station approval or revision. **E. T. library:**

Standard; MacGregor. **News:** Transradio. **Commentators:** James Abbe (news commentator); Jim Carroll and Paul Boyer (newscasters); Herb Siebert (newscaster; sports); Nova Spracklen (fashions; cooking).

ALASKA

KFQD, ANCHORAGE

Operator: Anchorage Radio Club, Inc., Anchorage. **Phones:** 143 Y; 226 R. **Power:** 250 watts on 780 kc (operates nighttime only). **Affiliation:** None. **Opened:** May 27, 1924.

General and station manager, publicity director: R. E. McDonald. **Program and musical director:** Ken Laughlin. **Chief engineer:** W. J. Wagner.

Rep: Walter Biddick Co. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Service furnished on request. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Principally held by R. E. McDonald. **Base rate:** \$35.

Copy restrictions: Advertising of alcoholic beverages accepted on approval; all copy is subject to station standards. **E. T. library:** MacGregor. **News:** Transradio.

KFAR, FAIRBANKS

Operator: Midnight Sun Broadcasting Co., Lathrop Bldg. **Power:** 1,000 watts on 610 kc. **Affiliation:** None. **Opened:** Oct. 1, 1939. (Note: This station is newspaper-affiliated with the Fairbanks Daily News Miner.)

President: Capt. A. E. Lathrop. **Station manager:** Jack Winston. **Commercial manager:** Bud Foster. **Program director:** Al Bramstedt. **Chief engineer:** Stanton Bennett.

Rep: None. **Seating facilities:** Can accommodate about 100 persons, with standing room for an additional 50. **Merchandising:** Station publishes a full page monthly in the Fairbanks Daily News Miner, devoting space to its national advertisers in proportion to their contract. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Copy must conform to the N.A.B. Code of Ethics. **E. T. library:** NBC Thesaurus; MacGregor. **News:** Transradio; AP. **Commentators:** George Nelson Meyers (news commentator; newscaster); August Hiebert, and Wilson K. Foster (newscasters); Bud Foster (sports); Mary Cash (women's features); Jack Winston (music news and comment).

KINY, JUNEAU

Operator: Edwin A. Kraft, Juneau, Alaska. **Power:** 1,000 watts on 1430 kc. **Affiliation:** None; occasional tie-up with NBC Red via shortwave. **Opened:** June 1, 1935.

Owner: Edwin A. Kraft. **Station manager:** C. B. Arnold. **Chief operator:** Fred Heister.

Rep: Northwest Radio Advertising Co., Inc. (Seattle); Joseph Hershey McGillvra, (New York). **Seating facilities:** Studio accommodates about 150; auditorium seating 500 available. **Merchandising:** Complete service; call on trade, assist in distribution, arrange for display cards, etc. **Foreign language programs:** Not accepted. **Artists bureau:** No information given. **Base rate:** \$65.

Copy restrictions: No liquor advertising accepted. **News:** AP; Transradio.

RGBU, KETCHIKAN

Operator: Alaska Radio & Service Co., Inc. **Power:** 500 watts on 900 kc.

Base rate: \$60.

No other information available after repeated requests.

HAWAII

KHBC, HILO

Operator: Hawaiian Broadcasting System, Ltd. 1129 Kapiolani Blvd. **Phone:** 2323. **Power:** 250 watts on 1200 kc. **Affiliation:** CBS; Mutual. **Opened:** May 1, 1936. (Note: This station is sold in combination with KGMB, Honolulu; both are under the same ownership, and both are affiliated with the Honolulu Star-Bulletin.)

General manager: J. Howard Worrall. **Station manager:** Earl A. Nielsen. **Chief engineer:** Eugene Goldrup.

Rep: John Blair & Co. **Seating facilities:** None listed. **Merchandising:** Contact dealers by phone and personal calls; render follow-up work and co-operation in complete merchandising program. **Foreign language programs:** Accept limited number of announcements for participating Japanese and Filipino programs. **Artists bureau:** None, as such, but have local clearing house for talent. **Base rate:** \$32; with KGMB; \$80.

Copy restrictions: All copy must conform to NAB Code of Ethics and Federal Trade Commission rules and regulations. **E. T. library:** World; MacGregor. **News:** UP. **Commentators:** See under KGMB, Honolulu.

KGMB, HONOLULU

Operator: Hawaiian Broadcasting System, Ltd., 1129 Kapiolani Blvd. **Phone:** 2323. **Power:** 5,000 watts on 590 kc. **Affiliation:** CBS; Mutual. **Opened:** March 15, 1930. (Note: KHBC, Hilo, is sold in combination with this station; both are under the same ownership, and both are affiliated with the Honolulu Star-Bulletin).

General manager: J. Howard Worrall. **Station manager:** Webley Edwards. **Program director:** Leo Rumsey. **Chief engineer:** Eugene Goldrup. **Production manager:** Bob Stanley. **Publicity director:** Henry C. Putnam.

Rep: John Blair & Co. **Seating facilities:** Main studio seats 200 persons; Princess Theatre, 1,800; Hawaii Theatre, 1,200 (used after regular performances). **Merchandising:** Dealer contacts by personal call or phone; render follow-up work and co-operation in complete merchandising program. **Foreign language programs:** Accept

limited number of announcements for participating Japanese and Filipino programs. **Artists bureau:** Operate a clearing house for local talent. **Base rate:** \$72; with KHBC, \$80.

Copy restrictions: All copy must conform to NAB and Federal Trade Commission regulations. **E. T. library:** World; Associated; MacGregor; NAB. **News:** UP. **Commentators:** Bob Stanley (newscaster; sports); Webley Edwards (sports); Gene Sawyer (shopping; household hints); Henry C. Putnam (shipside interviewer).

KGU, HONOLULU

Operator: Advertiser Publishing Co., Ltd. Kapiolani Blvd. and South Street. **Phone:** 2311. **Power:** 2,500 watts on 750 kc. **Affiliation:** Special NBC Hawaiian service, available for use with NBC Pacific Coast Red or Blue. **Opened:** May 11, 1922. (Note: This station is newspaper-owned by the Honolulu Advertiser).

Station head and manager, chief engineer: M. A. Mulrony. **Assistant manager:** Donald O. Crozier. **Program manager:** Richard McGuire. **Musical director:** Verne W. Thompson.

Rep: The Katz Agency; Walter Biddick Co. (Pacific Coast). **Seating facilities:** Studio 1 seats 50 persons; Studio 2 seats 100; Auditorium seats 500. **Merchandising:** Complete news and merchandising service rendered in cooperation with the Honolulu Advertiser. **Foreign language programs:** Accepted at regular rate card rates plus a 40c or 75c translation charge for each announcement depending on its length; limited number of Japanese, Filipino and Chinese programs current. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Accept beer and wine accounts; all copy subject to station approval and FCC rules and regulations. **E. T. library:** Davis & Schwegler; Langworth; NBC Thesaurus. **News:** Transradio.

KTOH, LIHUE

Operator: Garden Island Publishing Co., Ltd. **Power:** 250 watts on 1500 kc.

At press time this station's construction permit had just been covered. For further details consult management.

Critical

FRED ALLEN

With Portland Hoffa, Peter Van Steeden, Harry Von Zell, Merry Macs, Lynn Murray Choir, Minerva Pious, Eileen Douglas, Johnny Brown, Charlie Cantor.

Variety
60 Mins.

BRISTOL-MYERS

Wed., 9 p.m.

WEAF-NBC, New York

(Young & Rubicam)

Fred Allen took up last Wednesday (5) where he had left off last June with but a single change in his weekly pattern. He's eliminated all the hub-dub about it's being Town to other in

JUDY VALLEE HOUR

With Rae Samuels, Freddy Bartholomew, Helen Claire, Wally Brown, George Givot

Variety
60 Mins.

STANDARD BRANDS

Thurs., 8 p.m.

WEAF-NBC, New York

(J. Walter Thompson)

Standard Brands' Thursday evening event seems to have entrenched itself in a humdrum bog. Zest for novelty is largely gone, the air about the whole thing suggests a chore that had been given a quick and round

WARDEN LA

30 Mins.

SLOAN'S LINE

Friday, 8 p.m.

WJZ-NBC, New York

(Warwick)

This is becoming a standard. Off of prison melodramas. It remains good, but also hokey, but also plausible way to get the element being aimed at.

PEOPLE'S RALL

30 Mins.

MENNEN'S

Sunday, 3:30 p.m.

WOR-Mutual, New York

(Kieser)

Here's a common radio idea for the forum. Pretty well received on both sides.

collect its share of listeners. Time of day is fairly good, and the presence of the New York Philharmonic SOUSA MEMORIAL

With E. A. Rolfe, William A. Brady, Mrs. Sousa, Robert Ripley, Arthur Fryor, Concert Band, University Glee Club of N. Y., Combined High Schools Band

30 Mins.

Sustaining

Saturday, 7 p.m.

WABC-CBS, New York

An inspirational program, the first of the series in a campaign to raise funds memorializing John Philip Sousa the 'march king.' Clicked

SIR CEDRIC HARDWICKE

'Merchand of Venice'

With Charles Warburton, Elizabeth Sitton, Ivor Lewis, William Strange, George Patton, Allen King, Rupert Caplan, Gordon Forsythe, A. J. Rostance, Betty Boylan, Robert Elliot, Reginald Stewart and Orch.

Dramatic

60 Mins.

Sustaining

Sunday, 9 p. m.

CBM, Montreal

This is one of the shows that Canadian 'X' money and American commercials built. And if the tre-

KATE SMITH, Commentator

With Ted Collins

15 Mins.

DIAMOND CRYSTAL SALT

Tu-Th-Sa; 12 Noon

WABC-CBS, New York

(Benton & Bowles)

Among ranking radio names, the duo of Rudy Vallee and Kate Smith can be set down as a pair with a real head full of sense. Vallee realized long ago that tooting a saxophone or singing through the nose

JACK HALEY

With Virginia Verrill, Lucille Ball, Artie Auerbach Ted Fio-Rito Orchestra

30 Mins.

WONDER BREAD

Friday, 7:30 p.m.

WABC-CBS, New York

(Benton & Bowles)

Jack Haley presides over a hockey-pokey half hour that piles up quite a few giggles and will qualify as okay mass entertainment. It is neither a rival of the best in radio comedy, nor a fellow-sufferer with the problem shows. It shapes up as akin to vaudeville's once important intermediate time, the catered

BING CROSBY

With Bob Burns, John Scott Trotter, Ken Carpenter, Walter Connolly, Joan Bennett, Johnny Mercer

Variety

60 Mins.

KRAFT CHEESE

Thurs., 10 p.m.

WEAF-NBC, New York

(J. Walter Thompson)

With the return of Bing Crosby last Thursday (20) this choice radio dish again became complete. But only for one installment. Crosby

TOSCANINI NBC SYMPHONY

With Samuel Chotzinoff, commentator

30 Mins.

Sustaining

Sat., 10 p.m.

WJZ-NBC, New York

Toscanini is back on NBC. He starts at 10 p.m. and so does W. C. Fields on WABC. Most of the symph-maniacs won't know about that or much care, but it may be a predicament for those borderline

AL PEARCE

With Portland Hoff

Reviews That Command Respect

(Young & Rubicam)

Morris has been in the East doing personal appearances between pictures. His stage turn consists of a skit and a bit of magic, but television hasn't arrived yet and radio can't project rabbit producing bits into the

HOBBY LOBBY

With Dave Elman, Harry Salter orch.

30 Mins.

FELS & CO.

Wed., 8:30 P.M.

WJZ-NBC, New York

(Young & Rubicam)

Program picked up new (its third) sponsor a week and a half after fading from the Jello spot it occupied as a summer replacement. New goal is to convince the housewife that Fels-Naptha Chips do a better job

WILLIAM A. BRADY

With Elliott Reed, Janet Gilbert

Drama

15 Mins.

SWEETHEART SOAP

Friday, 7:45 p.m.

WEAF, New York

(Peck)

A review of this stanza must presuppose one major inconsistency in the whole setup; the sponsor wants drama; he has gone to the expense of getting Wolf Associates to produce the show and William A. Brady, a w.k. legit producer, to m.c. it; he has hired okay actors and scripters;

which is usually identified with straight music, booming auctioneers and frequent commercials (but don't forget Jack Pearl as one comedy association), has stuck W. C. Fields into its Saturday frolic on CBS. Thereby sending that show

TEXACO STAR THEATRE

With Bette Davis, Adolphe Menjou, Una Merkel, Jane Froman, Kenny Baker, David Broekman orchestra, Charles Buggles, Ned Sparks, Max Reinhardt

60 Mins.

TEXAS CO.

Thursday, 9:30 p. m.

WABC-CBS, New York

(Buchanan)

Although the Max Reinhardt insert starring Bette Davis was a flaming dramatic plum pudding, the Texaco banquet was otherwise a ho-hum hodge-podge. It stands in need of plenty of fixing. Most of all there's too much variety and too little co-

BENNY GOODMAN Orchestra

With Bert Parks

30 Mins.

CAMEL

Saturday, 10 p. m.

WEAF-NBC, New York

(Esty)

Shifted to a Saturday night groove on the Camel program—the giggle account now has three slots a week. Benny Goodman's new live show (picked up this time from the Golden Gate International Exposition) essays a wince-instruction pattern.

Independent

AGENCIES

SPONSORS

STATIONS

VARIETY

The Newspaper of Broadcasting

When you advertise—

Reach the smart men of the trade by advertising in the only trade publication that dares to—

Slam . . .

Rebuke . . .

Challenge . . .

VARIETY'S readership and reputation is founded on Independence.

Mechanics

VARIETY

A Trade Paper Sold on Newsstands

PUBLISHED WEEKLY

25 Cents a Copy • \$10 a Year (Canada \$11)

Established in 1905

Adopted Newspaper Format in 1920

Radio Dept. Inaugurated Nov. 10, 1924



Forms Close Tuesdays, 12 Noon in New York

Printed on Newsprint Stock

Carries 55 Screen Cuts

Five columns to page, two-inch wide column

Page dimensions, 15 inches deep, 10 inches wide

Note: Variety is printed on Newsprint stock, and production managers preparing copy are asked to remember the reproduction limitations of 55 screen halftones.

Rates

VARIETY

A Frequency Discount System Up to 25%

	Times	Frequency Price
1/10 Page (105 lines)	1	\$42.50
	13	37.50
	26	35.00
	39	32.55
	52	30.00
1/8 Page (131 lines)	1	\$55.00
	13	47.50
	26	43.75
	39	40.61
	52	37.50
1/5 Page (210 lines)	1	\$85.00
	13	75.00
	26	70.00
	39	65.10
	52	60.00
1/4 Page (262 lines)	1	\$110.00
	13	95.00
	26	87.50
	39	81.22
	52	75.00
1/2 Page (525 lines)	1	\$210.00
	13	190.00
	26	175.00
	39	162.75
	52	150.00
1 Page (1,050 lines)	1	\$400.00
	13	375.00
	26	350.00
	39	325.00
	52	300.00

These rates apply to display advertising by Radio Stations, Networks, Station Representatives, Advertising Agencies, Transcriptions and Radio Equipment.
For national non-trade advertising rates consult Standard Rate and Data.

Respected

Because they have millions of dollars—and careers—invested in radio, such organizations and personages as those listed below regularly read *VARIETY* for the expert, forthright, unfrightened, hard-hitting reviews and comment.

- | | | | |
|--|--|--|--|
| <p>A. & P.
Acme White Lead
Affiliated Products
American Home Products
American Oil Co.
American Tel. & Tel. Co.
American Tobacco Co., Inc.
Lee Anderson
Armour
Arctic Nu-Air Corporation
Associated Oil Co.
Assn. of Nat. Advertisers
Atlantic Refining Co.
Atherton & Currier
Aubrey, Moore & Wallace
Auspitz & Lee
N. W. Ayer
B. T. Babbit, Inc.
Badger & Browning, Inc.
Bagnaley, Horton & Hoyt
Baker Aty. Agency, Ltd.
Barbasol Co.
Bater & Black
Bayer Co., Inc.
B. E. D. & O.
Beaumont & Hobman, Inc.
Beech Nut Packing Co.
Benton & Bowles
George Blair, Inc.
Blow Company, Inc.
M. R. Blackburn
Blackett-Sample-Hummert
Hill Blackett
Blue Coal
Borden Co.
Boston Fruit & Prod. Exch.
Bostonford, Constantine & Gardner
Chester R. Bowles
Boswell & Jarvis, Inc.
Luckey Boyman
Emil Brischner
Bristol-Meyers—J. M. Allen
Brooke, Smith & French, Inc.
D. P. Brother
Brown & Tatcher, Inc.
Buchanan
Arde Bulova
Leo Burnett
Kenneth Burton
John L. Butler
Ralph Starr Butler
Calkins & Holden
Calsolene Co., Inc.
Campa Corp.
Campbell-Evrad Company
Lawton Campbell
Campbell Soup
Carleton & Hovey Co.
Carnation Milk
Carter Medicine Co.
James M. Cecil
Central Hanover Bank
Cleveland H. Chase
Chevrolet Motor Co.
E. J. Churchill
Cities Service
Climacene Co.
Clements
Colgate-Palmolive-Peet
Russell C. Conier Advertising
Computer Advertising, Inc.
Continental Baking
Coolidge Advertising Co.
J. Ralph Corbett
Cora Products
C. H. Cottingham
Walker Craig
Cramer-Krasselt Co.
Cream-O-Wheat
Critchfield & Company
Thomas Churchill
Samuel C. Croot Co.
Powel Crosley, Jr.
Daggett & Rausstiel
D'Arco
R. H. Davis Co.
Louis deGarmo
James De Cesare
Dodge
Donahue & Coe, Inc.</p> | <p>Doremus & Company
Dorland International
Fruz Trade Products
B. C. Duff
E. I. DuPont De Nemours
Roy S. Durstine
Eglin Watch
E. A. Elliott
Sberman K. Ellis
Benjamin Esheleman Company
William Esty
John C. Esty
Ex-Lax
Mitchell Faust
Reed Ad. Agency, Inc.
Fels & Co.
R. A. Fellers
Ferry-Hardy Company
Firestone Tire & Rubber Co.
First United Broadcasters
F. W. Flitch Co.
Irving Forshelm
L. A. Folger & Co.
Ford Motor Co.
Freitag
Charles Daniel Frey Company
Krigidaire Corp.
Harry Frost
Harry M. Frost Co., Inc.
Fuller & Smith & Ross, Inc.
Gardner Advertising Company
Sidney Garfinkel Advertising
General Cigars
General Foods Corp.
General Mills
General Motors
Geser, Cornell & Newell, Inc.
J. Sterling Getchell
G. L. Ghirardelli
Gillette Safety Razor Co.
Goodreads & Co.
Good Gulf
Gold Dust Corp.
Gotham Advertising Company
Gotham Life Insurance
James A. Greeno & Co.
Grove Advertising Agency, Inc.
Grove Laboratories, Inc.
Gruen Watch Co.
Guenther-Bradford & Co., Inc.
Gulf Refining Co.
Lawrence Gumbauer
Haufl-Metzger
Kirby Hawkes
Hays MacFarland
Health Products Corp.
Henth-Seehof
H. J. Heinz Co.
Holtz-Pickering
E. W. Hellwig
Henri, Hurst & McDonald
George W. Hill
Mann Hollner
Lawrence Holcomb
Houmann Tareher
Frances Hooper
Kings Wallace Hopper
Horlick's Malted Milk Corp.
George A. Hormel Co.
Household Finance Corp.
Houston Railway Car Co.
W. S. Hill (Pittsburgh)
Hughes Churman & Dwight
Hutchins
Hutchinson
Frank Hummert
E. F. Hutton & Co.
Janus Dillard
Johns-Manville Corp.
Kasper Gordon
Joseph Katz
Kastor, H. W. & Sons
Henry J. Kaufman
Keeler & Sittes Company, Inc.
Kelllogg Co.
Kiesewetter, M. H.
Gerald King
W. S. King
Marlorie King
Kirtland-Kogel</p> | <p>Kenyon & Eckhardt
Edgar Kobak
Kolynos
Kraft-Phoenix Cheese Corp.
Kroger Grocery & Baking Co.
Kruser Agency
Arthur Kurland
Lady Esther Co.
Laubert & Feasley
Lamont Corliss & Co.
Eleguor L. Larsen
Chester La Roche
Latus & Bros. Co.
Edward Lasker
Lehn & Fluk Products Corp.
Lever Bros.
Leighton & Nelson
Leunen & Mitchell
Sam Matroon Levy
Libby, McNeill & Libby
Carr Liggett
L. E. Liggett
Liggett & Meyers
Liverpool & Knight
W. E. Long
Louis-Hayes Co.
Lord & Thomas
Tom Luckenbill
J. Shoveller Lynch
Lyons & Healy
Macfadden Publications, Inc.
MacManus, John & Adams
MacWilliams & Cole, Inc.
Manhattan Soap Co.
Mantle Lamp Co. of America
Richard Marcia
Marshchalk and Pratt, Inc.
J. M. Mathes
Matteson-Pogarty-Jordan
Maybelline
McCann-Erickson
McCutcheon-Gerson
George P. McGarratt
H. L. McClintock
McJunkin
McKee & Albright
McKnight & Jordan
John E. McMillin
Maurice Carpenter McMillen
Maxon, Inc.
E. Meisel, Inc.
Mennen Co.
C. E. Milderley
Altes Laboratories
Mitchell Faust
Molle
Phillip Morris & Co.
Phillip Morris
Morris Windmuller & Enginger
C. G. Mortimer
Muelter-Macromont Co.
J. P. Muller
Mutual Life
National Life & Accident Co.
Needham Louis & Broly
Neisser-Meyershoff
Elizabeth Black Nelson
H. P. Newcomb
Newell-Emmett
New York Life—H. Z. Coffee
New York Telephone Co.
J. H. North
Northern Warren Corp.
Norwich Pharmaceutical Co.
Nunnallyn Co.
E. H. Ohlmschager
Clarence Olmstead
Omega Chemical
Oriental Mills Co.
Osakoshi Overall Co.
Premier Tapest
Paris & Peart
Pacific Borax
Packard
Clifford P. Parcher
P. G. Parker
Peck Advertising Agency, Inc.
Pedlar & Ryan</p> | <p>Penn Tobacco Co.
Pennzell Co.
Pepper Co.
Pepperell Mfg. Co.
Peppercorn Co.
Pet Milk Sales Corp.
Pillsbury
G. J. Potts
Phelps-Enzel-Phelps
Frank Presbury
Procter & Gamble
Arthur Pryor, Jr.
Preston H. Pumphrey
Quaker Oats
Ralston-Purina Co.
L. W. Ransley
RCA-Victor
W. H. Rankin
Real Silk Hosiery
John T. Reber
Reynolds-Ellis-Younggreen-Phin
R. J. Reynolds
Harold E. Ritchie & Co., Inc.
Harlow P. Roberts
Stanley D. Roberts
Thomas Bevere
Hubbell Robinson
Roche Williams & Cunningham
Don Royle
Timothy Rockwell
Rogers & Smith
E. H. Ruffner
Rutgruff & Ryan
Tom L. L. Ryan
S.S.S. Co.
Schenley
Lester Schneider
Reggie Schuebel
Schwinn Realty Co.
Sellers Service
Shell Oil
Sindelar
D. P. Smelser
Smith Bros.
Smith & Drum
Sorony Vacuum
Standard Brands, Inc.
Stack-Goble
Strasska Laboratories
Sterling Products
Stewart Hanford & Frohman
Street & Finney
Studebaker Corp.
J. L. Sugaen
Sun Oil—E. S. Canton
Sweeney-James
Swift & Co.
Tastycust, Inc.
J. Walter Thompson Co.
Todd & Brown
Topping & Lloyd
Tracy-Loche-Dawson, Inc.
United Drug Co.
Union Central Insurance Co.
United States Ad. Corp.
United States Rubber Co.
United States Tobacco Co.
Vick Chemical Co.
Wade Ad. Co.
Wander Co.
Ward Baking Corp.
Ward Wheelock
Warwick & Legler
Earlin. Wasey & Company.
R. L. Watkins Co.
Milton Weinberg
Welch Grape Juice
Whitena Corp.
Wilcoff Co.
Willard Tablet Co.
John H. Woodbury Co.
Wm. Wrigley Co.
Wyeth Chemical
Young & Rubicam
Frederick Ziv</p> |
|--|--|--|--|

Leadership

DEFEND RADIO!

Reprinted from Variety, April 14, 1937

RADIO

SCREEN

STAGE

VARIETY

Published Every Wednesday in New York City

RADIO NEEDS SMART ANSWERS

... ceaseless propaganda about the alleged superiority of the British but they form the rooting section behind the pickaxe brigade that would like to tear down commercial radio to build, in its place, what they naively believe would be a superior type of radio.

Typical of many of the attacks made upon radio broadcasting is the just-published Vanguard volume, 'Not To Be Broadcast,' by Ruth Brindze. It's a sample of protest literature and radio may as well start getting smart with some answers. Witness the experience of the drug and food boys and the advertising biz itself.

New book depicts the radio situation as being in the hands of three chains who supervise 93% of the wattage. Chains in turn are in the hands of bankers and big advertisers, atop of which the newspaperers are crowding in. And astride the whole heap is the F.C.C., which is accused of political tinkering as well as exercising a law both forbidding and demanding censorship. In short, the F.C.C. can't censor; but it can revoke licenses because of public interest, convenience and necessity. These propositions are depicted as mutually contradictory.

Cited are some 35 cases of alleged censorship. And some proffered solutions. One is a government network paralleling the commercial system. Others: (1) free discussion periods for controversial topics without liability to stations; (2) checking domination of the air by small groups; (3) periodically announcing ownership of stations and propaganda groups; and (4) abolition of the president's emergency take-over powers of radio.

Just... cate a government web, and at the... but being contradictory, especially... with the F.C.C., isn't clear. It also... cases available, or what part of... sample, because no indication... domination... ment... of... pe... ng

are ap... efforts at improvement. But... t. Radio admittedly is willy... that you can't call a guy a... been as sensitive to this... boys were trying to take... where to jump.

In... radio is pretty sensitive to pressure of any kind. And this is the... rantee to date of no tomfoolery. Checks of various kinds more or less cancel each other out.

It's easy to poke up reform, but the question is: what kind? How about the various screw-ball movements advocating this or that, and then selling out lock, stock and barrel to the boys with the money? In finding banker connections, it might be interesting to investigate a few of the protest crowd.

\$10 a year
154 West 46 St.
New York City

The Weekly
Newspaper of
Broadcasting