

STATIONS

U. S. and Canada

U. S. STATIONS CLASSIFIED BY WATTAGE

In the accompanying lists, all U. S. radio stations, and all proposed radio stations (i.e., those having a construction permit only), are classified according to their power output. This classification was made from Federal Communications Commission records dated May 1, 1938.

The reader should note that the wattage assigned to certain stations is necessarily not always the wattage with which those stations are currently operating. Deviations occur where the F.C.C. has assigned a construction permit for higher wattage. In such instances the assigned higher wattage is credited to the station, although construction of equipment may as yet not be completed. Thus WGAR, Cleveland, is credited with 5,000 watts daytime and 1,000 watts nighttime because the station had an F.C.C. construction grant to that effect; actually, however, at the time this list was made, WGAR was operating on 1,000 and 500 watts.

This breakdown of wattage results in the following totals for each power category:

500,000 watts	1 station
50,000 watts	34 stations
25,000 watts	1 station
25,000 and 10,000 watts	1 station
20,000 watts	1 station
10,000 watts	11 stations
7,500 watts	1 station
5,000 watts	27 stations
5,000 and 1,000 watts	94 stations
5,000 and 500 watts	1 station
2,500 watts	2 stations
2,500 and 1,000 watts	6 stations
2,500 and 500 watts	3 stations
1,000 watts	90 stations
1,000 and 750 watts	1 station
1,000 and 500 watts	37 stations
1,000 and 250 watts	4 stations
500 watts	50 stations
500 and 250 watts	2 stations
250 watts	51 stations
250 and 100 watts	158 stations
200 watts	2 stations
100 watts	152 stations
50 watts	3 stations
Total (24 categories)	733 stations

Of these 733 stations, 39 were non-commercial stations and 42 were proposed stations (i.e., had construction permits only). (Figures as of May 1, 1938, F.C.C. records)

U. S. STATIONS BY WATTAGE—Continued

500.000 WATTS

WLW, Cincinnati, O.

50.000 WATTS

KDKA, Pittsburgh, Pa.
KFI, Los Angeles, Calif.
KMOX, St. Louis, Mo.
KNX, Los Angeles, Calif.
KOA, Denver, Colo.
KPO, San Francisco, Calif.
KSL, Salt Lake City, Utah.
WABC, New York, N. Y.
WBBM, Chicago, Ill.
WBT, Charlotte, N. C.
WBZ, Boston, Mass.
WCAU, Philadelphia, Pa.

WCCO, Minneapolis-St.
Paul, Minn.
WEAF, New York, N. Y.
WENR, Chicago, Ill.
WFAA-WBAP, Dallas-Ft.
Worth, Tex.
WGN, Chicago, Ill.
WGY, Schenectady, N. Y.
WHAM, Rochester, N. Y.
WHAS, Louisville, Ky.
WHO, Des Moines, Ia.
WJR, Detroit, Mich.

WJZ, New York, N. Y.
WLS, Chicago, Ill.
WMAQ, Chicago, Ill.
WOAI, San Antonio, Tex.
WOR, New York, N. Y.
WRVA, Richmond, Va.
WSB, Atlanta, Ga.
WSM, Nashville, Tenn.
WTAM, Cleveland, O.
WTIC, Hartford, Conn.
WWL, New Orleans, La.

25.000 WATTS

KVOO, Tulsa, Okla.

25.000 WATTS DAYTIME AND 10.000 WATTS NIGHTTIME

KSTP, Minneapolis-St.
Paul, Minn.

20.000 WATTS

WJJD, Chicago, Ill.

10.000 WATTS

KFAB, Lincoln, Nebr.
KFBK, Sacramento, Calif.
KOB, Albuquerque, N. Mex.
KRLD, Dallas, Tex.

KTHS, Hot Springs, Ark.
KWKH, Shreveport, La.
KYW, Philadelphia, Pa.
WBAL, Baltimore, Md.

WKCY, Cincinnati, O.
WJSV, Washington, D. C.
WOWO, Ft. Wayne, Ind.

7.500 WATTS

KGO, San Francisco, Calif.

5.000 WATTS

KEX, Portland, Ore.
KFBI, Abilene, Kans.
KGA, Spokane, Wash.
KJR, Seattle, Wash.
KOMA, Oklahoma City,
Okla.
KPRC, Houston, Tex.
KSOO, Sioux Falls, S. Dak.
KUOA, Siloam Springs,
Ark.
KWTO, Springfield, Mo.

WAPI, Birmingham, Ala.
WBIL, New York, N. Y.
WCAL, Northfield, Minn.
WCBF, Chicago, Ill.
WCFL, Chicago, Ill.
WHA, Madison, Wis.
WHIP, Hammond, Ind.
WKBW, Buffalo, N. Y.
WLAC, Nashville, Tenn.
WLB, Minneapolis-St. Paul,
Minn.

WLBL, Stevens Point, Wis.
WMBI, Chicago, Ill.
WOI, Ames, Ia.
WPG, Atlantic City, N. J.
WPTF, Raleigh, N. C.
WRUF, Gainesville, Fla.
WWJ, Detroit, Mich.
WWVA, Wheeling, W. Va.

5.000 WATTS DAYTIME AND 1.000 WATTS NIGHTTIME

KDYL, Salt Lake City,
Utah.
KECA, Los Angeles, Calif.
KEHE, Los Angeles, Calif.
KFBB, Great Falls, Mont.
KFH, Wichita, Kans.
KFKU, Lawrence, Kans.
KFNF, Shenandoah, Ia.

KFOX, Long Beach, Calif.
KFPY, Spokane, Wash.
KFRC, San Francisco, Calif.
KFWB, Los Angeles, Calif.
KFYR, Bismarck, N. Dak.
KGHL, Billings, Mont.
KGKO, Wichita Falls, Tex.
KGVO, Missoula, Mont.

KGW, Portland, Ore.
KHJ, Los Angeles, Calif.
KHQ, Spokane, Wash.
KIDO, Boise, Idaho.
KLRA, Little Rock, Ark.
KLZ, Denver, Colo.
KMA, Shenandoah, Ia.
KMBC, Kansas City, Mo.

U. S. STATIONS BY WATTAGE—Continued

KOIL, Omaha, Nebr.	WDBO, Orlando, Fla.	WJAX, Jacksonville, Fla.
KOIN, Portland, Ore.	WDGY, Minneapolis-St. Paul, Minn.	WJDX, Jackson, Miss.
KOL, Seattle, Wash.	WDOD, Chattanooga, Tenn.	WKRC, Cincinnati, O.
KOMO, Seattle, Wash.	WDRC, Hartford, Conn.	WKY, Oklahoma City, Okla.
KRNT, Des Moines, Ia.	WEAN, Providence, R. I.	WMAZ, Macon, Ga.
KSCJ, Sioux City, Ia.	WEBC, Duluth, Minn.	WMBD, Peoria, Ill.
KSD, St. Louis, Mo.	WEEI, Boston, Mass.	WMC, Memphis, Tenn.
KSFO, San Francisco, Calif.	WFBC, Greenville, S. C.	WMMN, Fairmount, W. Va.
KTRH, Houston, Tex.	WFBL, Syracuse, N. Y.	WMT, Cedar Rapids, Ia.
KTSA, San Antonio, Tex.	WFBM, Indianapolis, Ind.	WNAC, Boston, Mass.
KTUL, Tulsa, Okla.	WFBR, Baltimore, Md.	WNAX, Yankton, S. Dak.
KVI, Tacoma, Wash.	WFLA, Tampa, Fla.	WNOX, Knoxville, Tenn.
KWK, St. Louis, Mo.	WGAR, Cleveland, O.	WOW, Omaha, Nebr.
KWSC, Pullman, Wash.	WGR, Buffalo, N. Y.	WRC, Washington, D. C.
KYA, San Francisco, Calif.	WGST, Atlanta, Ga.	WREC, Memphis, Tenn.
WADC, Akron, O.	WHIO, Dayton, O.	WREN, Lawrence, Kans.
WBEN, Buffalo, N. Y.	WHN, New York, N. Y.	WSAI, Cincinnati, O.
WBNS, Columbus, O.	WIBA, Madison, Wis.	WSMB, New Orleans, La.
WBRC, Birmingham, Ala.	WIBW, Topeka, Kans.	WSPD, Toledo, O.
WCAE, Pittsburgh, Pa.	WIND, Gary, Ind.	WSUN, St. Petersburg, Fla.
WDAE, Tampa, Fla.	WIRE, Indianapolis, Ind.	WTCN, Minneapolis-St. Paul, Minn.
WDAF, Kansas City, Mo.	WIS, Columbia, S. C.	WTMJ, Milwaukee, Wis.
WDAY, Fargo, N. Dak.	WJAR, Providence, R. I.	WTOC, Savannah, Ga.
WDBJ, Roanoke, Va.	WJAS, Pittsburgh, Pa.	

5,000 WATTS DAYTIME AND 500 WATTS NIGHTTIME

KID, Idaho Falls, Idaho.

2,500 WATTS

KFEQ, St. Joseph, Mo.

KGU, Honolulu, Hawaii

2,500 WATTS DAYTIME AND 1,000 WATTS NIGHTTIME

KGIR, Butte, Mont.

WCSH, Portland, Me.

WHK, Cleveland, O.

KGNC, Amarillo, Tex.

WHBI, Newark, N. J.

WNEW, New York, N. Y.

2,500 WATTS DAYTIME AND 500 WATTS NIGHTTIME

KFSG, Los Angeles, Calif.

KRKD, Los Angeles, Calif.

KSO, Des Moines, Oa.

1,000 WATTS

KALE, Portland, Ore.

KMTR, Los Angeles, Calif.

KXOK, St. Louis, Mo.

KFAC, Los Angeles, Calif.

KOAC, Corvallis, Ore.

KXYZ, Houston, Tex.

KFDY, Brookings, S. Dak.

KOAM, Pittsburg, Kans.

WAAF, Chicago, Ill.

KFSD, San Diego, Calif.

KOY, Phoenix, Ariz.

WAVE, Louisville, Ky.

KFVD, Los Angeles, Mont.

KPMC, Bakersfield, Calif.

WAWZ, Zarephath, N. J.

KGB, San Diego, Calif.

KPOF, Denver, Colo.

WBBR, New York, N. Y.

KGBU, Ketchikan, Alaska.

KQW, San Jose, Calif.

WBIG, Greensboro, N. C.

KGCX, Wolf Point, Mont.

KRGV, Weslaco, Tex.

WBNX, New York, N. Y.

KGDM, Stockton, Calif.

KROW, Oakland, Calif.

WBRY, Waterbury, Conn.

KGER, Long Beach, Calif.

KTAR, Phoenix, Ariz.

WBZA, Boston, Mass.

KGGF, Coffeyville, Kans.

KTAT, Fort Worth, Tex.

WCOC, Meridian, Miss.

KGGM, Albuquerque, N. Mex.

KTBC, Austin, Tex.

WDSU, New Orleans, La.

KGMB, Honolulu, Hawaii

KTBS, Shreveport, La.

WEAU, Eau Claire, Wis.

KGNF, North Platte, Nebr.

KTFI, Twin Falls, Idaho.

WEEU, Reading, Pa.

KIRO, Seattle, Wash.

KTW, Seattle, Wash.

WESG, Elmira, N. Y.

KLX, Oakland, Calif.

KVOA, Tucson, Ariz.

WEVD, New York, N. Y.

KMJ, Fresno, Calif.

KVOR, Colorado Springs, Colo.

WEW, St. Louis, Mo.

KMMJ, Clay Center, Nebr.

KXA, Seattle, Wash.

WFAB, New York, N. Y.

KMO, Tacoma, Wash.

KXBY, Kansas City, Mo.

WFIL, Philadelphia, Pa.

WGVA, Indianapolis, Ind.

U. S. STATIONS BY WATTAGE—Continued

WHAZ, Troy, N. Y.	WMCA, New York, N. Y.	WSAR, Fall River, Mass.
WHB, Kansas City, Mo.	WNAD, Norman, Okla.	WSAZ, Huntington, W. Va.
WHDH, Boston, Mass.	WNYC, New York, N. Y.	WSPA, Spartanburg, S. C.
WILL, Urbana, Ill.	WOL, Washington, D. C.	WSYR-WSYU, Syracuse, N. Y.
WINS, New York, N. Y.	WORK, York, Pa.	WTAD, Quincy, Ill.
WIP, Philadelphia, Pa.	WOV, New York, N. Y.	WTAG, Worcester, Mass.
WIOD, Miami, Fla.	WPEN, Philadelphia, Pa.	WTAQ, Green Bay, Wis.
WJAG, Norfolk, Nebr.	WQAM, Miami, Fla.	WTAR, Norfolk, Va.
WKAR, East Lansing, Mich.	WQBC, Vicksburg, Miss.	WWNC, Asheville, N. C.
WKBH, La Crosse, Wis.	WQDM, St. Albans, Vt.	WXYZ, Detroit, Mich.
WLAW, Lawrence, Mass.	WQXR, New York, N. Y.	

1,000 WATTS DAYTIME AND 750 WATTS NIGHTTIME

WOSU, Columbus, O.

1,000 WATTS DAYTIME AND 500 WATTS NIGHTTIME

KABR, Aberdeen, S. Dak.	WAGA, Atlanta, Ga.	WHIS, Bluefield, W. Va.
KARK, Little Rock, Ark.	WALA, Mobile, Ala.	WHP, Harrisburg, Pa.
KFDM, Beaumont, Tex.	WBAA, W. Lafayette, Ind.	WICC, Bridgeport, Conn.
KFJM, Grand Forks, N. Dak.	WBCM, Bay City, Mich.	WLBZ, Bangor, Me.
KFKA, Greeley, Colo.	WCAO, Baltimore, Md.	WMPS, Memphis, Tenn.
KFRU, Columbia, Mo.	WCHS, Charleston, W. Va.	WNBX, Springfield, Vt.
KFUO, Clayton, Mo.	WCOA, Pensacola, Fla.	WOKO, Albany, N. Y.
KIEM, Eureka, Calif.	WCSC, Charleston, S. C.	WPRO, Providence, R. I.
KIT, Yakima, Wash.	WFEA, Manchester, N. H.	WQAN, Scranton, Pa.
KLPM, Minot, N. Dak.	WGBF, Evansville, Ind.	WROK, Rockford, Ill.
KSAC, Manhattan, Kans.	WGBI, Scranton, Pa.	WSFA, Montgomery, Ala.
WAAB, Boston, Mass.	WGES, Chicago, Ill.	WSUI, Iowa City, Ia.
	WHEC, Rochester, N. Y.	

1,000 WATTS DAYTIME AND 250 WATTS NIGHTTIME

KSEI, Pocatello, Idaho.	WKZO, Kalamazoo, Mich.	WNBC, New Britain, Conn.
WISN, Milwaukee, Wis.		

500 WATTS

KDFN, Casper, Wyo.	KVOD, Denver, Colo.	WJBO, Baton Rouge, La.
KDTH, Dubuque, Ia.	KWJJ, Portland, Ore.	WKBN, Youngstown, Ohio.
KELA, Centralia, Wash.	WAAT, Jersey City, N. J.	WLTH, New York, N. Y.
KFEL, Denver, Colo.	WAAW, Omaha, Neb.	WMBG, Richmond, Va.
KFUD, Clayton, Mo.	WARD, New York, N. Y.	WOOD-WASH, Grand Rapids, Mich.
KGBX, Springfield, Mo.	WBBC, New York, N. Y.	WORC, Worcester, Mass.
KGHF, Pueblo, Colo.	WCAD, Canton, N. Y.	WORLD, Boston, Mass.
KJBS, San Francisco, Calif.	WCAM, Camden, N. J.	'WRNL, Richmond, Va.
KLO, Ogden, Utah.	WCAP, Asbury Park, N. J.	WRR, Dallas, Texas.
KMPC, Beverly Hills, Calif.	WCBA, Allentown, Pa.	WSAN, Allentown, Pa.
KOH, Reno, Nev.	WCLE, Cleveland, Ohio.	WSBT, South Bend, Ind.
KPAC, Port Arthur, Texas.	WCOP, Boston, Mass.	WSPR, Springfield, Mass.
KQV, Pittsburgh, Pa.	WDEV, Waterbury, Vt.	WSVA, Harrisonburg, Va.
KRIS, Corpus Christi, Texas.	WELI, New Haven, Conn.	WTAW, College Station, Texas.
KTMS, Santa Barbara, Calif.	WFMD, Frederick, Md.	WTNJ, Trenton, N. J.
KUSD, Vermillion, S. D.	WGAN, Portland, Me.	WVFW, New York, N. Y.
	WHAL, Saginaw, Mich.	
	WHKC, Columbus, Ohio.	

500 WATTS DAYTIME AND 250 WATTS NIGHTTIME

WDEL, Wilmington, Del.	WMAL, Washington, D. C.
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U. S. STATIONS BY WATTAGE—Continued

250 WATTS

KAND, Corsicana, Tex.	KRRV, Sherman, Texas.	WGIL, Galesburg, Ill.
KATE, Albert Lea, Minn.	KRSC, Seattle, Wash.	WGRC, New Albany, Ind.
KCRC, Enid, Okla.	KSRO, Santa Rosa, Calif.	WHAI, Greenfield, Mass.
KFQD, Anchorage, Alaska.	KTEM, Temple, Texas.	WHBL, Sheboygan, Wis.
KFRO, Longview, Texas.	KTKC, Visalia, Calif.	WHDL, Olean, N. Y.
KGCU, Mandan, N. D.	KTRB, Modesto, Calif.	WHEB, Portsmouth, N. H.
KGDY, Huron, S. D.	KVEC, San Louis Obispo, Calif.	WHJB, Greensburg, Pa.
KGNO, Dodge City, Kans.	KWLK, Longview, Wash.	WHLS, Port Huron, Mich.
KHBC, Hilo, Hawaii	KWNO, Winona, Minn.	WHOM, Jersey City, N. J.
KHSL, Chico, Calif.	KYOS, Merced, Calif.	WICA, Ashtabula, Ohio.
KHUB, Watsonville, Calif.	WAGF, Dothan, Ala.	WJMC, Rice Lake, Wis.
KIEV, Glendale, Calif.	WAIR, Winston-Salem, N. C.	WJRD, Tuscaloosa, Ala.
KINY, Juneau, Alaska.	WATR, Waterbury, Conn.	WKST, New Castle, Pa.
KLS, Oakland, Calif.	WDAN, Danville, Ill.	WMBS, Uniontown, Pa.
KMED, Medford, Ore.	WDZ, Tuscola, Ill.	WPIC, Sharon, Pa.
KNEL, Brady, Texas.	WENY, Elmira, N. Y.	WSAL, Salisbury, Md.
KPLT, Paris, Texas.		WTBO, Cumberland, Md.
KRLC, Lewiston, Idaho.		

250 WATTS DAYTIME AND 100 WATTS NIGHTTIME

KABC, San Antonio, Tex.	KPAB, Laredo, Texas	WCNW, New York City.
KALB, Alexandria, La.	KPFA, Helena, Mont.	WCPO, Cincinnati, O.
KAWM, Gallup, N. Mex.	KPLC, Lake Charles, La.	WDAH, El Paso, Tex.
KCMC, Texarkana, Tex.	KPQ, Wenatchee, Wash.	WDAS, Philadelphia, Pa.
KCRJ, Jerome, Ariz.	KRBC, Abilene, Tex.	WDWS, Champaign, Ill.
KDB, Santa Barbara, Calif.	KRBM, Bozeman, Mont.	WEBQ, Harrisburg, Ill.
KDNC, Lewiston, Mont.	KRE, Berkeley, Cal.	WEBR, Buffalo, N. Y.
KFAM, St. Cloud, Minn.	KRMC, Jamestown, N. D.	WEED, Rocky Mount, N. C.
KFJB, Marshalltown, Ia.	KRMD, Shreveport, La.	WEOA, Evansville, Ind.
KFJZ, Fort Worth, Tex.	KRNR, Roseburg, Ore.	WEST, Easton, Pa.
KFOR, Lincoln, Neb.	KROC, Rochester, Minn.	WFOY, St. Augustine, Fla.
KFPL, Dublin, Neb.	KSAL, Salina, Kans.	WFTC, Kingston, N. C.
KFVS, Cape Girardeau, Mo.	KSUN, Lowell, Ariz.	WGAL, Lancaster, Pa.
KFXD, Nampa, Idaho.	KTRI, Sioux City, Ia.	WGAU, Athens, Ga.
KFFX, Grand Junction, Colo.	KTSM, El Paso, Tex.	WGCM, Mississippi City, Miss.
KFFXR, Oklahoma City, Okla.	KVOX, Moorhead, Minn.	WGH, Newport News, Va.
KFYO, Lubbock, Tex.	KVRS, Rock Springs, Wyo.	WGL, Fort Wayne, Ind.
KGAR, Tucson, Ariz.	KVSO, Ardmore, Okla.	WHBC, Canton, O.
KGDE, Fergus Falls, Minn.	KWJB, Globe, Ariz.	WHBF, Rock Island, Ill.
KGFF, Shawnee, Okla.	KWYO, Sheridan, Wyo.	WHBU, Anderson, Ind.
KGFI, Brownsville, Tex.	KXL, Portland, Ore.	WHBY, Green Bay, Wis.
KGFW, Kearney, Neb.	KYRO, Aberdeen, Wash.	WHDF, Calumet, Mich.
KGHI, Little Rock, Ark.	KYSM, Mankato, Minn.	WHEF, Kosciusko, Miss.
KGKB, Tyler, Tex.	WABI, Bangor, Me.	WHFC, Cicero, Ill.
KGKL, San Angelo, Tex.	WABY, Albany, N. Y.	WHLB, Virginia, Minn.
KGKY, Scottsbluff, Neb.	WAML, Laurel, Miss.	WIBM, Jackson, Mich.
KGLO, Mason City, Ia.	WAPO, Chattanooga, Tenn.	WIBU, Poynette, Wis.
KGLU, Safford, Ariz.	WATL, Atlanta, Ga.	WIBX, Utica, N. Y.
KLAH, Carlsbad, N. M.	WAYX, Waycross, Ga.	WIL, St. Louis, Mo.
KLBM, La Grande, Ore.	WBBZ, Ponca City, Okla.	WJAC, Johnstown, Pa.
KMAC, San Antonio, Tex.	WBNY, Buffalo, N. Y.	WJBC, Bloomington, Ill.
KMLB, Monroe, La.	WBOW, Terre Haute, Ind.	WJBK, Detroit, Mich.
KNOW, Austin, Tex.	WBRK, Pittsfield, Mass.	WJBY, Gadsden, Ala.
KOBH, Rapid City, S. D.	WBTM, Danville, Va.	WJIM, Lansing, Mich.
KOCA, Kilgore, Tex.	WCAX, Burlington, Vt.	WJNO, West Palm Beach, Fla.
KONO, San Antonio, Tex.	WCBM, Baltimore, Md.	WJTN, Jamestown, N. Y.
KOOS, Marshfield, Ore.	WCBS, Springfield, Ill.	WJW, Akron, O.
KOVC, Valley City, N. D.	WCHV, Charlottesville, Va.	WKBB, Dubuque, Ia.
	WCLO, Janesville, Wis.	
	WCMI, Ashland, Ky.	

U. S. STATIONS BY WATTAGE—Continued

WKBO, Harrisburg, Pa. WKBZ, Muskegon, Mich. WLAP, Lexington, Ky. WLBC, Muncie, Ind. WLEU, Erie, Pa. WLLH, Lowell, Mass. WLMU, Middlesboro, Ky. WLVA, Lynchburg, Va. WMAS, Springfield, Mass. WMBC, Detroit, Mich. WMBH, Joplin, Mo. WMBO, Auburn, N. Y. WMBR, Jacksonville, Fla. WMEX, Boston, Mass. WMEF, Plattsburg, N. Y.	WMFG, Hibbing, Minn. WMIN, Minneapolis-St. Paul, Minn. WMPC, Lapeer, Mich. WNBFB, Binghamton, N. Y. WNBH, New Bedford, Mass. WOC, Davenport, Ia. WOMI, Owensboro, Ky. WPAD, Paducah, Ky. WRAK, Williamsport, Pa. WRBL, Columbus, Ga. WRDW, Augusta, Ga. WRGA, Rome, Ga. WRJN, Racine, Wis.	WROL, Knoxville, Tenn. WSAU, Wausau, Wis. WSAY, Rochester, N. Y. WSBC, Chicago, Ill. WSGN, Birmingham, Ala. WSIX, Nashville, Tenn. WSLI, Jackson, Miss. WSOC, Charlotte, N. C. WTAL, Tallahassee, Fla. WTJS, Jackson, Tenn. WTMV, East St. Louis, Ill. WTRC, Elkhart, Ind. WWRL, New York City. WWSW, Pittsburgh, Pa.
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200 WATTS

KGFX, Pierre, S. D.	WSMK, Dayton, O.
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100 WATTS

KADA, Ada, Okla. KANS, Wichita, Kans. KARM, Fresno, Cal. KASA, Elk City, Okla. KAST, Astoria, Ore. KBIX, Muskogee, Okla. KBPS, Portland, Ore. KBST, Big Spring, Texas. KBTM, Jonesboro, Ark. KCKN, Kansas City, Kans. KCMO, Kansas City, Mo. KDAL, Duluth, Minn. KDLR, Devils Lake, N. D. KDNT, Denton, Texas. KDON, Monterey, Calif. KEEN, Seattle, Wash. KELD, El Dorado, Ark. KELO, Sioux Falls, S. D. KERN, Bakersfield, Calif. KEUB, Price, Utah. KFGQ, Boone, Ia. KFIO, Spokane, Wash. KFIZ, Fond du Lac, Wis. KFJI, Klamath Falls, Ore. KFPW, Fort Smith, Ark. KFXM, San Bernardino, Calif. KGCA, Decorah, Ia. KGCI, Coeur d'Alene, Idaho. KG EK, Sterling, Colo. KGEZ, Kalispell, Mont. KGFJ, Los Angeles, Calif. KGFY, Roswell, N. Mex. KGGC, San Francisco, Calif. KGIW, Alamosa, Calif. KGV L, Greenville, Texas. KGY, Olympia, Wash. KHGB, Okmulgee, Okla. KICA, Clovis, N. Mex. KIDW, Lamar, Colo.	KIUL, Garden City, Kans. KIUN, Pecos, Tex. KIUP, Durango, Colo. KLCN, Blytheville, Ark. KLUF, Galveston, Texas KNET, Palestine, Texas KOKO, La Junta, Colo. KORE, Eugene, Ore. KOTN, Pine Bluff, Ark. KP DN, Pampa, Texas KP PC, Pasadena, Calif. KRBA, Lufkin, Texas. KRIC, Beaumont, Texas. KRLH, Midland, Texas KR OD, El Paso, Texas. KROY, Sacramento, Calif. KRQA, Santa Fe, N. Mex. KSLM, Salem, Ore. KSUB, Cedar City, Utah. KTOK, Oklahoma City, Okla. KUJ, Walla Walla, Wash. KUMA, Yuma, Ariz. KUTA, Salt Lake City, Utah. KVCV, Redding, Calif. KVGB, Great Bend, Kans. KVNU, Logan, Utah. KVOE, Santa Ana, Calif. KVOL, Lafayette, La. KVOS, Bellingham, Wash. KWBG, Hutchinson, Kans. KW EW, Hobbs, N. Mex. KWG, Stockton, Calif. KWLC, Decorah, Ia. KWOC, Poplar Bluff, Mo. KWOS, Jefferson City, Mo. KWTN, Watertown, S. D. KXO, El Centro, Calif. WACO, Waco, Texas WAGM, Presque Isle, Me.	WAIM, Anderson, S. C. WALR, Zanesville, O. WAZL, Hazleton, Pa. WBAX, Wilkes-Barre, Pa. WBBL, Richmond, Va. WBEO, Marquette, Mich. WBHP, Huntsville, Ala. WBLK, Clarksburg, W. Va. WBL Y, Lima, O. WBNO, New Orleans, La. WBRB, Red Bank, N. J. WBRE, Wilkes-Barre, Pa. WCAT, Rapid City, S. D. WCAZ, Carthage, Ill. WCLS, Joliet, Ill. WCOL, Columbus, O. WCRW, Chicago, Ill. WDNC, Durham, N. C. WDSM, Superior, Wis. WEDC, Chicago, Ill. WELL, Battle Creek, Mich. WEMP, Milwaukee, Wis. WFAM, South Bend, Ind. WFAS, White Plains, N. Y. WFBG, Altoona, Pa. WFDF, Flint, Mich. WFMJ, Youngstown, O. WFOR, Hattiesburg, Miss. WGBE, Freeport, N. Y. WGN Y, Newburgh, N. Y. WGFC, Albany, Ga. WGRM, Grenada, Miss. WGTM, Wilson, N. C. WHAT, Philadelphia, Pa. WHBB, Selma, Ala. WHBQ, Memphis, Tenn. WIBG, Glenside, Pa. WILM, Wilmington, Del. WJBL, Decatur, Ill. WJBW, New Orleans, La. WJEJ, Hagerstown, Md. WJMS, Ironwood, Mich.
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U. S. STATIONS BY WATTAGE—Continued

WKAT, Miami Beach, Fla.	WMSD, Sheffield, Ala.	WRDO, Augusta, Me.
WKBV, Richmond, Ind.	WNBZ, Saranac Lake, N. Y.	WRTD, Richmond, Va.
WKEU, Griffin, Ga.	WNLC, New London, Conn.	WSAJ, Grove City, Pa.
WKOK, Sunbury, Pa.	WOLS, Florence, S. C.	WSJS, Winston-Salem, N. C.
WLAJ, Lakeland, Fla.	WOMT, Manitowoc, Wis.	WSNJ, Bridgeton, N. J.
WLNH, Laconia, N. H.	WOPI, Bristol, Tenn.	WSYB, Rutland, Vt.
WMBQ, New York, N. Y.	WPAR, Parkersburg, W. Va.	WTAX, Springfield, Ill.
WMFD, Wilmington, N. C.	WPAX, Thomasville, Ga.	WTEL, Philadelphia, Pa.
WMFJ, Daytona Beach, Fla.	WPAY, Portsmouth, O.	WTHT, Hartford, Conn.
WMFO, Decatur, Ala.	WRAW, Reading, Pa.	WTOL, Toledo, O.
WMFR, High Point, N. C.		WWAE, Hammond, Ind.

50 WATTS

KRKO, Everett, Wash.	WEXL, Royal Oak, Mich.	WSVS, Buffalo, N. Y.
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U. S. RADIO STATIONS

(With Location and Pertinent Data in Capsule Form)

The following list may be used to find the location of any station when the call letters are known. Certain other particulars, such as are most needed in research work, are also listed in tabular form for quick addition or compilation.

In the column headed "aggregate seating facilities," the figures represent the combined total facilities for seating a studio audience. Thus, if a station has a studio seating 50, an auditorium seating 750, and remote facilities for 200, the figure set down in this column would be 1,000.

Under merchandising, a free service is indicated by "F." A service for which a charge of any kind is made is represented by "C." Both symbols may also appear in combination. When it is not clear whether the station charges for its services, or renders them gratis, an "X" appears.

An artists bureau (i. e., an organization having talent under contract) is marked "X." When the setup is nominal—i. e., supplies talent without having talent under contract, or functioning only part of the time—an "N" is set down. When the setup supplies performers without any further services, "SP" is used as symbol.

Acceptance of foreign language programs is indicated by an "X." When the station has no policy for or against such programs, the symbol "NP" is employed.

Acceptance of beer, wines, and hard liquor is indicated by "B," "W," "L." When any of these symbols appear in parentheses accompanied by an asterisk (*), this means that some type of restriction is placed on acceptance. For further details in all cases, consult the information given in detail further on in this section.

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
CKLW Detroit, Mich.	200	C	SP
KABC San Antonio, Tex.	80	F & C	N	X	B, W
KABR Aberdeen, S. Dak.	50	F	X	?

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KADA Ada, Okla.	?	F
KALB Alexandria, La.	300	B, W, L
KALE Portland, Ore.	...	F	X	(B*)
KAND Corsicana, Tex.	30	F	NP	B
KANS Wichita, Kans.	25	F	N	X	B
KARK Little Rock, Ark.	200	F	X	B, W (L*)
KARM Fresno, Calif.	200	F	NP	B, W, L
KASA Elk City, Okla.	300	F	N	NP	3.2% only
KAST Astoria, Ore.	...	F	X	(B, W, L*)
KATE Albert Lea, Minn.	?	?	?	?	?
KAWM Gallup, N. Mex.	70	F	X	B, W
KBIX Muskogee, Okla.	50	?	NP	B, W, L
KBPS Portland, Ore.				Non-Commercial	
KBST Big Spring, Tex.	250	F	X	X
KBTM Jonesboro, Ark.	50	F	X	B
KCKN Kansas City, Kans.	200	F	N	X
KCMC Texarkana, Tex.	1,525	F & C	N	B, W
KCMO Kansas City, Mo.	100	F	X	B, W
KCRC Enid, Okla.	250	F	X	NP	B, W
KCRJ Jerome, Ariz.	?	?	?	?	?
KDAL Duluth, Minn.	75	F & C	X	B, W
KDB Santa Barbara, Calif.	25	F	X	B, W (L*)
KDFN Casper, Wyo.	1,850	F	NP	B, W
KDKA Pittsburgh, Pa.	330	X	B
KDLR Devils Lake, N. Dak.	990	F & C	X	B
KDNC Lewiston, Idaho				Not yet in operation	
KDNT Denton, Tex.				Not yet in operation	

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KDON Monterey, Calif.	480	F (?)	X	B, W
KDTH Dubuque, Iowa			Not yet in operation		
KDYL Salt Lake City, Utah	2,550	F	X	B
KECA Los Angeles, Calif.	300	F	B, W
KEEN Seattle, Wash.	15	?	?	B
KEHE Los Angeles, Calif.	300	F	?	B, W, L
KELA Centralia, Wash.	?	?	?	?	?
KELD Eldorado, Ark.	50	F	N	B, W
KELO Sioux Falls, S. Dak.	See KSOO	F	B
KERN Bakersfield, Calif.	400	F	B, W
KEUB Price, Utah	25	X	B, W
KEX Portland, Ore.	275	F	(B & W*)
KFAB Lincoln, Neb.	950	F	X	B
KFAC Los Angeles, Calif.	300	F	N
KFAM St. Cloud, Minn.			Not yet in operation		
KFBB Great Falls, Mont.	...	F	B
KFBI Abilene, Kans.	100	F & C	X
KFBK Sacramento, Calif.	300	F	B, W
KFDM Beaumont, Tex.	50	F	X	B, W
KFDY Brookings, S. Dak.			Non-Commercial		
KFEL Denver, Colo.	1,350	F	X	B, W (L*)
KFEQ St. Joseph, Mo.	50	F & C	NP	B
KFGQ Boone, Iowa			Non-Commercial		
KFH Wichita, Kans.	75	F	X	B
KFI Los Angeles, Calif.	See KECA	F	B, W
KFIO Spokane, Wash.	750	B, W

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KFIZ	25	X	B, W, L
Fond du Lac, Wis.					
KFJB	2,300	F & C	X
Marshalltown, Iowa					
KFJI	?	?	?	?	?
Klamath Falls, Ore.					
KFJM	35	F & C	X	B, W
Grand Forks, N. Dak.					
KFJZ	50	F	B, W
Fort Worth, Tex.					
KFKA	?	?	?	?	?
Greeley, Colo.					
KFKU			Non-Commercial		
Lawrence, Kan.					
KFNF	300	F & C	X	X
Shenandoah, Iowa					
KFOR	950	F	X	B
Lincoln, Nebr.					
KFOX	C	(B & W*)
Long Beach, Calif.					
KFPL	?	?	?	?	?
Dublin, Tex.					
KFPW	580	F & C	NP	B
Ft. Smith, Ark.					
KFPY	500	C	B, W
Spokane, Wash.					
KFQD	100	F	B, W, L
Anchorage, Alaska					
KFRC	350	F	X	B, W
San Francisco, Calif.					
KFRO	50	F	X	NP	B, W
Longview, Tex.					
KFRU	C	X	X	B, W
Columbia, Mo.					
KFSD	100	F & C	B, W
San Diego, Calif.					
KFSG			Non-Commercial		
Los Angeles, Calif.					
KFUO			Non-Commercial		
Clayton, Mo.					
KFVD	200
Los Angeles, Calif.					
KFVS	100	C	B, W
Cape Girardeau, Mo.					
KFWB	530	?	?	B, W
Los Angeles, Calif.					
KFXD	40	F	NP
Nampa, Idaho					
KFXJ	250	F	NP	B, W
Grand Junction, Colo.					
KFXM	300	F	X	B, W
San Bernardino, Calif.					
KFXR	?	?	X	X	B, W
Oklahoma City, Okla.					

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KFYO		F	SP	X
Lubbock, Tex.					
KFYB		F	X	B
Bismarck, N. Dak.					
KGA	100	F & C	X	X	B, W
Spokane, Wash.					
KGAR	35	X	B, W, L
Tuscon, Ariz.					
KGB	?	F	B, W
San Diego, Calif.					
KGBU	?	?	?	?	?
Ketchikan, Alaska					
KGBX	100	X	NP	B
Springfield, Mo.					
KGCA	?	?	?	?	?
Decorah, Iowa					
KGCI			Not yet in operation		
Couer d'Alene, Idaho					
KGCU	200	F & C	SP	X	B
Mandan, N. Dak.					
KGCX	10	F	NP	B
Wolf Point, Mont.					
KGDE	100	F	X	X	3.2% only
Fergus Falls, Minn.					
KGDM	130	?	X	B, W, L
Stockton, Calif.					
KGDY	?	?	?	?	?
Huron, S. Dak.					
KG EK		?	?	B, W, L
Sterling, Colo.					
KG ER	175	F	X	B, W, L
Long Beach, Calif.					
KG EZ		F	X	B
Kalispell, Mont.					
KG FF	3,000	N P	B
Shawnee, Okla.					
KG FI	?	?	?	?	?
Brownsville, Tex.					
KG FJ	1,500	?	X	B, W
Los Angeles, Calif.					
KG FL	?	?	?	?	?
Roswell, N. Mex.					
KG FW	25	X
Kearney, Nebr.					
KG FX	?	?	?	?	?
Pierre, S. Dak.					
KG GC	?	F	X
San Francisco, Calif.					
KG GF	96	F	X
Coffeyville, Kans.					
KG GM	100	?	X	B, W
Albuquerque, N. Mex.					
KG HF	100	F	X	B
Pueblo, Colo.					

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KGHI	300	?	N	B, W
Little Rock, Ark.					
KGHL	F	X	B, W
Billings, Mont.					
KGIR	200	C	N	?	B, W, L
Butte, Mont.					
KGIW	X	?	B, W, L
Alamosa, Colo.					
KGKB	100	?	?	B
Tyler, Tex.					
KGKL	?	F	X	B, W
San Angelo, Tex.					
KGKO	?	?	?	?	?
{ Wichita Falls, Tex.					
{ Fort Worth, Tex.					
KGKY	35	F	X	B, W, L
Scottsbluff, Nebr.					
KGLO	60	F	B
Mason City, Iowa					
KGLU			Not yet in operation		
Safford, Ariz.					
KGMB	3,200	F	SP	X	B, W
Honolulu, Hawaii					
KGNC	100	F & C	B
Amarillo, Tex.					
KGNF	50	F	X	B
North Platte, Nebr.					
KGNO	50	F	X
Dodgè City, Kans.					
KGO	B
San Francisco, Calif.					
KGU	650	F	X	B, W (L*)
Honolulu, Hawaii					
KGVL			Not yet in operation		
Greenville, Tex.					
KGVO	100	F	NP	B, W
Missoula, Mont.					
KGW	See KEX	F	(B & W*)
Portland, Ore.					
KGY	?	?	?	?	?
Olympia, Wash.					
KHBC	See KGMB	F	SP	X	B, W
Hilo, Hawaii					
KHBG	?	?	?	?	?
Okmulgee, Okla.					
KHJ	900	F	X	NP	B, W
Los Angeles, Calif.					
KHQ	See KGA	F & C	X	X	B, W
Spokane, Wash.					
KHSL	100	F
Chico, Calif.					
KHUB	?	X	B, W
Watsonville, Calif.					
KICA	350	F	X	B, W, L
Clovis, N. Mex.					

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KID	?	?	?	?	?
Idaho Falls, Idaho					
KIDO	300	F	N	W, B, L
Boise, Idaho					
KIDW	?	F	X	B
Lamar, Colo.					
KIEM	100	F	NP	B, W
Eureka, Calif.					
KIEV	?	X	B, W, L
Glendale, Calif.					
KINY	650	F (?)	B, W
Juneau, Alaska					
KIRO	?	F	X	B, W
Seattle, Wash.					
KIT	250	F & C	X	B, W
Yakima, Wash.					
KIUL	100	F	X	B
Garden City, Kans.					
KIUN	100	F	N	X	B, W
Pecos, Tex.					
KIUP	C	X	B, W, L
Durango, Colo.					
KJBS	75	F & C	B, W
San Francisco, Calif.					
KJR	300	?	X	B, W
Seattle, Wash.					
KLAH	25	F	X	B, W
Carlsbad, N. Mex.					
KLBM					
La Grande, Ore.					
KLCN	?	?	?	?	?
Blytheville, Ark.					
KLO	1,050	F & C	NP	B
Ogden, Utah					
KLPM	100	F	N	X	B, W
Minot, N. Dak.					
KLRA	?	X	?	?	B, W, L (?)
Little Rock, Ark.					
KLS	450	C	X	B, W
Oakland, Calif.					
KLUF	80	F & C	X	B, W, L
Galveston, Tex.					
KLX	B, W
Oakland, Calif.					
KLZ	1,550	F	SP	B
Denver, Colo.					
KMA	900	F	NP	B*
Shenandoah, Iowa					
KMAC	300	F	B, W, L
San Antonio, Tex.					
KMBC	50	F & C	X	NP
Kansas City, Mo.					
KMED	50	F	B, W
Medford, Ore.					

Not yet in operation

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KMJ Fresno, Calif.	300	F	B, W
KMLB Monroe, La.	50	?	N	?	B, W
KMMJ Clay Center, Nebr.	400	F & C	N	X	B
KMO Tacoma, Wash.	...	F	X	B, W
KMOX St. Louis, Mo.	400	F & C	X	CBS program policies
KMPC Beverly Hills, Calif.	150	F & C	B, W
KMTR Los Angeles, Calif.	200	F	X	X	B, W
KNEL Brady, Tex.	?	F	X	B, W, L
KNET Palestine, Tex.	?	?	?	?	?
KNOW Austin, Tex.	...	C	N P	B (W & L*)
KNX Los Angeles, Calif.	1,468	C	X	CBS program policies
KOA Denver, Colo.	475	F & C	X	X	B
KOAC Corvallis, Ore.			Non-Commercial		
KOAM Pittsburg, Kans.	?	?	?	?	?
KOB Albuquerque, N. Mex.	150	C	X	B, W
KOBH Rapid City, S. Dak.	50	F	X	B, W
KOCA Kilgore, Tex.	50	N	B, W
KOH Reno, Nev.	...	X	?	B, W
KOIL Omaha, Nebr.	350	F	NP	B
KOIN Portland, Ore.	50	F	X	X	(B*)
KOKO La Junta, Colo.	?	?	?	?	?
KOL Seattle, Wash.	100	?	?	B, W
KOMA Oklahoma City, Okla.	100	C	N	NP	B, W
KOMO Seattle, Wash.	See KJR	?	B, W
KONO San Antonio, Tex.	300	F & C	X	X	B, W
KOOS Marshfield, Ore.	...	F	X	X
KORE Eugene, Ore.	200	F	NP	B, W, L

U. S. STATIONS—Continued

	Aggregate Seating Facilities	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KOTN Pine Bluff, Ark.	50	F	B, W
KOVC Valley City, N. Dak.	1,000	F	N	X	B
KOY Phoenix, Ariz.	40	F	N	X	B, W
KPAB Laredo, Tex.			Not yet in operation		
KPAC Port Arthur, Tex.	1,900	F & C	N	X
KPDN Pampa, Tex.	100	F	X	B, W
KPFA Helena, Mont.	?	?	?	?	?
KPLC Lake Charles, La.	15	F	X	B, W, L
KPLT Paris, Tex.	100	F & C	X	B, W
KPMC Bakersfield, Calif.	75	F	N	B, W
KPO San Francisco, Calif.	B
KPOF Denver, Colo.			Non-Commercial		
KPPC Pasadena, Calif.			Non-Commercial		
KPQ Wenatchee, Wash.		F	X	B, W
KPRC Houston, Tex.	250	?	?	B, W
KQV Pittsburgh, Pa.	1,200	F	X	B (W*)
KQW San Jose, Calif.	?	F & C	X	B, W
KRBA Lufkin, Tex.			Not yet in operation		
KRBC Abilene, Tex.	120	F & C	X	X
KRBM Bozeman, Mont.			Not yet in operation		
KRE Berkeley, Calif.		F	X	B, W
KRGV Weslaco, Tex.	50	F	X	B
KRIC Beaumont, Tex.			Not yet in operation		
KRIS Corpus Christi, Tex.	?	?	?	?	?
KRKD Los Angeles, Calif.	100	F & C (?)	X	B, W, L
KRKO Everett, Wash.	75	F	N	X
KRLC Lewiston, Idaho		C	X

U. S. STATIONS—Continued

	Aggregate Seating Facilities	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KRLD Dallas, Tex.	120	F	X	B, W
KRLH Midland, Tex.	200	F	NP
KRMC Jamestown, N. Dak.	1,750	F	SP	X	B, W
KRMD Shreveport, La.	75	?	?	B, W, L
KRNR Roseburg, Ore.	200	F	B, W
KRNT Des Moines, Iowa	350	F	X	X
KROC Rochester, Minn.	250	F	X	X	B
KROD El Paso, Tex.			Not yet in operation		
KROW Oakland, Calif.	?	?	?	?	?
KROY Sacramento, Calif.	100	F	X	B, W
KRQA Santa Fe, N. Mex.	...	F	X	X	B, W, L
KRRV Sherman, Tex.	?	?	?	?	?
KRSC Seattle, Wash.	...	F
KSAC Manhattan, Kans.			Non-Commercial		
KSAL Salina, Kans.	...	F	NP
KSCJ Sioux City, Iowa	150	F	B, W
KSD St. Louis, Mo.	30	X	X	B
KSEI Pocatello, Idaho	...	C	X	X	B
KSFO San Francisco, Calif.	1,500	C	B, W
KSL Salt Lake City, Utah	800	F	X	NP	B
KSLM Salem, Ore.	100	(B, W*)
KSO Des Moines, Iowa	See KRNT	F	X	X
KSOO Sioux Falls, S. Dak.	5,525	F	B
KSRO Santa Rosa, Calif.	75	F & C	X	X	B, W
KSTP Minneapolis-St. Paul, Minn.	400	F & C	SP	NP	(B, W, L*)
KSUB Cedar City, Utah	NP
KSUN Lowell, Ariz.	?	?	?	?	?

U. S. STATIONS—Continued

	Aggregate Seating Facilities	Merchandising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KTAR Phoenix, Ariz.	2,590	F & C	X	X	B
KTAT Fort Worth, Tex.	650	C	N	NP	B, W
KTBC Austin, Tex.				Not yet in operation	
KTBS Shreveport, La.	75	F & C	N	NP	B, W, L
KTEM Temple, Tex.	500	F	SP	X	B, W
KTFI Twin Falls, Idaho	500	F	X	NP	B (W*)
KTHS Hot Springs, Ark.	1,600	F	SP	B, W
KTKC Visalia, Calif.	75	F	X	B, W
KTMS Santa Barbara, Calif.	?	?	?	?	?
KTOK Oklahoma City, Okla.	50	F (?)	N	NP	B
KTRB Modesto, Calif.	150	X	B, W
KTRI Sioux City, Iowa				Not yet in operation	
KTRH Houston, Tex.	2,000	F	X	B, W
KTSA San Antonio, Tex.	1,625	C	B, W (L*)
KTSM El Paso, Tex.	50	F	X	B, W
KTUL Tulsa, Okla.	2,300	F	SP	B
KTW Seattle, Wash.				Non-Commercial	
KUJ Walla Walla, Wash.	?	F & C	X
KUMA Yuma, Ariz.	X	B, W
KUOA Siloam Springs, Ark.	...	C
KUSD Vermillion, S. Dak.				Non-Commercial	
KUTA Salt Lake City, Utah				Not yet in operation	
KVCV Redding, Calif.	?	?	?	?	?
KVEC San Luis Obispo, Calif.	500	F	X	B, W, L
KVGB Great Bend, Kans.	75	F	X	B
KVI Tacoma, Wash.	1,800	C	B, W
KVNU Logan, Utah				Not yet in operation	

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KVOA	F	X	B
Tucson, Ariz.					
KVOD	500	F & C	B, W
Denver, Colo.					
KVOE	150	F & C	?
Santa Ana, Calif.					
KVOL	50	F	X	B, W, L
Lafayette, La.					
KVOO	1,630	F	X	NP	B, W
Tulsa, Okla.					
KVOR	900	F	B
Colorado Springs, Colo.					
KVOS	?	X	X	B, W
Bellingham, Wash.					
KVOX	X	B, W, L
Moorhead, Minn.					
KVRS			Not yet in operation		
Rock Springs, Wyo.					
KVSO	100	F	N	NP	B, W
Ardmore, Okla.					
KWBG	B
Hutchinson, Kans.					
KWEW			Not yet in operation		
Hobbs, N. Mex.					
KWG	300	F	B, W
Stockton, Calif.					
KWJB			Not yet in operation		
Globe, Ariz.					
KWJJ	500	F	SP	X	(B & W*)
Portland, Ore.					
KWK	19,000	N	X	B, W
St. Louis, Mo.					
KWKH	See KTBS	F & C	N	NP	B, W, L
Shreveport, La.					
KWLC			Non-Commercial		
Decorah, Iowa					
KWLK			Not yet in operation		
Longview, Wash.					
KWNO	?	?	?	?	?
Winona, Minn.					
KWOC			Not yet in operation		
Poplar Bluff, Mo.					
KWOS	40	F	N	?	B, W, L
Jefferson City, Mo.					
KWSC			Non-Commercial		
Pullman, Wash.					
KWTN	100	?	N	?	B, W, L
Watertown, S. Dak.					
KWTO	6,230	X	NP	B
Springfield, Mo.					
KWYO	F	N	X	B
Sheridan, Wyo.					

U. S. STATIONS—Continued

	Aggregate Seating Facilities	Merchandising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KXA Seattle, Wash.	X	B
KXBY Kansas City, Mo.	30	F	NP	B (W & L*)
KXL Portland, Ore.	?	?
KXO El Centro, Calif.	...	F	X
KXOK St. Louis, Mo.			Not yet in operation		
KXRO Aberdeen, Wash.	600	F	N	X	B, W
KXYZ Houston, Tex.	?	?	?	?	?
KYA San Francisco, Calif.	100	C	NP	B, W (L*)
KYOS Merced, Calif.	50	F	X	B, W
KYSM Mankato, Minn.			Not yet in operation		
KYW Philadelphia, Pa.	200	C	B
WAAB Boston, Mass.	100	F & C	X	X	B, W
WAAF Chicago, Ill.	...	F	N	B, W
WAAT Jersey City, N. J.	700	X	B, W
WAAW Omaha, Nebr.	?	C	N	X	B, W
WABC New York City			CBS key station		
WABI Bangor, Me.	100	SP	X	B, W (L*)
WABY Albany, N. Y.	25	F	X	B, W, L
WACO Waco, Tex.	75	C	NP	B, W (L*)
WADC Akron, Ohio	1,000	F	N	X	B, W, L
WAGA Atlanta, Ga.	?	F	NP	B, W
WAGF Dothan, Ala.	?	B, W, L
WAGM Presque Isle, Me.	750	F	X	X	B, W, L
WAIM Anderson, S. C.	50	F	X	B
WAIR Winston-Salem, N. C.	150	F	N	B, W (?)
WALA Mobile, Ala.	?	F	X	B, W, L
WALR Zanesville, Ohio.	1,000	C	N	B, W

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WAML	NP	B
Laurel, Miss.					
WAPI	5,200	F	SP	CBS program policies
Birmingham, Ala.					
WAPO	?	?	?	?	?
Chattanooga, Tenn.					
WARD	50	F	SP	X	B
New York City					
WASH	20	F	B, W
Grand Rapids, Mich.					
WATL	150	F	X	B, W
Atlanta, Ga.					
WATR	150	?	X	X	B, W, L
Waterbury, Conn.					
WAVE	75	F	N	NP	B
Louisville, Ky.					
WAWZ			Non-Commercial		
Zarephath, N. J.					
WAYX	50	F	X	(B, W*)
Waycross, Ga.					
WAZL	F	N	X	B, W, L
Hazelton, Pa.					
WBAA			Non-Commercial		
West Lafayette, Ind.					
WBAL	750	C	B, W
Baltimore, Md.					
WBAP	200	F (?)	B, W (?)
Fort Worth, Tex.					
WBAX	2,500	X	X	B, W, L
Wilkes-Barre, Pa.					
WBBC	50	F	X	X	B (W*)
New York City					
WBBL			Non-Commercial		
Richmond, Va.					
WBBM	300*	C	X	CBS program policies
Chicago, Ill.					
WBBR			Non-Commercial		
Brooklyn, N. Y.					
WBBZ	?	F	X	B, W, L
Ponca City, Okla.					
WBCM	NP	B, W, L
Bay City, Mich.					
WBEN	2,400	C	B
Buffalo, N. Y.					
WBEO	?	?	?	?	?
Marquette, Mich.					
WBHP	?	?	?	?	?
Huntsville, Ala.					
WBIG	1,000	F	X	NP	B
Greensboro, N. C.					
WBIL	?	N	X	B, W
New York City					

*In studios only; others not included.

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WBLK Clarksburg, W. Va.	...	F	X	B, W
WBLY Lima, Ohio	?	?	?	?	?
WBNO New Orleans, La.	?	?	?	?	?
WBNS Columbus, Ohio	...	F	X	B
WBNX New York City	100	F	X	B, W, L (?)
WBNY Buffalo, N. Y.	25	F	X	B, W (L*)
WBOW Terre Haute, Ind.	100	F	N	B
WBRB Red Bank, N. J.	...	F	B, W
WBRC Birmingham, Ala.	1,550	F	NP	B, W
WBRE Wilkes-Barre, Pa.	780	X	X	B, W, L
WBRK Pittsfield, Mass.	300	F	SP	X	B, W
WBRY Waterbury, Conn.	150	F	X	B, W, L
WBT Charlotte, N. C.	5,200	C	SP	CBS program policies
WBTM Danville, Va.	100	F	N	X	B, W
WBZ Boston, Mass.	2,500	B
WBZA Boston, Mass.					For details see WBZ
WCAD Canton, N. Y.					Non-Commercial
WCAE Pittsburgh, Pa.	25	C	B, W
WCAL Northfield, Minn.					Non-Commercial
WCAM Camden, N. J.	35	F	X	B, W, L
WCAO Baltimore, Md.	200	B, (W & L*)
WCAP Asbury Park, N. J.	5,000	SP	B, W
WCAT Rapid City, S. Dak.					Non-Commercial
WCAU Philadelphia, Pa.	260	F	SP	B, W
WCAX Burlington, Vt.	2,500	F	SP	X	B
WCAZ Carthage, Ill.	100	X	N	X	B, W, L
WCBA Allentown, Pa.					See WSAN for details

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WCBD					
Chicago, Ill.					
WCBM	50	X	B, W
Baltimore, Md.					
WCBS	F	SP	NP	?
Springfield, Ill.					
WCCO	?	F & C (?)	X	CBS program policies
Minneapolis-St. Paul, Minn.					
WCFL	250	F & C	B
Chicago, Ill.					
WCHS	3,000	C	N	X	B, W, L
Charleston, W. Va.					
WCHV	30	F	N	B, W
Charlottesville, Va.					
WCKY	75	F	B, W
Cincinnati, Ohio					
WCLE	400	F & C	X	X	B, W
Cleveland, Ohio					
WCLO	210	F	NP	B
Janesville, Wis.					
WCLS	75	F	N	X	B, W
Joliet, Ill.					
WCMI	2,000	F	X	X	B, W
Ashland, Ky.					
WCNW	?	?	?	?	?
New York City					
WCOA	2,800	F	X	B, W
Pensacola, Fla.					
WCOC	?	F	X	?	B
Meridian, Miss.					
WCOL	640	F	SP	B, (W & L*)
Columbus, Ohio					
WCOP	2,000	F	X	X	B, W
Boston, Mass.					
WCPO	75	F	X	X
Cincinnati, Ohio					
WCRW	B, W, L
Chicago, Ill.					
WCSC	75	F	B, W
Charleston, S. C.					
WCSH	SP	X	B, W
Portland, Me.					
WDAE	40	F	X	B, W
Tampa, Fla.					
WDAF	C
Kansas City, Mo.					
WDAH					
El Paso, Tex.					
WDAN					
Danville, Ill.					
WDAS	175	F	SP	?	B, W
Philadelphia, Pa.					
WDAY	150	F	X	X	B, W, L
Fargo, N. Dak.					

See WGES for details

Non-Commercial

Not yet in operation

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WDBJ Roanoke, Va.	125	F	X	X	B, W
WDBO Orlando, Fla.	?	C	X	X	B, W
WDSM Superior, Wis.			Not yet in operation		
WDEL Wilmington, Del.	...	F	N	X	B, W, L
WDEV Waterbury, Vt.	30	X	X
WDGY Minneapolis-St. Paul, Minn.	75	F	X	X	(B, W*)
WDNC Durham, N. C.	?	F	X	B, W
WDOO Chattanooga, Tenn.	650	F	X	B
WDRG Hartford, Conn.	50	C	B
WDSU New Orleans, La.	?	?	?	(B, W, L*)
WDWS Champaign, Ill.	50	C	NP	B, W
WDZ Tuscola, Ill.	...	F	SP	NP	B
WEAF New York City			NBC Red key station		
WEAN Providence, R. I.	2,040	C	X	X	B, W, L
WEAU Eau Claire, Wis.	X	B, W, L
WEBC Duluth, Minn.	100	F	X	(B, W, L*)
WEBQ Harrisburg, Ill.	50	X	X	B, W
WEBR Buffalo, N. Y.	...	?	X	B, W
WEDC Chicago, Ill.	...	F	X	X	B, W, L
WEED Rocky Mount, N. C.	X	B, W
WEEL Boston, Mass.	3,300	C	SP	See CBS
WEEU Reading, Pa.	?	?	?	?	B, W
WELI New Haven, Conn.	?	C	N	X	B, W
WELL Battle Creek, Mich.	30	F	SP	NP	B, W
WEMP Milwaukee, Wis.	...	F	SP	X	B, W, L
WENR Chicago, Ill.	800	F & C	X	B
WENY Elmira, N. Y.			Not yet in operation		

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WEOA Evansville, Ind.	3,400	F & C	NP	B (W & L*)
WESG Elmira, N. Y.	245	F	X	X
WEST Easton, Pa.	...	F	N	X	B, W, L
WEVD New York City	30	X	B, W, L
WEW St. Louis, Mo.	1,200	C	SP	NP	B
WEXL Royal Oak, Mich.	X	B, W
WFAA Dallas, Tex.	4,300	F & C	NP	B
WFAB New York City	?	?	?	?	B, W, L
WFAM South Bend, Ind.	...	F	N	X	B
WFAS White Plains, N. Y.	300	F & C	X	X	B, W, L
WFBC Greenville, S. C.	100	F	X	B, W
WFBG Altoona, Pa.	?	?	?	?	?
WFBL Syracuse, N. Y.	1,850	F	NP	B, W, L
WFBM Indianapolis, Ind.	NP	B
WFBR Baltimore, Md.	700	F & C	N	X	B, W
WFDF Flint, Mich.	75	F & C	B, W
WFEA Manchester, N. H.	35	F	X	B, W
WFIL Philadelphia, Pa.	1,200	F	B, W
WFLA Tampa, Fla.	100	F	X	B, W, I
WFMD Frederick, Md.	500	SP	X	B, W
WFMJ Youngstown, Ohio			Not yet in operation		
WFOR Hattiesburg, Miss.	?	?	?	?	?
WFOY St. Augustine, Fla.	50	C	NP	B, W
WFTC Kinston, N. C.	60	C	X	B, W
WGAL Lancaster, Pa.	250	F	X	B, W, L
WGAN Portland, Me.	?	?	?	?	?
WGAR Cleveland, Ohio	19,075	F & C	X	X	E (W & L*)

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WGAU			Not yet in operation		
Athens, Ga.					
WGBB	?	?	?	?	?
Freeport, N. Y.					
WGBF	See WEOA	F & C	N	NP	B (W & L*)
Evansville, Ind.					
WGBI		F	X	B, W, L
Scranton, Pa.					
WGCM	B, W, L
Mississippi City, Miss.					
WGES	50	F & C (?)	N	X	B, W
Chicago, Ill.					
WGH	800	F	X	X	B, W
Newport News, Va.					
WGIL			Not yet in operation		
Galesburg, Ill.					
WGL	200	F	NP	B
Ft. Wayne, Ind.					
WGN	1,000	B
Chicago, Ill.					
WGNV	?	?	?	?	?
Newburgh, N. Y.					
WGPC	100	F	B, W
Albany, Ga.					
WGR	250	C	?	?	B, W, L
Buffalo, N. Y.					
WGRC	2,200	F	X	X	B
{New Albany, Ind.					
{Louisville, Ky.					
WGRM	?	?	?	?	?
Grenada, Miss.					
WGST		F	NP	B, W
Atlanta, Ga.					
WGTM	30	F	SP	NP	B, W
Wilson, N. C.					
WGVA			Not yet in operation		
Indianapolis, Ind.					
WGY	240	X	B
Schenectady, N. Y.					
WHA			Non-Commercial		
Madison, Wis.					
WHAI			Not yet in operation		
Greenfield, Mass.					
WHAL			Not yet in operation		
Saginaw, Mich.					
WHAM	300	F & C	X
Rochester, N. Y.					
WHAS	100	F & C	X	B (W & L*)
Louisville, Ky.					
WHAT	175	F	X	B, W, L
Philadelphia, Pa.					
WHAZ
Troy, N. Y.					
WHB	18,780	F	X	X
Kansas City, Mo.					

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WHBB Selma, Ala.	X	B, W, L
WHBC Canton, Ohio	...	C	N	X	B, W
WHBF Rock Island, Ill.	500 (?)	F	X	X	B
WHBI Newark, N. J.	?	?	?	?	?
WHBL Sheboygan, Wis.	40	F	X	X	B, W, L
WHBQ Memphis, Tenn.	850	F	N	X	B, W
WHBU Anderson, Ind.	...	C	X	B
WHBY Green Bay, Wis.	?	?	?	?	?
WHDF Calumet, Mich.	?	?	?	?	?
WHDH Boston, Mass.	?	?	?	?	?
WHDL Olean, N. Y.	150	F
WHEB Portsmouth, N. H.	N	X
WHEC Rochester, N. Y.	200	F	X	X (?)
WHEF Kosciusko, Miss.	340	?	?	?	B, W
WHFC Cicero, Ill.	?	?	?	?	?
WHIO Dayton, Ohio	500	F	B
WHIP Hammond, Ind.	?	?	?	?	?
WHIS Bluefield, W. Va.	...	F	X	X	B
WHJB Greensburg, Pa.	180	X	B, W, L
WHK Cleveland, Ohio	See WCLE	F & C	X	X	B, W
WHKC Columbus, Ohio	...	F & C	X	B, W
WHLB Virginia, Minn.	100	NP	B, W, L
WHLS Port Huron, Mich.			Not yet in operation		
WHN New York City	400	X	NP	B, W, L
WHO Des Moines, Iowa	4,850	F	X	NP	B*
WHOM Jersey City, N. J.	X	X	B, W
WHP Harrisburg, Pa.	5,800	F	SP	B (W & L*)

U. S. STATIONS—Continued

	Aggregate Seating Facilities	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WIBA	?	?	B, W
Madison, Wis.					
WIBG	?	X	B, W
Glenside, Pa.					
WIBM	100	F	X	X	B (W & L*)
Jackson, Mich.					
WIBU	?	F	NP	B, W, L
Poynette, Wis.					
WIBW	75	F & C	X
Topeka, Kans.					
WIBX	1,650	F	X	B, W, L
Utica, N. Y.					
WICA	?	?	?	?	?
Ashtabula, Ohio					
WICC	190	F & C	See WNAC	X	B, W, L
Bridgeport, Conn.					
WIL	300	B
St. Louis, Mo.					
WILL			Non-Commercial		
Urbana, Ill.					
WILM	F	X	B, W, L
Wilmington, Del.					
WIND	N	X	B, W, L
{ Gary, Ind.					
{ Chicago, Ill.					
WINS	50	C	B, W
New York City					
WIOD	300	C	X	X	B, W
Miami, Fla.					
WIP	1,350	F	B, W, L
Philadelphia, Pa.					
WIRE	?	F	NP	B, W
Indianapolis, Ind.					
WIS	100	F	X	B, W
Columbus, S. C.					
WISN	50	F	X	X	B, W (L*)
Milwaukee, Wis.					
WJAC	?	?	?	?	?
Johnstown, Pa.					
WJAG	F & C	(B, W, L*)
Norfolk, Nebr.					
WJAR	250	C	X	B, W
Providence, R. I.					
WJAS	1,200	X	X	B (W*)
Pittsburgh, Pa.					
WJAX	100	F & C	B, W
Jacksonville, Fla.					
WJBC	50	F & C
Bloomington, Ill.					
WJBK	F	X	B, W, (L*)
Detroit, Mich.					
WJBL	?	?	?	B
Decatur, Ill.					
WJBO	75	?	?	B, W
Baton Rouge, La.					

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WJBW	?	?	?	?	?
New Orleans, La.					
WJBY		F	B, W
Gadsden, Ala.					
WJDX	1,400	F & C	X	B
Jackson, Miss.					
WJEJ	600	?	N	?	B, W, L
Hagerstown, Md.					
WJIM	B, W
Lansing, Mich.					
WJJD	250	B, W, L
Chicago, Ill.					
WJMC			Not yet in operation		
Rice Lake, Wis.					
WJMS	F	X	B, W, L
Ironwood, Mich.					
WJNO	15	F	B, W
West Palm Beach, Fla.					
WJR	80	?	B
Detroit, Mich.					
WJRD	100	F	N	X	B, W, L
Tuscaloosa, Ala.					
WJSV	1,200	F & C	SP	NP	CBS program policies
Washington, D. C.					
WJTN	1,600	F	X	X	B, W
Jamestown, N. Y.					
WJW	3,750	F	SP	X	(B, W, L*)
Akron, Ohio					
WJZ			NBC Blue Key Station		
New York City					
WKAR			Non-Commercial		
East Lansing, Mich.					
WKAT	?	?	?	?	?
Miami Beach, Fla.					
WKBB	300	F	NP	B, W
Dubuque, Iowa					
WKBH	F	X
La Crosse, Wis.					
WKBN	300	F	?	X	(B, W, L*?)
Youngstown, Ohio					
WKBO	2,200	X	X	B, W
Harrisburg, Pa.					
WKBV	?	?	?	?	?
Richmond, Ind.					
WKBW	See WGR	C	?	?	B, W, L
Buffalo, N. Y.					
WKBZ	X	N	X	B
Muskegon, Mich.					
WKEU	?	?	?	?
Griffin, Ga.					
WKOK	SP	X	B, W, L
Sunbury, Pa.					
WKBC	125	F & C	NP	CBS program policies
Cincinnati, Ohio					

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WKST					
New Castle, Pa.					
WKY	1,750	F & C	X	NP	B
Oklahoma City, Okla.					
WKZO		F	X	?	B, W, L
Kalamazoo, Mich.					
WLAC		F & C	?	B, W
Nashville, Tenn.					
WLAK	50	F	B, W
Lakeland, Fla.					
WLAP	125	X	NP	B, W
Lexington, Ky.					
WLAW	200	F	X	B, W, L (?)
Lawrence, Mass.					
WLB					
Minneapolis-St. Paul, Minn.					
WLBC	30	F	X	B
Muncie, Ind.					
WLBL					
Stevens Point, Wis.					
WLBZ	145	F	B, W
Bangor, Me.					
WLEU	50	F	X	B, W (L*)
Erie, Pa.					
WLLH	2,470	F	X	B, W, L
Lowell, Mass.					
WLMU					
Middlesboro, Ky.					
WLNH	100	F & C	X	B, W, L
Laconia, N. H.					
WLS	1,250	F	X	B, W
Chicago, Ill.					
WLTH	100	F	X	B, W, L
New York City					
WLVA		F	B, W
Lynchburg, Va.					
WLW	2,600	F	X	?	B
Cincinnati, Ohio					
WMAL	300	F	B
Washington, D. C.					
WMAQ	See WENR	C	X	B
Chicago, Ill.					
WMAS	35	F	N	X	B, W, L
Springfield, Mass.					
WMAZ	4,000	C	B, W
Macon, Ga.					
WMBC	150	F	X	B, W
Detroit, Mich.					
WMBD	150	F	SP	NP	B
Peoria, Ill.					
WMBG	310	F	X	?	B, W
Richmond, Va.					
WMBH	6,685	F & C	X	B
Joplin, Mo.					
WMBI					
Chicago, Ill.					

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WMBO	50	F & C	X	X	B, W
Auburn, N. Y.					
WMBQ	?	?	?	?	?
New York City					
WMBS	?	?	?	?	?
Uniontown, Pa.					
WMBR	100	F	X	NP	B, W
Jacksonville, Fla.					
WMC	400	F & C	X	B, W
Memphis, Tenn.					
WMCA	300	F	X	B, W
New York City					
WMEX	150	N	X	B, W
Boston, Mass.					
WMFD	B, W
Wilmington, N. C.					
WMFF	C	X	X	B, W, L
Plattsburg, N. Y.					
WMFG	F	X	B (W & L*)
Hibbing, Minn.					
WMFJ	F	X	X	B, W
Daytona Beach, Fla.					
WMFO	?	?	X	?	B, W
Decatur, Ala.					
WMFR	40	F & C	N	NP	B, W
High Point, N. C.					
WMIN	50	F	X	X	(B, W, L*)
Minneapolis-St. Paul, Minn.					
WMMN	1,150	F	X	X	B (W & L*)
Fairmont, W. Va.					
WMPC	Non-Commercial
Lapeer, Mich.					
WMPS	?	F & C	NP	B, W
Memphis, Tenn.					
WMSD	100	?	?	?	B, W, L
Sheffield, Ala.					
WMT	200	F	NP
Cedar Rapids, Iowa					
WNAC	100	F & C	X	B, W
Boston, Mass.					
WNAD	Non-Commercial
Norman, Okla.					
WNAX	275	F	N	B
Yankton, S. Dak.					
WNBC	100	C	SP	X	B, W, L
New Britain, Conn.					
WNBF	F & C	X	B
Binghamton, N. Y.					
WNBH	F	N	X	B, W
New Bedford, Mass.					
WNBX	60	F	SP	X	B, W
Springfield, Vt.					
WNBZ	?	?	?	?	?
Saranac Lake, N. Y.					

U. S. STATIONS—Continued

	Aggregate Seating Facilities	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WNEW New York City	200	F & C (?)	X	B, W
WNLC New London, Conn.	40	F	X	B, W, L
WNOX Knoxville, Tenn.	800	F	X	B
WNYC New York City			Non-Commercial		
WOAI San Antonio, Tex.	500	F	X	B, W
WOC Davenport, Iowa	580	F	?	B, W
WOI Ames, Iowa			Non-Commercial		
WOKO Albany, N. Y.	See WABY	F	X	B, W
WOL Washington, D. C.	200	F & C	X	(B, W, L*)
WOLS Florence, S. C.	?	?	?	?	?
WOMI Owensboro, Ky.	?	F	N	B, W, L
WOMT Manitowoc, Wis.	N	B, W, L
WOOD Grand Rapids, Mich.	See WASH	F	B, W
WOPI Bristol, Tenn.	350	F	NP	B, W
WOR New York City	850	X	B, W
WORC Worcester, Mass.	50	C	B, W
WORK York, Pa.	...	F	N	X	B, W
WORL Boston, Mass.	?	F	X	X	B, W (?)
WOSU Columbus, Ohio			Non-Commercial		
WOV New York City	...	F	X	B, W
WOW Omaha, Nebr.	50*	F & C	SP	B
WOWO Ft. Wayne, Ind.	See WGL	F	NP	B
WPAD Paducah, Ky.	?	?	?	?	?
WPAR Parkersburg, W. Va.	?	?	?	?	B, W, L
WPAX Thomasville, Ga.	?	?	?	?	?

* Plus others not mentioned.

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WPAY Portsmouth, Ohio	100	F	N	X
WPEN Philadelphia, Pa.	550	F (?)	X	?	B, W, L
WPG Atlantic City, N. J.	360	F	X	B, W, L
WPIC Sharon, Pa.					Not yet in operation
WPRO Providence, R. I.	3,400	F & C	X	B, W
WPTF Raleigh, N. C.	40	F	NP	B
WQAM Miami, Fla.	50	F	SP	X
WQAN Scranton, Pa.					Non-Commercial
WQBC Vicksburg, Miss.	?	?	?	?	?
WQDM St. Albans, Vt.	60	F	X	B, W, L
WQXR New York City	50	C	B, W
WRAK Williamsport, Pa.	150	F
WRAW Reading, Pa.	?	?	?	?	B, W (L*)
WRAX Philadelphia, Pa.					For details see WPEN
WRBL Columbus, Ga.	100	C	B, W
WRC Washington, D. C.	See WMAL	F	B
WRDO Augusta, Me.	...	F	X	B, W
WRDW Augusta, Ga.	100	F	SP	NP	B, W
WREC Memphis, Tenn.	1,000	C	NP	B, W, L
WREN Lawrence-Kansas City, Kans.	150	C	B, W
WRGA Rome, Ga.	2,000	B, W
WRJN Racine, Wis.	150	F	X	B, W (L*)
WRNL Richmond, Va.	200	C	X	X	B, W
WROK Rockford, Ill.	75	F	X	X	B, W
WROL Knoxville, Tenn.	...	F	B
WRR Dallas, Tex.	250	X	B, W, L

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WRTD Richmond, Va.	?	F	X	B, W
WRUF Gainesville, Fla.	2,000
WEVA Richmond, Va.	1,100	F & C	X
WSAI Cincinnati, Ohio	See WLW	F	X	?	B
WSAJ Grove City, Pa.			Non-Commercial		
WSAL Salisbury, Md.	...	C	B, W
WSAN Allentown, Pa.	100	F (?)	X	X	B, W
WSAR Fall River, Mass.	100 (?)	F & C	X	X	B, W, L
WSAU Wausau, Wis.	435	F	X	B, W, L
WSAY Rochester, N. Y.	100	C	X	X	B, W
WSAZ Huntington, W. Va.	100	C	X	X	B, W
WSB Atlanta, Ga.	950	C	X	B
WSBC Chicago, Ill.			See WGES for details		
WSBT South Bend, Ind.	...	F	N	X	B
WSFA Montgomery, Ala.	1,000	F	B, W, L
WSGN Birmingham, Ala.	1,150	F & C	SP	X	B, W
WSIX Nashville, Tenn.	1,100	C	B
WSJS Winston-Salem, N. C.	40	F	NP	B, W
WSLI Jackson, Miss.			Not yet in operation		
WSM Nashville, Tenn.	2,900	F & C	X	NP	B, W
WSMB New Orleans, La.	1,300	C	SP	X	B, W (L*)
WSMK Dayton, Ohio	200	F	N	X	B
WSNJ Bridgeton, N. J.	...	F & C	X	B, W
WSOC Charlotte, N. C.	100	F	X	B, W
WSPA Spartanburg, S. C.	400	F	X	B
WSPD Toledo, Ohio	50	F & C	N	X	B, W (L*)
WSPR Springfield, Mass.	200	F	N	X	B, W

U. S. STATIONS—Continued

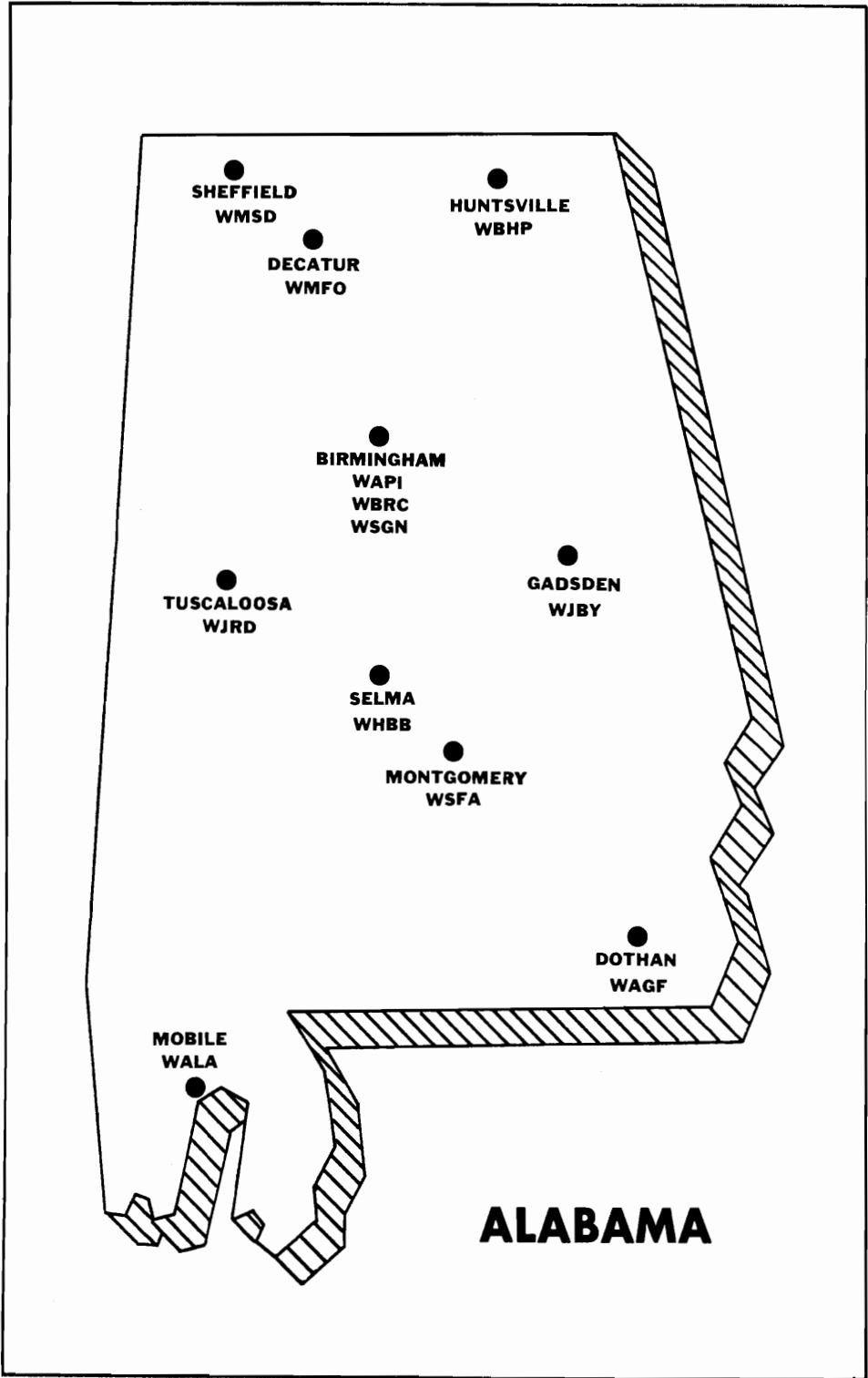
	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WSUI			Non-Commercial		
Iowa City, Iowa					
WSUN	3,200	F	B, W
St. Petersburg, Fla.					
WSVA	925	B
Harrisonburg, Va.					
WSVS			Non-Commercial		
Buffalo, N. Y.					
WSYB		?	?	B
Rutland, Vt.					
WSYR-WSYU	1,500	F & C	X	X	B, W
Syracuse, N. Y.					
WTAD	200	F	SP	B, W, L
Quincy, Ill.					
WTAG	75	B, W
Worcester, Mass.					
WTAL	?	F	NP	B, W
Tallahassee, Fla.					
WTAM	500	X	B
Cleveland, Ohio					
WTAQ	?	?	?	?	?
Green Bay, Wis.					
WTAR	100	F	X	B, W
Norfolk, Va.					
WTAW			Non-Commercial		
College Station, Tex.					
WTAX	?	?	?	B, W (L*)
Springfield, Ill.					
WTBO	75	F	X	B, W, L
Cumberland, Md.					
WTCN		F & C	X	B, W (L*)
Minneapolis-St. Paul, Minn.					
WTEL	50	C	X	B, W
Philadelphia, Pa.					
WTHT	300	F	X
Hartford, Conn.					
WTIC	200	C	X	B, W
Hartford, Conn.					
WTJS	100	F	X	NP	B
Jackson, Tenn.					
WTMJ	?*	C	NP	B
Milwaukee, Wis.					
WTMV	1,000	F	X	X	B, (W & L*)
E. St. Louis, Ill.					
WTNJ	2,000	F	X	B, W, L
Trenton, N. J.					
WTOC	?	F	X	B, W
Savannah, Ga.					
WTOL	55	X	?
Toledo, Ohio					
WTRC		F & C	X	B
Elkhart, Ind.					

*Audiences limited to 25 per program.

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WVFW New York City	50	F & C	X	B, W
WWAE Hammond, Ind.	?	?	?	?	?
WWJ Detroit, Mich.	350	NP	B, W
WWL New Orleans, La.	600	C	B, W
WWNC Asheville, N. C.	...	F & C	NP	B
WWRL New York City	...	F	X	B, W
WWSW Pittsburgh, Pa.	100	F (?)	N	X	B, W, L
WWVA Wheeling, W. Va.	2,000	F	N & SP	X	6% B
WXYZ Detroit, Mich.	...	F	X	B, W (L*)





ALABAMA

(375,200 radio homes)

Radio Homes by Counties*

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

WAPI, BIRMINGHAM

Operator: Voice of Alabama, Inc., Protective Life Bldg. *Phones:* 3-8116, 7, 8. *Power:* 5,000 watts on 1140 kc. *Affiliation:* CBS. *Opened:* 1922. (Note: this station is owned by Alabama College, the Alabama Polytechnic Institute and the University of Alabama; "Voice of Alabama" is the lessee, with a minority of the stock being held by the Columbia Broadcasting System, Inc.).

President, merchandising director: Thad Holt. *Treasurer, business manager:* H. H. Holtshouser. *National sales representative:* Dewey H. Long (Southern Office, Radio Sales). *Program and musical director:* Dick Faulkner. *Publicity director:* Clint Blakely.

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

Program policies: CBS program policies.

WBRC, BIRMINGHAM

Operator: Birmingham Broadcasting Co., Inc., Bankhead Hotel. *Phone:* 3-9293.

Power: 5,000 and 1,000 watts on 930 kc. *Affiliation:* NBC Southcentral Group. *Opened:* May 18, 1925.

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

Rep: Paul H. Raymer. *News:* INS. *Seating facilities:* Studio, 50; limited arrangement with Pickwick Club, local night club, seating 1,500. *Merchandising:* Build up programs via Birmingham Post, Southern Radio News and various Alabama weeklies (trade-out proposition with the Post); plug programs on resume broadcasts. *Foreign language programs:* Will consider such programs. *Artists bureau:* None. *Stock:* Owned by Mrs. H. P. Hanna, K. G. Marshall, and J. C. Bell. *Base rate:* \$96 (half-hour.)

Copy restrictions: Accept light wines and beer on national rate; no hard liquors; accept patent medicines approved by Federal Trade Commission; words pertaining to certain bodily functions not allowed.

WSGN, BIRMINGHAM

Operator: Birmingham News Company, Tutwiler Hotel. *Phone:* 4-3434. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Blue Southern Group. *Opened:* 1926. (Note: This station is newspaper-operated)

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

ALABAMA STATIONS—Continued

by the Birmingham News and Age-Herald.)

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

Rep: Kelly-Smith Co. *News:* INS. *Seating facilities:* Studio, seating 150 persons; local night club, seating 1,000. *Merchandising:* Publicity news, listings, new program advertisements; window displays, store-to-store and house-to-house surveys, etc., carried out at actual cost. *Foreign language programs:* Will accept; translation must be furnished in advance for approval. *Artists bureau:* None, as such, but maintain clearing house for talent through program department. *Base rate:* \$100.

Copy restrictions: Beer and wine accepted; only recognized patent medicines accepted.

WMFO, DECATUR

Operator: James R. Doss, Jr., 418½ Second Ave. *Phone:* Decatur 802. *Power:* 100 watts on 1370 kc. (daytime). *Affiliation:* Alabama Network. *Opened:* June 26, 1935. (Note: James R. Doss, Jr. also operates WJRD, Tuscaloosa.)

Owner: James R. Doss, Jr. *Station manager and chief engineer:* Ted R. Woodward. *Commercial manager:* Robert H. Allbright. *Program director:* Harold Russey.

Rep: J. J. Devine & Associates, Inc. *News:* UP. *Seating facilities:* "limited audiences"—no capacity given. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Yes, lists about 10 groups, orchestras, etc. *Base rate:* \$40.

Copy restrictions: Beer and wine accepted; no hard liquors; no religious programs unless passed by local ministerial alliance.

WAGF, DOTHAN

Operator: Dothan Broadcasting Co., Box 25 (Martin Hotel). *Phone:* 1430. *Power:* 250 watts on 1370 kc (to local sunset). *Affiliation:* None. *Opened:* Dec. 14, 1933.

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

Rep: J. J. Devine & Associates, Inc. *News:* Transradio. *Seating facilities:* Limited. *Merchandising:* None. *Foreign language programs:* Not accepted; no foreign element in this territory. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: Beer, wine and liquor

accepted; no patent medicine advertising; all copy subject to station approval.

WJBY, GADSDEN

Operator: Gadsden Broadcasting Co., Inc., 108 Broad St. *Phone:* 88. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* May, 1928.

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

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

Copy restrictions: Accept beer and wine; all copy must meet requirements of Federal Trade Commission.

WBHP, HUNTSVILLE

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

General manager: Wilton Harvey Pollard. *Rep:* J. J. Devine & Associates, Inc. *Base rate:* \$28 (½ hr.).

No further information available after repeated requests.

WALA, MOBILE

Operator: Pape Broadcasting Co., Alabama-Tennessee & Northern R. R. Bldg. *Phone:* Dexter 5893. *Power:* 1,000 and 500 watts on 1380 kc. *Affiliation:* NBC Supplementary Red and Blue Southern Groups. *Opened:* Feb. 7, 1930.

General manager: W. O. Pape. *Assistant manager:* J. H. Hunt, Jr. *Commercial and advertising manager:* H. K. Martin. *Program director:* Hubert Grant. *Chief engineer:* R. M. Cole. *Musical director:* Agnes Griffin Purtle. *Publicity director:* J. H. Hunt, Jr.

Rep: None. *News:* None. *Seating facilities:* Yes; capacity not listed. *Merchandising:* Yes; obtains clerk cooperation and displays in all stores where product is handled; other assistance rendered. *Foreign language programs:* Would not refuse; foreign population, however, very low. *Artists bureau:* None. *Stock:* Held entirely by W. O. Pape. *Base rate:* \$120.

Copy restrictions: Alcoholic beverages accepted; objectionable wording must be omitted in patent medicine advertising.

ALABAMA STATIONS—Continued

WSFA, MONTGOMERY

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

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

Rep: Not yet announced. *News:* INS. *Seating facilities:* Can use local Shrine Temple, capacity 1,000. *Merchandising:* Offer "reasonable assistance"; pre-plug programs. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$50 (½ hr.).

Copy restrictions: Accept beer, wine and hard liquors; patent medicine copy subject to station approval; no further restrictions except adherence to laws of "good taste."

WHBB, SELMA

Operator: Selma Broadcasting Co., Inc., 30 Edgewood. *Phone:* 1233. *Power:* 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Nov. 11, 1935. (Note: WHBB rebroadcasts a number of programs from WLW, Cincinnati, and WSM, Nashville).

Station manager: W. J. Reynolds, Jr. *Program director:* Ward A. Coleman. *Chief engineer:* Homer R. Johnson.

Rep: John H. Reagin, Atlanta. *News:* rebroadcasts WSM news. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 20 artists, bands, etc. *Base rate:* \$20 (½ hr.).

Copy restrictions: Accept beer, wines, alcoholic beverages of any type; reserve

right to cancel any programs of objectionable character.

WMSD, SHEFFIELD

Operator: Muscle Shoals Broadcasting Corp., Sheffield Hotel. *Phone:* 821. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* November, 1933.

Station manager: Joe Van Sandt. *Program director, artists bureau head:* James Connolly. *Chief engineer:* Bill Atkinson.

Rep: J. J. Devine & Associates, Inc. *News:* UP. *Seating facilities:* About 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$35.

Copy restrictions: Beer, wine and whiskey advertising accepted; patent medicines accepted, providing they meet government inspection.

WJRD, TUSCALOOSA

Operator: James R. Doss, Jr., First National Bank Bldg. *Phone:* 1401; 1022. *Power:* 250 watts on 1200 kc. (daytime only). *Affiliation:* none. *Opened:* Oct. 6, 1936. (Note: James R. Doss, Jr. also operates WMFO, Decatur.)

Director: James R. Doss, Jr. *Commercial manager:* J. Leslie Doss. *Chief engineer:* Ellis H. Eudy. *Program and production director:* Wilhelmina Quarles.

Rep: J. J. Devine & Associates. *News:* Transradio. *Seating facilities:* About 100 persons. *Merchandising:* Partial service; carried on by local salesmen. *Foreign language programs:* Jewish only accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$40.

Copy restrictions: Take beer, wines and alcoholic beverages; no patent medicines; copy must be submitted previous to broadcast, and station reserves right to cut objectionable matter.

ARIZONA

(79,600 radio homes)

Radio Homes by Counties

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

KWJB, GLOBE

Operator: Sims Broadcasting Co. (Bartley T. Sims, manager). *Power:* 250 and 100 watts on 1210 kc.

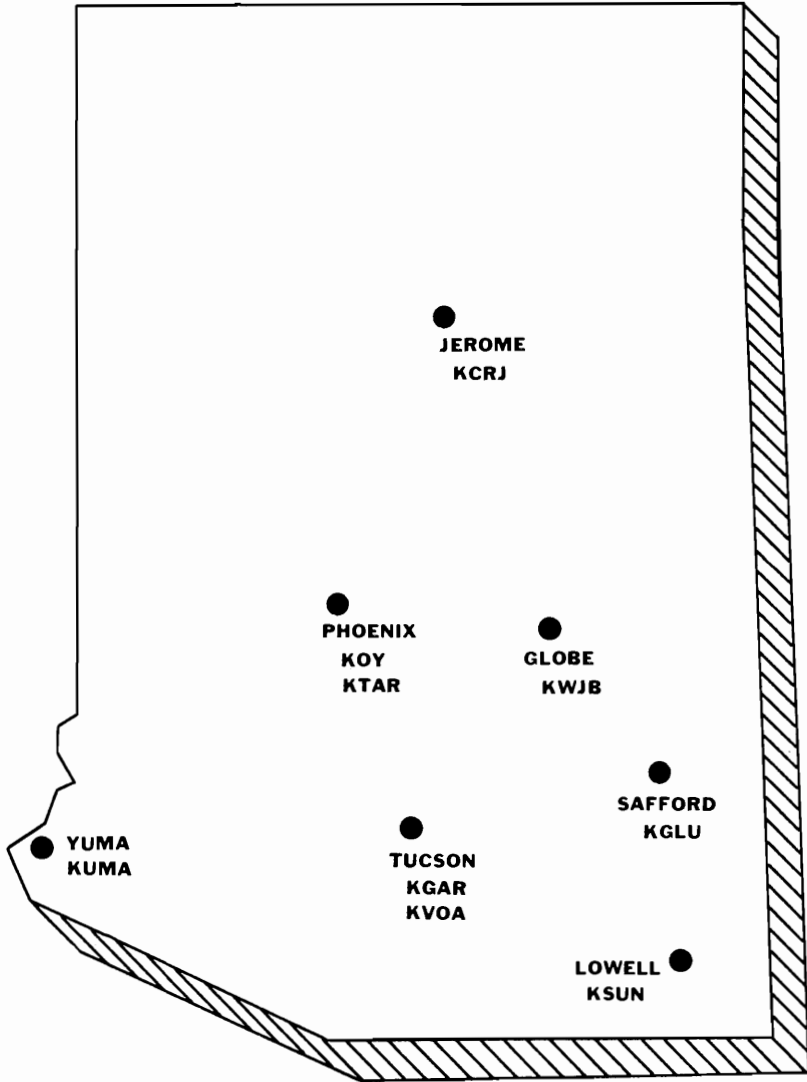
At press time this station had a construction permit only.

KCRJ, JEROME

Operator: Charles C. Robinson (owner), Clinkscale Building. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* 1930.

Rep: None. *Foreign language programs:*

ARIZONA



ARIZONA STATIONS—Continued

Apparently accepted according to rate-card information; no other data available. *Base rate:* \$20.

KSUN, LOWELL

Operator: Copper Electric Co. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* Arizona Network. *Opened:* 1933.

Manager: Carleton W. Morris. *Commercial manager:* Robert B. Thompson.

Base rate: \$40.

No other information available after repeated requests.

KOY, PHOENIX

Operator: Salt River Valley Broadcasting Co., 836 North Central Ave. *Phone:* 44144. *Power:* 1,000 watts on 1390 kc. *Affiliation:* CBS; Arizona Network. *Opened:* 1922. (Note: This station is affiliated with the Prairie Farmer, which controls and operates WLS, Chicago).

President: Wm. A. Baldwin. *Vice-president, general manager:* Fred A. Palmer. *Program director, artists bureau head, musical director:* Jack R. Williams. *Chief engineer:* Wm. Schmitz. *Publicity director:* Lucille Brain.

Rep: International Radio Sales. *News:* Transradio. *Seating facilities:* Audience room, 40. *Merchandising:* Furnish market statistics; testimonial letters; mail reports. *Foreign language programs:* Accepted; copy must be submitted 24 hours in advance and comply with station policies. *Artists bureau:* Setup is nominal only. *Base rate:* \$90.

Copy restrictions: Accept beer and wine advertising; also patent medicines.

KTAR, PHOENIX

Operator: KTAR Broadcasting Company, Heard Bldg. *Phone:* 4-4161. *Power:* 1,000 watts on 620 kc. *Affiliation:* NBC Supplementary Pacific Red or Blue. *Opened:* June 21, 1922. (Note: This station is newspaper-affiliated with the Arizona Republic (morning), Phoenix Gazette (evening), and the Arizona Weekly Gazette.)

General manager: Richard O. Lewis. *Commercial manager:* J. Richard Heath. *Program director, artists bureau head:* J. Howard Pyle. *Chief engineer:* Arthur C. Anderson. *Publicity director:* Hal Roach.

Rep: The Katz Agency, Inc. *News:* UP. *Seating facilities:* Two studios seating 90 persons; outside auditorium seating 2,500. *Merchandising:* Announcements several days prior to start of program; mention of clients and programs on the air in daily program resume several times before program is presented; paid newspaper listings,

covering sponsor's name and program title in black face type, in Arizona Republic (morning) and Phoenix Gazette (evening) newspapers; weekly advance listing of all programs in Arizona Weekly Gazette; personal contact, telephone call or letter informing distributors and larger dealers of advertising campaign, suggesting their co-operation in window displays, etc.; mailing out of advance program schedules to select group of advertising agencies, representatives, clients, local distributors, dealers and business organizations; sending out of direct mail material to listeners and others where it will prove effective in the interests of client; mailing material to be furnished by client; prepared to take care of any other merchandising service advertiser desires on a cost basis. *Foreign language programs:* Accepted. *Artists bureau:* Yes. *Base rate:* \$150.

Copy restrictions: Accept beer; no wine or hard liquor; no misleading or fraudulent advertising; no "cure-alls," fortune tellers, lotteries, etc.; no mail order advertising competitive to local merchants; all copy is subject to station approval and government regulations.

KGLU, SAFFORD

Operator: Gila Broadcasting Co. *Power:* 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

KGAR, TUCSON

Operator: Tucson Motor Service Co., 142 S. 6th Avenue. *Phone:* 2929. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* CBS; Arizona Network with KOY, Phoenix, KSUN, Lowell. *Opened:* March 29, 1929.

President, general and station manager: Frank Z. Howe. *Commercial manager:* Victor Gillard. *Chief engineer:* Clifford Livingston. *Studio manager:* Dick Johnson.

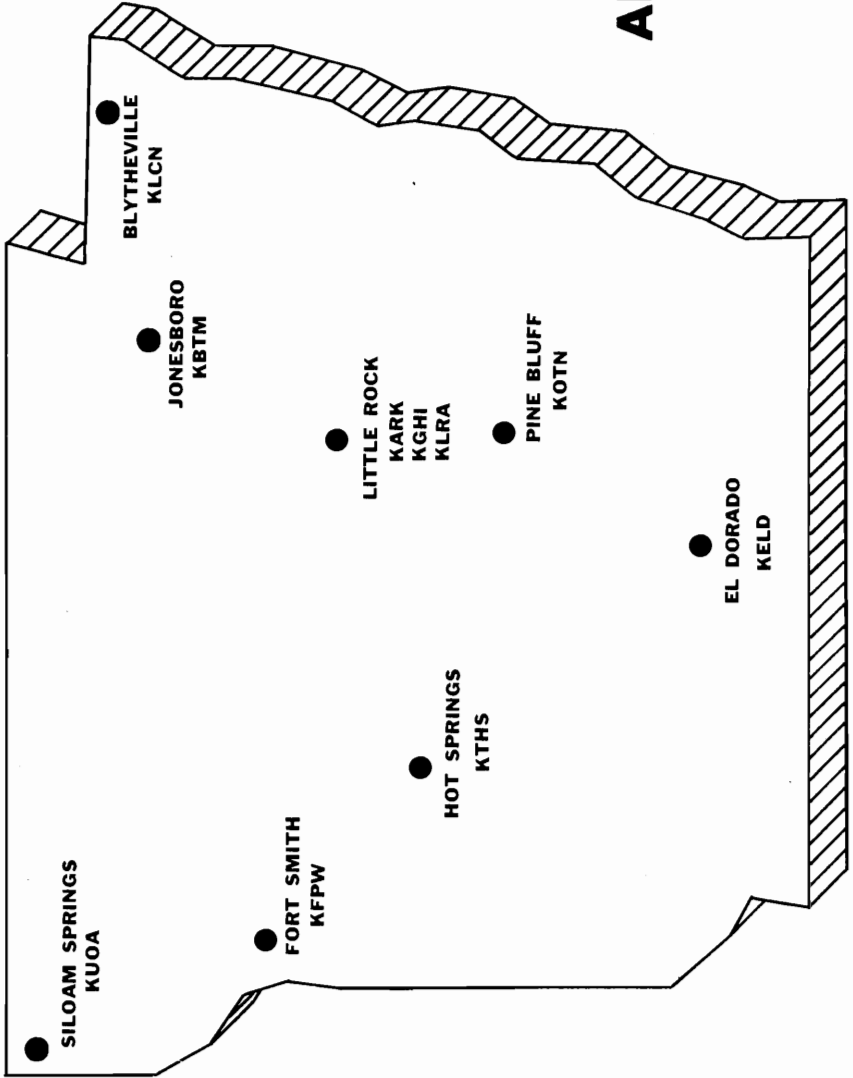
Rep: Walter Biddick Co. (Pacific Coast). *News:* Christian Science Monitor. *Seating facilities:* 35 persons. *Merchandising:* None. *Foreign language programs:* Accept Spanish and French programs. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Accept beer, wine, hard liquor and patent medicines, provided products are legitimate.

KVOA, TUCSON

Operator: Arizona Broadcasting Co., Inc., Box 2888. *Phone:* 3703-3704. *Power:* 1,000

ARKANSAS



ARIZONA STATIONS—Continued

watts on 1260 kc. *Affiliation:* None. *Opened* May, 1929.

President: Harold Steinfeld. *Station manager, commercial manager:* R. B. Williams. *Program director:* Gil Meynier. *Chief engineer:* Leonard L. Nalley.

Rep: The Katz Agency. *News:* AP. *Seating facilities:* None. *Merchandising:* Complete service offered; no charge unless special services are wanted. *Foreign language programs:* No restrictions on acceptance. *Artists bureau:* None. *Base rate:* \$80.

Copy restrictions: Advertising of alcoholic beverages not accepted, with the exception of beer.

KUMA, YUMA

Operator: Silver Crest Theatres, Lee Hotel Bldg. *Phone:* Yuma 88. *Power:* 100 watts on 1420 kc. (operates specified hours). *Affiliation:* None. *Opened:* 1932.

Lessee: E. B. Sturdivant. *General manager and program director:* E. N. Sturdivant. *Chief engineer:* Ted Kieling.

Rep: Walter Biddick Co. *News:* Christian Science Monitor. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Spanish programs and announcements encouraged at rate card prices. Mexican population large. *Artists bureau:* None. *Base rate:* \$25.

Copy restrictions: Beer and wine accepted; no other alcoholic beverages.

ARKANSAS

(254,800 radio homes)

Radio Homes by Counties

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

KLCN, BLYTHEVILLE

Operator: Charles Leo Lintzenich. *Power:* 100 watts on 1290 kc. (daytime).
No other information available.

KELD, EL DORADO

Operator: Radio Enterprises, Inc., Box 610. *Phone:* 1313. *Power:* 100 watts on

1370 kc. *Affiliation:* None. *Opened:* Oct. 5, 1935. (Note: This station is affiliated with the Arkansas Farmer and Pulaski Weekly Herald, Little Rock.)

President: R. E. Meinert. *Vice-president, general manager:* G. E. Zimmerman. *Station manager:* F. E. Bolles. *Commercial manager:* T. P. Thompson. *Program director:* Rodney Smith. *Chief engineer:*

ARKANSAS STATIONS—Continued

Charles Mathis. *Artists bureau head, musical director:* Rodney Smith. *Publicity director, assistant manager:* Leon Sipes.

Rep: None. *News:* Transradio. *Seating facilities:* Reception room, 50 persons. *Merchandising:* Various services rendered by staff; regular issues of KELD house organ contain merchandising data relative to firms' products advertised over KELD; house organ is distributed widely. *Foreign language programs:* Not accepted. *Artists bureau:* Setup is nominal; does not function as booking organization. *Base rate:* \$37.50 (½ hr.).

Copy restrictions: No hard liquors; accept patent medicines "of proper worth and good standing"; copy must comply with rules of "decency, proper form and truth."

KFPW, FORT SMITH

Operator: Southwestern Hotel Co., 1213 Garrison Ave. *Phones:* 4106 (station); 7069 (advertising department). *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* July 27, 1930.

President, general manager: John A. England. *Station manager, program and musical director:* Dorothy Gibson. *Commercial manager, publicity director:* Jimmy Barry. *Chief engineer:* Willard Doan.

Rep: None. *News:* UP. *Seating facilities:* Hotel ballroom, 300 persons; main dining room, 250; station reception room, 30. *Merchandising:* Complete service available; make contacts with wholesale distributors free; contacts with retail trade made at actual cost. *Foreign language programs:* No policy; no foreign population. *Artists bureau:* None. *Stock:* Closed corporation, stockholders in which are John A. England, Sarah McC Mowan, J. E. Reynolds, John Witherspoon, W. J. Echols, Jr., and the estate of W. R. Martin. *Base rate:* \$25 (½ hr.).

Copy restrictions: Beer accepted, but no wines or hard liquors; recognized patent medicines accepted, but no others.

KTHS, HOT SPRINGS

Operator: Hot Springs Chamber of Commerce, 135 Benton St. *Phone:* 212. *Power:* 10,000 watts on 1060 kc. (specified hours nighttime). *Affiliation:* NBC Southwestern service. *Opened:* Dec. 20, 1924.

Manager: S. A. Cisler. *Commercial manager:* Howard A. Shuman. *Chief engineer:* J. C. Norman.

Rep: John Blair. *News:* AP; Transradio. *Seating facilities:* Studio, 100 persons; city auditorium, 1,500. *Merchandising:* Contact, either personally or by mail, dealers in territory in regard to new programs or

campaigns; check sales; pre-announcements gratis on programs. *Foreign language programs:* None. *Artists bureau:* Staff talent booked by program director. *Base rate:* \$130.

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

KBTM, JONESBORO

Operator: Beard's Temple of Music, 104½ W. Washington Ave. *Phone:* 433. *Power:* 100 watts on 1200 kc. (daytime). *Affiliation:* None. *Opened:* March, 1930.

Manager, commercial manager: Jay P. Beard. *Program director:* Martha Jean Booker. *Chief engineer:* J. C. Warren. *Merchandising director:* Phil Williams. *Continuity and publicity director:* David Banks.

Rep: None. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Offered to accounts spending \$100 or more per month; 500 trade bulletins mailed per month, calling attention to program, for cost of postage; contacts personally made with trade over a radius of 25 miles at least once during life of contract if at least 6 months' contract is secured. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; list orchestras, ensembles, actors, announcers, etc. *Base rate:* \$25.

Copy restrictions: Announcements must be limited to 100 words; beer accepted; no other alcoholic beverages.

KARK, LITTLE ROCK

Operator: Arkansas Radio and Equipment Co., 212 Center Street. *Phones:* LD-224; 2-1841. *Power:* 1,000 and 500 watts on 890 kc. *Affiliation:* NBC Southwestern Group. *Opened:* 1931. (Note: This station is newspaper-affiliated with the Arkansas Farmer).

Vice-president, general manager: G. E. Zimmerman. *Station manager:* Larry Meinert. *Commercial manager:* C. K. Beaver. *Program and publicity director:* Jack Lewis. *Chief engineer:* D. L. Winn.

Rep: Edward Petry & Co., Inc. *News:* INS. *Seating facilities:* Can accommodate 200 persons. *Merchandising:* Full cooperation with advertisers when "cost is within reason." *Foreign language programs:* Will accept; governed by same rules as other advertising. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted any time; liquor only after 9 p.m.;

ARKANSAS STATIONS—Continued

no restrictions on copy other than those of "good judgment."

KGHI, LITTLE ROCK

Operator: Arkansas Broadcasting Co., Gazette Bldg. *Phone:* 9166. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* 1927.

President and owner: A. L. Chilton. *Station and commercial manager:* R. G. Terrill. *Program director:* Henry Frick. *Chief engineer:* Arthur Beem. *Artists bureau head:* Henry Frick. *Musical director:* Ruth Lawrence. *Publicity director:* Bill Barnes.

Rep: None. *News:* None. *Seating facilities:* About 300. *Merchandising:* No information given. *Foreign language programs:* None. *Artists bureau:* Setup nominal only. *Base rate:* \$40.

Copy restrictions: Accept beer and wine and some patent medicines; no hard liquor advertising.

KLRA, LITTLE ROCK

Operator: Arkansas Broadcasting Co., Gazette Bldg. *Power:* 5,000 and 1,000 watts on 1390 kc. *Affiliation:* CBS. *Opened:* 1927.

General manager: S. C. Vinsonhaler.

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

Copy restrictions: Beer, wine and liquor advertising accepted, according to the best available information (not supplied by the station).

KOTN, PINE BLUFF

Operator: Universal Broadcasting Corp., 505½ Main St. *Phone:* 464. *Power:* 100 watts on 1500 kc (daytime). *Affiliation:* None. *Opened:* March 12, 1934.

Station and commercial manager: B. J. Parrish. *Program director:* Lucille Grubbs. *Chief engineer:* J. R. Whitworth.

Rep: Cox and Tanz. *News:* No service listed. *Seating facilities:* Can accommodate 50 persons. *Merchandising:* "Reasonable amount" of service offered free. *Foreign language programs:* Not accepted. *Artists bureau:* None listed. *Base rate:* \$37.50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all advertising must be in "good taste"; acceptance of patent medicine copy is subject to approval of the station manager.

KUAO, SILOAM SPRINGS

Operator: KUAO, Inc., Siloam Springs. *Phone:* 170-77. *Power:* 5,000 watts on 1260 kc. (daytime). *Affiliation:* None. *Opened:* 1922. (Note: This station is owned by John Brown University).

Owner: John Brown University. *Commercial manager:* Storm Whaley. *Chief engineer:* J. L. Miller.

Rep: Howard H. Wilson Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Limited services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by John Brown University. *Base rate:* \$62.50.

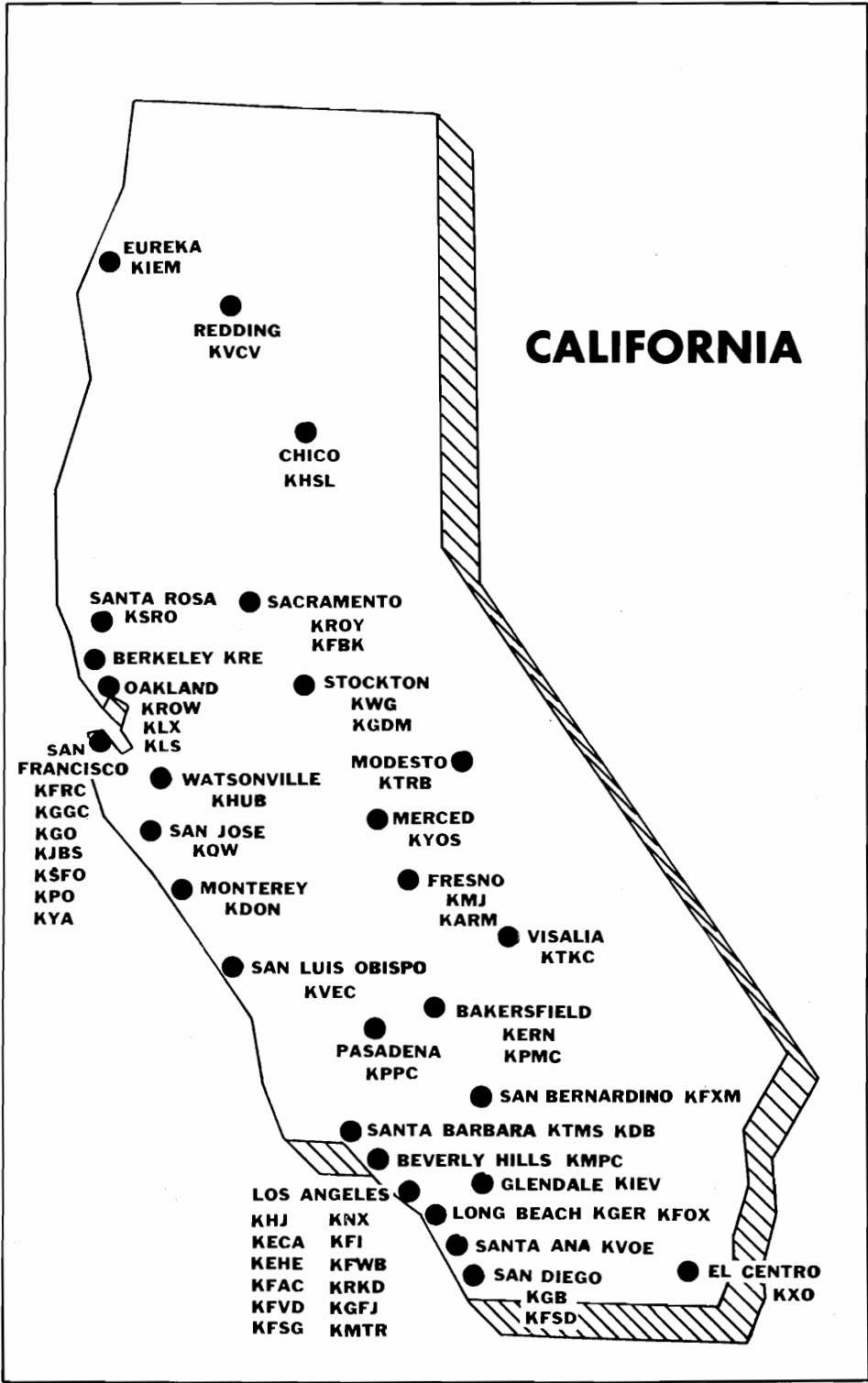
Copy restrictions: No alcoholic beverages accepted; all copy subject to station approval and government regulations.

CALIFORNIA

(1,719,800 radio homes)

Radio Homes by Counties

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



CALIFORNIA STATIONS—Continued

Sonoma	19,660	Trinity	980	Ventura	15,820
Stanislaus	16,570	Tulare	21,800	Yolo	6,550
Sutter	4,110	Tuolumne	2,890	Yuba	3,380
Tehama	4,340				

KERN, BAKERSFIELD

Operator: McClatchy Broadcasting Co., Elks Club. *Phone:* 5-700. *Power:* 100 watts on 1370 kc. *Affiliation:* NBC California Supplementary Group; California Radio System. *Opened:* Jan. 29, 1932. (Note: This station is not directly newspaper-operated, but is owned by the McClatchy newspapers.)

Station head: Howard Lane (business manager, McClatchy Broadcasting Co.). *Station manager, program director:* Robert L. Stoddard. *Commercial manager, publicity director:* Phil McHugh. *Chief engineer:* Verne Shatto.

Rep: Paul H. Raymer Co. *News:* INS. *Seating facilities:* Auditorium, capacity 400. *Merchandising:* Service includes newspaper publicity, air publicity, distribution of circulars, dealer calls, displays, etc. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Wine and beer accepted; no other alcoholic beverages; no lotteries, etc.; no medicinal advertising.

KPMC, BAKERSFIELD

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

President: Frank Schamblin. *Station manager:* Leo Schamblin. *Commercial manager:* E. McCaffrey. *Program director:* Curtis Sturm. *Chief engineer:* Leo Jarvis. *Publicity director:* R. W. Hetrick.

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

Copy restrictions: Wine and beer accepted; no other alcoholic beverages; copy must be "ethical in every respect."

KRE, BERKELEY

Operator: Central California Broadcasters, Inc., 2337 Shattuck Ave. *Phone:* Berkeley 7713. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1922.

Director, station manager: Arthur Westlund. *Program director:* M. Donald Hamblly. *Chief engineer:* K. Gordon Morrison.

Musical director: Harold S. Hawley. *Sales manager:* Fred Macpherson.

Rep: None. *News:* INS. *Seating facilities:* None. *Merchandising:* Dealer contacts, window displays, newspaper tie-ins, photographs gratis; special services charged for. *Foreign language programs:* Semi-restricted; occasional Italian and Portuguese programs; foreign language business not solicited generally. *Artists bureau:* None. *Base rate:* \$62.75.

Copy restrictions: Average single commercial restricted by management to about 1 minute; beer and wines accepted; no hard liquor; patent medicines and health services accepted only at discretion of the management.

KMPC, BEVERLY HILLS

Operator: KMPC, The Station of the Stars, Inc., 9631 Wilshire Blvd. *Phone:* Oxford 6211. *Power:* 500 watts on 710 kc (limited time with WOR). *Affiliation:* Southern California Network. *Opened:* Feb. 19, 1927.

President: G. A. Richards. *Vice-president, general manager:* Leo B. Tyson. *Program director:* Arthur E. Sutton. *Chief engineer:* Roger Love. *Publicity director:* Lois Cowan.

Rep: None listed. *News:* United Press. *Seating facilities:* Studio, 150 persons. *Merchandising:* Mail 100 letters free of charge; other services, as desired by sponsor, rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Entirely owned by G. A. Richards (WJR, Detroit; WGAR, Cleveland). *Base rate:* \$45.

Copy restrictions: Commercial announcements limited to 100 words; time signals limited to 75 words; not over 15% of any program period may be occupied by advertising; accept beer and wines; no hard liquors.

KHSL, CHICO

Operator: Golden Empire Broadcasting Co., Golden Empire Bldg. *Phone:* Chico 237. *Power:* 250 watts on 1260 kc. *Affiliation:* None. *Opened:* April 17, 1935. (Note: Same operator controls KVCV, Reading.)

President, general manager, commercial manager, program director, publicity: Harold Smithson. *Chief engineer:* Robert Songstad.

Rep: None. *News:* INS. *Seating facilities:*

*For Complete Coverage
of the
Pacific Coast*

use

DON LEE

*The Nation's Greatest Regional
Network*

*LEWIS ALLEN WEISS, General Manager
1076 West Seventh Street
Los Angeles, California*

*Affiliated with
MUTUAL*

*Represented by
JOHN BLAIR & CO.*

For Tops in Hollywood Talent . . . Contact

**THOMAS LEE
ARTISTS BUREAU**

**Max Schall
W. Carroll Tornroth
Marty Martyn**

6253 Hollywood Boulevard, Hollywood, California

CALIFORNIA STATIONS—Continued

ties: Studio, 100 persons. *Merchandising*: Contact dealers; arrange displays; distribute samples, etc. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Stock*: Principal holders are Harold Smithson, William Schield, and Sydney R. Lewis. *Base rate*: \$55.

Copy restrictions: No beer, wines or other alcoholic beverages; no patent medicine advertising accepted; no announcements on Sundays; all copy subject to station manager's approval.

KXO, EL CENTRO

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

Owner, station manager: F. M. Bowles. *Commercial manager*: Belle Hovey. *Chief engineer*: Stillman Badger, Jr.

Rep: None. *News*: None. *Seating facilities*: None. *Merchandising*: Make personal calls on sponsor's local representatives or outlets. *Foreign language programs*: Accepted; Spanish program current. *Artists bureau*: None. *Base rate*: \$25.

Copy restrictions: Do not accept beer, wine or hard liquor advertising; no contracts allowed calling for payment of station time on a percentage of sales.

KIEM, EUREKA

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

General manager, chief engineer: Wm. B. Smullin. *Engineers*: Charles Baker, Alvor Olson. *Program director*: Dean Metcalf. *Local advertising manager*: Hugh Gilmore. *Educational director*: Earl Roberts. *Religious director*: Charles Hudson.

Rep: John Blair. *News*: UP. *Seating facilities*: 100 persons. *Merchandising*: Complete service offered in the case of sustained campaigns. *Foreign language programs*: Accept Portuguese and Italian programs. *Artists bureau*: None. *Stock*: Principally held by H. H. Hanseth and William B. Smullin. *Base rate*: \$37.50

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

KARM, FRESNO

Operator: George Harm, 1333 Van Ness Ave. *Phone*: 24151. *Power*: 100 watts on

1310 kc. *Affiliation*: CBS. *Opened*: Jan. 15, 1938.

Owner: George Harm. *Station and commercial manager*: Lou Keplinger. *Program director*: Dick Wegener. *Chief engineer*: John Scales. *Publicity director*: E. Robertson.

Rep: Joseph Hershey McGillvra; Walter Biddick Co. (Coast). *News*: INS. *Seating facilities*: Large studio, 175 persons; smaller studio accommodates 25. *Merchandising*: Give complete service to sponsors desiring merchandising, at no extra cost. *Foreign language programs*: "Not accepted, normally." *Artists bureau*: None. *Base rate*: \$65.

Copy restrictions: No rules beyond that "all advertising must be strictly in good taste."

KMJ, FRESNO

Operator: McClatchy Broadcasting Co., Fresno Bee Bldg. *Phone*: 2-8817. *Power*: 1,000 watts on 580 kc. *Affiliation*: NBC California Supplementary Group; California Radio System. *Opened*: 1922. (Note: This station is owned and operated by the McClatchy newspapers, the Fresno Bee representing the McClatchy newspaper property in Fresno.)

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

Rep: Paul H. Raymer Co. *News*: UP. *Seating facilities*: Auditorium seats 300. *Merchandising*: Offer distribution of window displays, surveys, and cooperation in newspaper publicity. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$126.

Copy restrictions: Beer and wine accepted; no patent medicines or hard liquor; 50 word announcements accepted on station breaks; 100 word announcements accepted on transcribed periods.

KIEV, GLENDALE

Operator: Cannon System, Ltd., 701 E. Broadway. *Phones*: Omaha 34191; Douglas 3010. *Power*: 250 watts on 850 kc. (daytime). *Affiliation*: None. *Opened*: 1933.

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

Rep: None. *News*: None. *Seating facilities*: Very small facilities; no number given; station says its programs are mostly transcriptions. *Merchandising*: None. *Foreign language programs*: Accepted, providing there be no talks, speeches or lectures, and that 90% of the programs be

STOP—

Wondering About Southern California!

KFI

50,000 WATTS
NBC RED NETWORK

DOMINATES THE NATION'S
FOURTH MARKET!



KECA

5,000 WATTS (1,000 WATTS NIGHT)
NBC BLUE NETWORK

CONCENTRATED COVERAGE
OF LOS ANGELES COUNTY AND
ITS 3,000,000 PEOPLE



Barle C. Anthony, Inc.

RADIO DIVISION
LOS ANGELES • CALIFORNIA

EDWARD PETRY & CO.
National Sales Representatives

CALIFORNIA STATIONS—Continued

music. Artists bureau: None. Base rate: \$25.

Copy restrictions: "We conform with state and federal laws and leave the rest to good judgment."

KFOX, LONG BEACH

Operator: Nichols & Warinner, Inc., 220 E. Anaheim St. Phone: 672-81. Power: 1,000 watts on 1250 kc. (construction permit for 5,000 watts daytime). Affiliation: California Radio System. Opened: 1924.

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

Rep: Joseph Hershey McGillvra and Walter Biddick Co. (Coast). News: INS. Seating facilities: None. Merchandising: Retains National Research Bureau, Inc. Foreign language programs: Not accepted. Artists bureau: None. Stock: Held by Hal G. Nichols. Base rate: \$87.

Copy restrictions: Beer and light wines only accepted, providing programs do not come between 5 and 8:30 p.m.; commercial copy can't exceed 25% of program time; if copy is in excess, time-and-a-half rates are charged.

KGER, LONG BEACH

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

President, station manager: C. Merwin Dobyns. Commercial manager: John A. Dobyns. Business manager: Tom Hunter. Program director: Helene Smith. Production manager: Les Mawhinney. Chief engineer: Jay Tapp. Publicity director: Lee Wynne.

Rep: Howard H. Wilson Co. News: Transradio; also gather news locally. Seating facilities: Long Beach Studios, 150 persons; Los Angeles Studios, 25. Merchandising: Service worked out with each individual sponsor. Foreign language programs: Will accept, if musical numbers are also announced in English and commercials kept to minimum. Artists bureau: None. Stock: Owned entirely by C. Merwin Dobyns. Base rate: \$85.

Copy restrictions: Beer and wine accepted; liquor advertising subject to approval; approved patent medicines okay; copy restricted to not more than 25% of program time.

KECA, LOS ANGELES

Operator: Earle C. Anthony, 1000 S. Hope Street. Phone: Richmond 6111. Power: 5,000 and 1,000 watts on 1430 kc.

Affiliation: NBC Pacific Coast Blue. Opened: November 15, 1929. (Note: Same operator also owns KFI, Los Angeles.)

President: Earle C. Anthony. Station manager: Harrison Holliday. Commercial manager: Carl Haverlin. Program director: Kelly Anthony. Musical director: Earl Towner. Production manager: John Edwards. Educational director: Jose Rodriguez. Promotion manager: Karl Kellogg. Chief engineers: H. L. Batterman, Curtis W. Mason. Publicity director: Bernard Smith.

Rep: Edward Petry & Co., Inc. News: UP. Seating facilities: 300 persons (shared with KFI, same ownership). Merchandising: 100 pre-announcement letters sent to trade, gratis, when requested by advertiser; dealers contacted by sales department. Foreign language programs: Not accepted. Artists bureau: None. Stock: Principally held by Earle C. Anthony. Base rate: \$250.

Copy restrictions: Beer and wine accepted; patent medicines investigated for effectiveness, and copy checked for truthfulness and good taste; commercials limited to 150 words per quarter-hour; spot announcements limited to 50 syllables.

KEHE, LOS ANGELES*

Operator: Hearst Radio, Inc., 141 N. Vermont Avenue. Phone: Exposition 1341. Power: 5,000 and 1,000 watts on 780 kc. Affiliation: None. Opened: May 1, 1925. (Note: This station is newspaper-affiliated with the Los Angeles Herald-Express.)

Station manager: Jack O. Gross. National sales manager: John Livingston. Program director: Al Poska. Chief engineer: Fred Ragsdale. Musical director: Claude Sweeten. Publicity director: Lewis Paterson.

Rep: International Radio Sales. News: INS. Seating facilities: Studio theatre, seating 300 persons. Merchandising: Offer complete service. Foreign language programs: No information given. Artists bureau: None. Base rate: \$170.

Copy restrictions: Advertising of alcoholic beverages accepted; all copy subject to station approval or revision.

KFAC, LOS ANGELES

Operator: Los Angeles Broadcasting Co., Inc., 3443 Wilshire Blvd. Phone: Fitzroy

*Note: Earle C. Anthony (KFI, KECA) has an application before the FCC to purchase KEHE. At press time the FCC had not yet passed on this application.

Are you demanding
R E S U L T S ?

National and local advertisers alike have found that KFWB is the *best buy* in Los Angeles—because it gets the *most results* for each dollar spent.

That is why so many national accounts are selecting KFWB to *get results* for them in the nation's highly concentrated fourth market.

“IN THE HEART OF HOLLYWOOD”

K F W B

Warner Bros. Broadcasting Corp.
Los Angeles, California

Key Station of the California Radio System

National Representatives

Transamerican Broadcasting and Television Corp.

New York

::

Chicago

::

Hollywood

CALIFORNIA STATIONS—Continued

1231. *Power:* 1,000 watts on 1300 kc. *Affiliation:* None. *Opened:* 1931.

Vice-president, general manager: Calvin J. Smith. *Program director, artists bureau head:* Robert W. Swan. *Chief engineer:* H. W. Andersen. *Musical director:* Gino Severi. *Publicity director:* Lucile Dinsmore.

Rep: None. *News:* Locally from Times newspaper. *Seating facilities:* Audience rooms, seating 250 to 300 persons. *Merchandising:* No set procedure; service varies with individual cases. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Stock:* Entirely held by E. L. Cord. *Base rate:* \$75.

Copy restrictions: No alcoholic beverages or medicines of any kind; copy carefully checked by station.

KFI, LOS ANGELES

Operator: Earle C. Anthony, 1000 S. Hope Street. *Phone:* Richmond 6111. *Power:* 50,000 watts on 640 kc. *Affiliation:* NBC Pacific Coast Red. *Opened:* April 16, 1922. (Note: Same operator also owns KECA, Los Angeles.)

President: Earle C. Anthony. *Station manager:* Harrison Holliday. *Commercial manager:* Carl Haverlin. *Program director:* Kelly Anthony. *Musical director:* Earl Towner. *Production manager:* John Edwards. *Educational director:* Jose Rodriguez. *Promotion manager:* Karl Kellogg. *Chief engineers:* H. L. Blatterman, Curtis W. Mason. *Publicity director:* Bernard Smith.

Rep: Edward Petry & Co., Inc. *News:* UP.

Seating facilities: 300 persons (facilities shared with KECA, same ownership). *Merchandising:* 100 pre-announcement letters sent to trade, gratis, when requested by advertiser; dealers contacted by sales department. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by Earle C. Anthony. *Base rate:* \$660.

Copy restrictions: Beer and wine accepted; patent medicines investigated for effectiveness and copy checked for truthfulness and good taste; commercials limited to 150 words per quarter-hour; spot announcements limited to 50 syllables.

KFSG, LOS ANGELES

Operator: Echo Park Evangelistic Association.

Power: 2,500 and 500 watts on 1120 kc (divides time with KRKD).

This station does not sell time; church-owned.

KFVD, LOS ANGELES

Operator: Standard Broadcasting Company, 338 S. Western Ave. *Phone:* Drexel 2391. *Power:* 1,000 watts on 1000 kc (limited time with WHO). *Affiliation:* None. *Opened:* 1925.

General and station manager: J. Frank Burke, Jr. *Commercial manager:* C. E. Watts. *Chief engineer:* John Smithson. *Musical director:* J. Newton Yates. *Publicity director:* Byron Dunham.

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

Copy restrictions: No beer, wine, liquor or patent medicine advertising; all copy subject to station standards and government regulations.

KFWB, LOS ANGELES

Operator: Warner Brothers Broadcasting Corp., 5833 Fernwood Ave. *Phone:* Hempstead 5151. *Power:* 5,000 and 1,000 watts on 950 kc. *Affiliation:* California Radio System and Southern California Network. *Opened:* March 4, 1925.

General and station manager: Harry Maizlish. *Commercial manager:* Chester Mittendorf. *Program director:* Manning Ostroff. *Chief engineer:* Harry Myers. *Musical director:* Leon Leonardi. *Publicity director:* Earl Ferris Agency. *Sales promotion manager:* William Ray.

Rep: Transamerican Broadcasting & Television Corp. *News:* INS. *Seating facilities:* Broadcasting theatre, seating 530 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$225.

Copy restrictions: Accept beer and wine any time; no hard liquors; accept certain patent medicines, such as cough syrups, etc.; spot announcements limited to 100 words during daytime hours, 60 words during evening hours; all copy subject to station standards and government regulations.

KGFJ, LOS ANGELES

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

Owner, general and station manager: Ben S. McGlashan. *Assistant manager, commercial manager:* H. Duke Hancock. *Program director:* Al Weinert. *Chief engineer:* Charles Whitney. *Publicity director:* Thelma Kirchner.

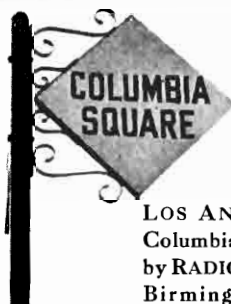
Rep: Cox & Tanz. *News:* INS. *Seating*

'Workshop' in the west.....

The new home of Los Angeles' most popular radio station - KNX - the station that covers the *entire* Southern California wholesale trading area *by day*; and seven western states *by night*.



KNX
50,000 WATTS



LOS ANGELES, owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, Birmingham, San Francisco, Los Angeles

CALIFORNIA STATIONS—Continued

facilities: Facilities for 1,500 persons available when necessary. *Merchandising:* "No definite policy." *Foreign language programs:* Spanish and Italian programs current. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: Accept beer and wine, but no hard liquor or patent medicine advertising; commercials limited to 1 minute per 10-minute program, 2 minutes per quarter-hour, 3 minutes per half-hour, 5 minutes per hour; all copy subject to approval of local Better Business Bureau.

KHJ, LOS ANGELES

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

President: Thomas S. Lee. *General and station manager:* Lewis Allen Weiss. *Assistant manager:* Willet H. Brown. *Commercial manager:* Thayer Ridgway. *Chief engineer:* Frank Kennedy. *Artists bureau head:* Max Schall. *Musical directors:* Guest conductors. *Publicity director:* Bud Rutherford.

Rep: John Blair & Co. *News:* INS. *Seating facilities:* Studio auditorium, seating 300 persons; Filmarte Theatre, seating 600. *Merchandising:* Limited service includes check of retail outlets, publicity releases to all newspapers and trade publications. *Foreign language programs:* No set rules; acceptance would depend on product and program, and time of broadcast would be restricted. *Artists bureau:* KHJ uses the Thomas Lee Artists Service. *Base rate:* \$300.

Copy restrictions: Beer and wine accounts accepted under supervision; no hard liquor; accept some patent medicines; all copy subject to station standards and government regulations.

KMTR, LOS ANGELES

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

President: Victor E. Dalton. *Station manager:* Kenneth O. Tinkham. *Program director:* Al Jarvis. *Chief engineer:* Carrol Hauser. *Musical director:* Salvatore Santaella. *Publicity director:* Constance Stevenson. *Traffic manager:* Corinne Stengel.

Rep: J. J. Devine & Associates, Inc. *News:* 20th Century International Radio Newsreel. *Seating facilities:* 200 persons. *Merchandising:* Publicity service given. *Foreign language programs:* Accepted.

Artists bureau: Maintains complete artist staff. *Base rate:* \$125.

Copy restrictions: Beer and wine advertising accepted; no advertising medicos, lotteries, fortune tellers or astrology; all copy checked with station's attorney.

KNX, LOS ANGELES

Operator: Columbia Broadcasting System, Inc., Columbia Square (Sunset Blvd. and Gower St.), Hollywood. *Phone:* Hollywood 2484. *Power:* 50,000 watts on 1050 kc. *Affiliation:* CBS. *Opened:* Oct. 10, 1924.

Vice-president, general manager: Donald W. Thornburgh. *Assistant to vice-president:* John M. Dolph. *Sales manager:* Harry W. Witt. *Comptroller:* Charles D. Ryder. *Chief engineer:* Lester H. Bowman. *Program director:* Charles Vanda. *Assistant program director:* Benjamin Paley. *Musical director (Western Division):* Lud Gluskin. *Musical director (KNX):* Wilbur Hatch. *Production manager:* Edith Todesca. *Sales promotion manager:* Edwin W. Buckalew. *Publicity director:* Hal B. Rorke. *Public affairs director:* Fox Case. *Traffic manager:* Alan N. Cormack.

Rep: Radio Sales. *News:* UP. *Seating facilities:* Columbia Square Playhouse, seating 918 persons; Studio 1, seating 200; Studio 2, seating 200; Studio 3, seating 75; Studio 4, seating 75. *Merchandising:* Maintains, on non-profit basis, complete promotion and publicity departments. *Foreign language programs:* Not accepted. *Artists bureau:* Columbia Management of California, Inc. *Base rate:* \$500.

Copy restrictions: CBS Program Policies.

KRKD, LOS ANGELES

Operator: Radio Broadcasters, Inc., 312 Spring Arcade Bldg. *Phone:* Madison 2281. *Power:* 2,500 and 500 watts on 1120 kc. (divides time with KFSG). *Affiliation:* None. *Opened:* Jan. 10, 1927. (Note: Station has tie-ups, but not cross-ownership, with Los Angeles Evening News and Los Angeles Illustrated Daily News.)

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

Rep: None. *News:* UP. *Seating facilities:* Studio A, 100 persons. *Merchandising:* Have specialized merchandising department for direct-sales campaigns. *Foreign language programs:* Will accept, with certain restrictions. *Artists bureau:* None. *Stock:* Prin-

CALIFORNIA STATIONS—Continued

cial holder is Frank P. Doherty. *Base rate*: \$50.

Copy restrictions: Not more than three minutes of commercial copy in every quarter-hour, nor over four-and-a-half minutes in a half-hour, nor over nine minutes per hour; patent medicine copy must be within scope of law.

KYOS, MERCED

Operator: Merced Star Publishing Company, P. O. Box 662. *Phone*: 1430. *Power*: 250 watts on 1040 kc. (daytime). *Affiliation*: None. *Opened*: October 13, 1936. (Note: This station is newspaper-owned by the Merced Sun-Star.)

President: Ray McClung. *Station and commercial manager*: John W. Crews. *Program director*: Donald Young. *Chief engineer*: Morton Weibers.

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

Copy restrictions: Accept beer and wine, but no hard liquor; commercial copy limited to 14 minutes per hour program, 7 minutes per half-hour, 3½ minutes per quarter-hour and 100 words per 5-minute program.

KTRB, MODESTO

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

General manager: T. R. McTammany.

Rep: Walter Biddick Co.; Cox and Tanz. *News*: Local only. *Seating facilities*: About 150 persons. *Merchandising*: No service listed. *Foreign language programs*: Accepted if complying with rules and regulations of FCC. *Artists bureau*: None. *Base rate*: \$40.

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicines subject to approval of Medical Assn. of California; all copy must be passed by manager before going on air.

KDON, MONTEREY

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

Peninsula Herald of Monterey, and the Salinas Newspapers, Inc., of Salinas.)

Station and commercial manager: Howard V. Walters. *Chief engineer*: William A. Crabbe. *Musical director*: Jack Ellassen.

Rep: John Blair & Co. *News*: UP. *Seating facilities*: Monterey Studio, 30; Salinas Studio, 50; Santa Cruz Studio, 400. *Merchandising*: Newspaper publicity; aids in securing window and counter displays; nine film theatre trailer outlets. *Foreign language programs*: Portuguese program current; will accept no other at present. *Artists bureau*: None. *Stock*: Held by Allen Griffin and Salinas Newspapers, Inc. *Base rate*: \$35.

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

KLS, OAKLAND

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

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

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

Copy restrictions: Beer and wine copy acceptable; no hard liquors; station reserves right to refuse or discontinue any contract.

KLX, OAKLAND

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

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

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

Copy restrictions: Beer and wine advertising accepted; no hard liquors.

CALIFORNIA STATIONS—Continued

KROW, OAKLAND

Operator: Educational Broadcasting Corp. *Power:* 1,000 watts on 930 kc. *Affiliation:* None.

No other data available after repeated requests.

KPPC, PASADENA

Operator: Pasadena Presbyterian Church, 585 E. Colorado St. *Phone:* Terrace 2193. *Power:* 100 watts on 1210 kc (shares time with KFXM).

This station is non-commercial; church-owned.

KVCV, REDDING

Operator: Golden Empire Broadcasting Co. *Power:* 100 watts on 1200 kc. *Affiliation:* None.

Rep: None. *Base rate:* \$45.

No other information available after repeated requests.

KFBK, SACRAMENTO

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

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

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

Copy restrictions: Accept beer and wine; no hard liquor; patent medicine advertising subject to copy acceptance.

KROY, SACRAMENTO

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

Station head: Royal Miller. *Station and commercial manager:* Will Thompson, Jr. *Chief engineer:* Milton Cooper. *Program director:* Fred Becker.

Rep: Joseph Hershey McGillvra; Walter Biddick Co. (Coast). *News:* INS; also gather own news locally. *Seating facilities:* Studio seats 50 persons; reception room, 50. *Merchandising:* All forms of

merchandising surveys made for national advertisers free. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$46.25.

Copy restrictions: Accept beer and wine; no liquor advertising; other rules and regulations as per Federal Trade Commission and N.A.B. Code of Ethics.

KFXM, SAN BERNARDINO

Operator: Lee Bros. Broadcasting Co., 512 Fifth St. *Phone:* 4761. *Power:* 100 watts on 1210 kc (shares certain hours with KPPC). *Affiliation:* Mutual Broadcasting System; Don Lee. *Opened:* Oct. 29, 1929.

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

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Main studio accommodates 200; audience room adjacent to studio accommodates 100. *Merchandising:* Pre-plug programs, place window displays, mail circulars to dealers and distributors, send publicity to newspapers. *Foreign language programs:* English translation of such programs must be submitted in advance, and the programs must be non-controversial; have Spanish staff announcers; acceptance of other languages subject to securing announcers versed in the tongue wanted. *Artists bureau:* None. *Stock:* Company is a partnership of J. C. and E. W. Lee. *Base rate:* \$50.

Copy restrictions: Accept beer and wine copy, but not "general run" of liquors; accept medicines "of known merit only," but do not encourage this type of account; all copy subject to local and Federal laws.

KFSD, SAN DIEGO

Operator: Airfan Radio Corp., Ltd., 326 Broadway. *Phone:* Franklin 6353. *Power:* 1000 watts on 600 kc. *Affiliation:* NBC Pacific Coast Blue. *Opened:* March, 1926.

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

Rep: National Broadcasting Co.; Walter Biddick Co. (Coast). *News:* UP. *Seating facilities:* Reception room available, seating 100 persons. *Merchandising:* Pre-plug programs with announcements; send publicity to local papers and 35 other papers and magazines in the station area; at request will make a "reasonable" number of phone calls to local wholesale and retail outlets, and distribute at cost a "reasonable" number of letters to such outlets; will handle any other service at

Advertiser Acceptance

Among the outstanding national advertisers who, since the first of the year, have chosen the California Radio System to sell their products in California are:

GRUEN WATCH CO.
GENERAL MILLS
PROCTER & GAMBLE
BORDEN'S ASSOCIATED DAIRIES
COLGATE—PALMOLIVE—PEET COMPANY
LIBBY, McNEILL & LIBBY
TIDEWATER ASSOCIATED OIL CO.
PROGRESSIVE OPTICAL SYSTEM
E. GRIFFITH HUGHES, Inc.

If you want solid, intensive coverage of 94.2% of California's total population, you'll choose

The California Radio System

McCLATCHY BROADCASTING CO.

SACRAMENTO

KFBK • KYA • KFVB • KMJ • KERN • KWG • KFOX • KTMS
Sacramento San Francisco Hollywood Fresno Bakersfield Stockton Long Beach Santa Barbara
Represented Nationally by Transamerican Broadcasting & Television Corp.

CALIFORNIA STATIONS—Continued

cost; surveys (personal, not phone) generally are conducted on the basis of 15c per call within the city limits. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$70.

Copy restrictions: Beer and wine accepted; no hard liquors; all copy subject to approval of the station.

KGB, SAN DIEGO

Operator: Don Lee Broadcasting System, 1012 First Ave. *Phone*: Franklin 6151. *Power*: 1,000 watts on 1330 kc. *Affiliation*: Don Lee Broadcasting System; Mutual Broadcasting System. *Opened*: May, 1931.

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

Rep: John Blair & Co. *News*: INS; Transradio; San Diego (local). *Seating facilities*: Yes; "limited audience." *Merchandising*: Contact dealers; arrange window displays; ads in San Diego Shopping News. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$80.

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising; no stock-selling, advertising medicos or dentists; no lotteries, fortune tellers, astrologists.

KFRC, SAN FRANCISCO

Operator: The Don Lee Broadcasting System, 1000 Van Ness Ave. *Phone*: Prospect 0100. *Power*: 5,000 and 1,000 watts on 610 kc. *Affiliation*: Mutual; Don Lee Broadcasting System. *Opened*: 1924

Station manager: Wilbur Eickelberg. *Commercial manager*: Ward Ingram. *Program director*: William Pabst. *Chief engineer*: Ernest Underwood. *Artists bureau head*: Harold Moore. *Musical director*: Chester Smith. *Publicity director*: Pat Kelly.

Rep: John Blair & Co. *News*: INS. *Seating facilities*: Studio, 350 persons. *Merchandising*: Limited service, including check of retail outlets, publicity releases to newspapers and trade publications. *Foreign language programs*: None accepted. *Artists bureau*: Operated as branch of the Thomas Lee Artists' Bureau; has a roster of about 10 artists. *Base rate*: \$250.

Copy restrictions: Standards of "good taste" carefully observed; beer and wine accepted; no other alcoholic beverages; patent medicines subject to their general standing and the copy they wish to use.

KGGC, SAN FRANCISCO

Operator: Golden Gate Broadcasting Co., 1335 Market St. *Phone*: Ordway 8963-4-5. *Power*: 100 watts on 1420 kc. *Affiliation*: None. *Opened*: 1923.

Station manager: S. H. Patterson. *Program director*: Gordon Willis. *Chief engineer*: William Grove. *Publicity director*: Les Malloy.

Rep: Howard H. Wilson Co. *News*: INS. *Seating facilities*: Have remote line to downtown theatre; no facilities at studios. *Merchandising*: Publicity and notices on programs; throw-aways, etc.; theatre trailers. *Foreign language programs*: Accepted; specified hours for same. *Artists bureau*: None. *Base rate*: \$40.

Copy restrictions: Beer, wines, whiskey and patent medicines not acceptable.

KGO, SAN FRANCISCO

Operator: National Broadcasting Co. (owned by the General Electric Company), 111 Sutter St. *Phone*: Sutter 1920. *Power*: 7,500 watts on 790 kc. *Affiliation*: NBC Pacific Coast Blue Network. *Opened*: 1924; under NBC operation since Oct. 1, 1929.

Personnel: See KPO, San Francisco.

Rep, news, merchandising, foreign language programs, artists bureau: See KPO, San Francisco. *Base rate*: \$280.

Copy restrictions: See KPO, San Francisco.

KJBS, SAN FRANCISCO

Operator: Julius Brunton & Sons Co., 1470 Pine St. *Phone*: Ordway 4148. *Power*: 500 watts on 1070 kc. (Operates from 10:01 p. m. to sunset following day). *Affiliation*: Northern California Broadcasting System. *Opened*: Jan. 3, 1925.

Owner: Ralph R. Brunton. *Operations manager*: E. P. Franklin.

Rep: Walter Biddick Co. (Coast). *News*: UP.

Seating facilities: About 75 persons. *Merchandising*: Theatre trailers calling attention to KJBS programs; pre-program announcements; advertisements on radio page of newspapers; display cards issued by station; syndicated merchandising service available. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$60.

Copy restrictions: Beer and wine accepted; no hard liquors; no patent medicines; announcements can't exceed 100 words—excess words charged for on proportional basis; all commercial continuities must be passed upon by production head of the station as to content and number of words.

CALIFORNIA STATIONS—Continued

KPO, SAN FRANCISCO

Operator: National Broadcasting Co., 111 Sutter St. *Power:* 50,000 watts on 680 kc. *Affiliation:* NBC Pacific Coast Red Network. *Opened:* 1922; operated by NBC since July 1, 1932.

Manager: Lloyd E. Yoder. *Sales manager:* W. B. Ryan. *Program manager:* Glenn Roeberg. *Chief engineer:* Curtis Peck. *Publicity director:* Milton Samuel.

Rep: National Broadcasting Co. *News:* INS; Press-Radio. *Seating facilities:* None; outside theatre space is rented when occasion demands; no admission charged for witnessing any programs thus staged. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* None listed. *Base rate:* \$380.

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; all copy subject to NBC program policies.

KSFO, SAN FRANCISCO

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

President: Wesley I. Dumm. *Vice-president and general manager:* Philip G. Lasky. *Program director:* J. C. Morgan. *Chief engineer:* R. V. Howard. *Musical director:* Albert White. *Publicity director:* Harry Elliott.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Two studios seating 150 persons each; also have two playhouses, seating 600 apiece, available. *Merchandising:* Will carry out any plans desired by advertiser for cost of production and labor. *Foreign language programs:* Do not accept. *Artists bureau:* None. *Base rate:* \$275.

Copy restrictions: No false or unwarranted claims; no infringement on another advertiser's rights, programs, or ideas; no disparagement of competitors; no lotteries; no vulgarity or offensiveness in any manner; no ambiguous statements that

may mislead the listeners; no appeals for funds; no testimonials which cannot be authenticated; no continuity which repellently describes internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups; no use of broadcasting time except for advertising of the advertiser's goods; no advertising matter which may, in the opinion of the station, be injurious or prejudicial to the interests of the public, the station, and/or its affiliated stations, or honest advertising and reputable business in general; beer and wines okay; no hard liquors accepted; no controversial talks.

KYA, SAN FRANCISCO

Operator: Hearst Radio, Inc., Hearst Bldg. *Phone:* Douglas 2536. *Power:* 5,000 and 1,000 watts on 1230 kc. *Affiliation:* California Radio System. *Opened:* December, 1926. (Note: This station is affiliated with the San Francisco Examiner.)

Station and commercial manager: Clarence B. Juneau. *Program director:* Reiland Quinn. *Chief engineer:* Paul Schulz. *Musical director:* Walter Rudolph. *Publicity director:* J. Clarence Myers.

Rep: International Radio Sales. *News:* INS. *Seating facilities:* Studio A, seating 100 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* None. *Base rate:* \$170.

Copy restrictions: Beer and wine accepted any time; liquor advertising after 10 p.m., and must be live talent show; all copy subject to station approval or revision.

KQW, SAN JOSE

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

President: Ralph R. Brunton. *General manager:* C. L. McCarthy. *Commercial manager:* C. S. Harper. *Program and publicity director:* Vann Connors. *Chief engineer:* C. V. Davey.

Rep: John Blair & Co. *News:* UP; also from San Jose Mercury Herald. *Seating facilities:* None; can arrange for local theatres and civic auditorium. *Merchandising:* Fox West Coast theatre trailers in 16 houses may be used by sponsor for cost of trailers; limited newspaper display for program promotion free; other services at

CALIFORNIA STATIONS—Continued

cost. *Foreign language programs:* Participating Portuguese program, 6:30 to 7 a. m. daily, and one Italian program, 7 to 7:15 a.m. daily; both are news broadcasts and under station control; no others allowed. *Artists bureau:* None. *Stock:* Held by Ralph R., Sherwood B., and Mott Q. Brunton. *Base rate:* \$60.

Copy restrictions: No whiskey or hard liquor copy accepted; beer, wine and patent medicine advertising accepted subject to copy limitations determined in each instance after investigation through state and federal regulatory agencies.

KVEC, SAN LUIS OBISPO

Operator: Valley Electric Co., Mt. View and Hill Sts. *Phone:* 134. *Power:* 250 watts on 1200 kc. (daytime). *Affiliation:* None. *Opened:* May 8, 1937.

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

Rep: Joseph Hershey McGillvra; Walter Biddick Co. (Coast). *News:* INS. *Seating facilities:* Can arrange special remotes from Radio Playhouse, seating 500. *Merchandising:* Service—"if kept within reason"—is included gratis in station time. *Foreign language programs:* Accepted only on transcriptions. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: Spot announcements limited to 50 and 100 words; straight announcements running longer than one minute not accepted; five and 10-minute periods furnished only if available without breaking longer periods.

KVOE, SANTA ANA

Operator: The Voice of the Orange Empire, Inc., Ltd., Walter Moore Bldg. *Phone:* 4900; 4901-R. *Power:* 100 watts on 1500 kc. *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* January, 1929.

President, station manager: Ernest L. Spencer. *Commercial manager:* Ernest L. Spencer. *Program director, chief engineer:* Wallace S. Wiggins.

Rep: John Blair & Co. *News:* AP; local. *Seating facilities:* Studio, capacity 150. *Merchandising:* Will arrange for window displays gratis; direct mail, broadsides, etc., billed at actual cost. *Foreign language programs:* None listed. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: No beer, wine or liquor advertising accepted; spot announcements limited to 50 words; no disparagement of competitors or their products; nothing that would offend children,

religious and fraternal beliefs, etc.; all copy must be in good taste and is subject to station approval.

KDB, SANTA BARBARA

Operator: Santa Barbara Broadcasters, Ltd., 17 E. Haley St. *Phone:* 21427. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* 1924. (Note: KDB is owned by the Don Lee Broadcasting System.)

Manager: Earl M. Pollock. *Commercial manager:* Bill A. Skaggs. *Program director:* Tony Lafrano. *Chief engineer:* Robert Arne.

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

Copy restrictions: Accept beer, wine, and hard liquors (latter only after 10:30 p.m.); will accept some patent medicines, depending on product.

KTMS, SANTA BARBARA

Operator: The News Press Publishing Co. *Power:* 500 watts on 1220 kc. (Note: Licensee is publisher of the Santa Barbara News and Press.)

Base rate: \$120.

No further information available after repeated requests.

KSRO, SANTA ROSA

Operator: Press - Democrat Publishing Co., 427 Mendocino Ave. *Phone:* 110. *Power:* 250 watts on 1310 kc. (daytime). *Affiliation:* None. *Opened:* Sept. 19, 1937. (Note: This station is newspaper owned and operated by the Press-Democrat Publishing Co.)

Owner: E. L. Finley. *Station manager:* Russell Biorn. *Commercial manager:* Don Avery. *Program and musical director, artists bureau head:* Andy Potter. *Chief engineer:* Jack van Groos. *Publicity director:* Mike Pardee.

Rep: None. *News:* UP, AP. *Seating facilities:* Audience room seats 75. *Merchandising:* Publicity in newspaper affiliates gratis; surveys, business analyses, etc., on a cost basis. *Foreign language programs:* Accept Italian programs; announcements, acceptable in any language, must be preceded by English version. *Artists bureau:* Yes. *Base rate:* \$54.

Copy restrictions: Accept beer and wine; no hard liquor or patent medicines; com-

CALIFORNIA STATIONS—Continued

mercials limited to 50 words in time signals and weather reports; 130 words in 5-minute program; two minutes in 10-minute program; three minutes in quarter-hour program.

KGDM, STOCKTON

Operator: E. F. Pepper, 42 S. California St. *Phone:* 795. *Power:* 1,000 watts on 1100 kc (daytime). *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* February, 1927.

Owner: E. F. Pepper. *Station and commercial manager:* A. H. Green. *Chief engineer:* Weyland Worden. *Musical director:* Lillian Best Parkin.

Rep: John Blair & Co. *News:* INS. *Seating facilities:* Two studios, one seating 100 persons, the other 30. *Merchandising:* No information given. *Foreign language programs:* Italian, Spanish and Portuguese. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: Accept beer, wine, liquor and patent medicine advertising, with copy subject to station approval.

KWG, STOCKTON

Operator: The McClatchy Broadcasting Co., Hotel Wolf. *Phone:* 580-J; 580-M. *Power:* 100 watts on 1200 kc. *Affiliation:* NBC California Supplementary Group; The California Radio System. *Opened:* October, 1921. (Note: This station is newspaper-owned; McClatchy papers.)

Business manager: Howard Lane. *Station manager, commercial manager:* George Ross. *Program director:* Deane Banta. *Chief engineer:* Russell Bennett. *Publicity director:* June Warner.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* Studio, about 300 persons. *Merchandising:* Contact dealers by phone or letter; make personal contacts with dealers and wholesalers; write letters to trade if advertiser pays for postage and stationery; distribute posters. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Beer and wine accepted; no hard liquor; no laxatives; patent medicines subject to strict censorship.

KTKC, VISALIA

Operator: Tulare-Kings Counties Radio Associates, Box 511. *Phone:* 575. *Power:* 250 watts on 1190 kc. (daytime). *Affiliation:* None. *Opened:* July 18, 1937. (Note: Owners of this station also own, severally, the Visalia Times-Delta, the Porterville Recorder, the Tulare Advance-Record and Times, and the Hanford Sentinel and Journal).

General manager: Charles A. Whitmore. *Station manager, program and musical director:* Charles P. Scott. *Commercial manager:* Millard Kibbe. *Chief engineer:* Bert Williamson.

Rep: Cox and Tanz; Walter Biddick Co. (Coast). *News:* UP. *Seating facilities:* Can accommodate 75 persons. *Merchandising:* Yes; no details listed. *Foreign language programs:* Accepted. *Artists bureau:* None. *Stock:* Held by Charles A. Whitmore, Percy M. Whiteside, Homer W. Wood, J. E. Richmond and M. M. Maddox. *Base rate:* \$32.50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicines must be "reputable" to be accepted.

KHUB, WATSONVILLE

Operator: Mrs. Anna Atkinson, Santa Cruz Highway. *Phone:* 1700. *Power:* 250 watts on 1310 kc (daytime). *Affiliation:* None. *Opened:* March 19, 1937.

Owner: Mrs. Anna Atkinson. *Station and commercial manager:* John H. Bennett. *Program director:* Jack Wagner. *Chief engineer:* Taubner George Hamma. *Musical director:* Harold Platt. *Publicity director:* Alice-May Atkinson.

Rep: None. *News:* AP. *Seating facilities:* Yes; number not given. *Merchandising:* None listed. *Foreign language programs:* Accepted; translation must be submitted 24 hours in advance of broadcast. *Artists bureau:* None. *Base rate:* \$25.

Copy restrictions: No hard liquor or patent medicines; beer and wines accepted subject to strict supervision; all programs and announcements subject to owners' approval and FCC regulations; owners reserve the right to refuse, discontinue or cancel any contract for advertising, for reasons sufficient unto themselves.

COLORADO

(233,500 radio homes)

Radio Homes by Counties

Adams	3,660	Fremont	4,000	Montrose	2,180
Alamosa	1,830	Garfield	2,010	Morgan	3,370
Arapahoe	5,210	Gilpin	350	Otero	5,090
Archuleta	590	Grand	490	Ouray	450
Baca	1,760	Gunnison	1,240	Park	470
Bent	1,620	Hinsdale	130	Phillips	1,100
Boulder	7,980	Huerfano	3,330	Pitkin	430
Chaffee	1,800	Jackson	290	Prowers	2,810
Cheyenne	670	Jefferson	4,600	Pueblo	14,800
Clear Creek	640	Kiowa	690	Rio Blanco	570
Conejos	1,540	Kit Carson	1,660	Rio Grande	1,910
Costilla	970	Lake	1,220	Routt	2,000
Crowley	1,070	La Plata	2,680	Saguache	1,200
Custer	460	Larimer	7,480	San Juan	380
Delta	2,770	Las Animas	7,150	San Miguel	480
Denver	78,500	Lincoln	1,440	Sedgwick	1,000
Dolores	300	Logan	3,640	Summit	280
Douglas	720	Mesa	5,430	Teller	1,150
Eagle	800	Mineral	180	Washington	1,590
Elbert	1,180	Moffat	1,040	Weld	12,090
El Paso	13,190	Montezuma	1,420	Yuma	2,420

SALES EYE VIEW OF

Colorado



KLZ

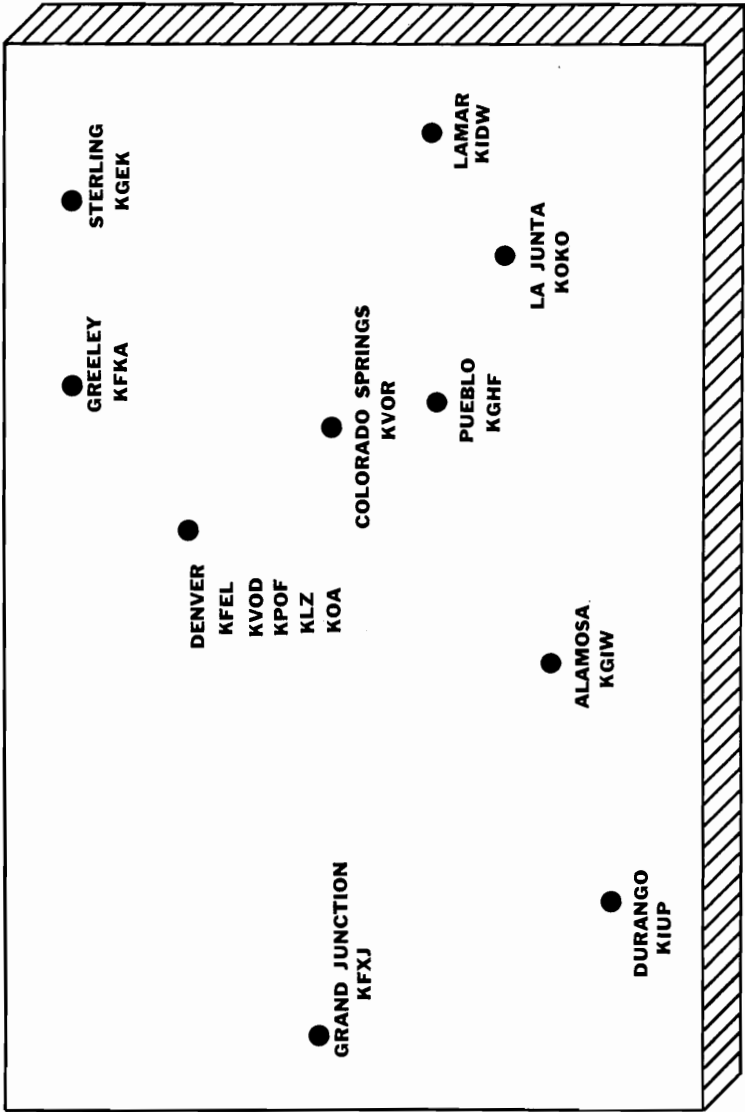
In Denver 2 1/2
 CBS Network — 560 Kc. — 5,000 Watts, L.
 Representative — The Kctz Agency, Inc.

• The listening area of KLZ embraces more than 80% of Colorado's most densely populated section, measured not in potentials but in actual listeners. CBS' Fourth Listening Area Study accurately outlines the coverage of this powerful selling influence.

In planning sales campaigns for the Denver-Rocky Mountain region let Colorado's most active station sell Colorado's most active market for you.

AFFILIATED WITH WKY, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING COMPANY

COLORADO



COLORADO STATIONS—Continued

KGIW, ALAMOSA

Operator: Leonard E. Wilson, P. O. Box 26. *Phone:* 26. *Power:* 100 watts on 1420 kc. (operates specified hours with KIDW). *Affiliation:* None. *Opened:* 1926; moved to Alamosa in 1933.

Manager: D. E. Bennett. *Chief engineer:* W. M. Thomas.

Rep: Cox and Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Facilities—not described—are offered to national advertisers. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$15 (½ hr.).

Copy restrictions: All copy subject to NAB Code of Ethics; no other restrictions listed.

KVOR, COLORADO SPRINGS

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

President: E. K. Gaylord. *Station manager:* Hugh B. Terry. *Commercial manager:* Fred C. Mueller. *Program director, publicity director:* Wauhillau La Hay. *Chief engineer:* H. C. Strang. *Musical director:* Arbor Fuller.

Rep: The Katz Agency. *News:* AP; also local news. *Seating facilities:* Two studios, 50 each; auditorium, 800. *Merchandising:* Provide information on market routes, product distribution, etc.; get dealer cooperation, distribute window displays, notify dealers of new programs, and other "reasonable" services. *Foreign language programs:* None; not suited to market. *Artists bureau:* None. *Base rate:* \$72.

Copy restrictions: Beer okay; no wines or hard liquors; patent medicines turned down except in rare cases, when copy is carefully censored.

KFEL, DENVER

Operator: Eugene P. O'Fallon, Inc., Albany Hotel. *Phone:* Keystone 0178. *Power:* 500 watts on 920 kc (divides time with KVOD). *Affiliation:* Mutual Broadcasting System. *Opened:* 1923.

Station head, sales manager: Gene O'Fallon. *Assistant station manager:* Frank Bishop. *Local commercial manager:* Holly Moyer. *Program director:* Williams S. Wales. *Chief engineer:* J. P. Veatch. *Publicity director:* Dick Crosswhite. *Traffic manager:* E. Dillon.

Rep: John Blair and Co. *News:* Transradio. *Seating facilities:* Albany Hotel Cathedral Ballroom, seating 1,350 persons.

Merchandising: Complete service offered to local, spot and national accounts; details not listed. *Foreign language programs:* Will accept, but foreign population is described as very small. *Artists bureau:* None. *Stock:* Principally held by Gene O'Fallon. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted any time; hard liquor only after 9 p.m.; all copy subject to station approval and government regulations.

KLZ, DENVER

Operator: KLZ Broadcasting Co., Inc., Shirley - Savoy Hotel. *Phone:* Main 4271. *Power:* 5,000 and 1,000 watts on 560 kc. *Affiliation:* CBS. *Opened:* June, 1920. (Note: This station, originally operated by the Reynolds Radio Co., was sold Aug. 1, 1935, to the interests controlling the Oklahoma Publishing Co., WKY in Oklahoma City, and KVOR, Colorado Springs.)

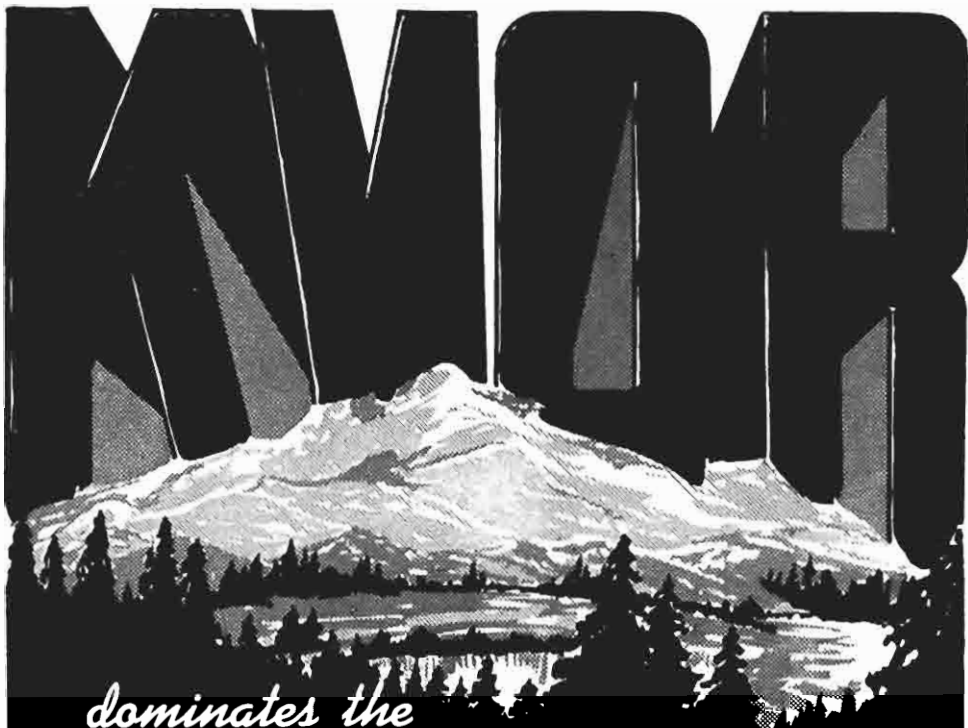
Station manager: F. W. Meyer. *Sales manager:* Frank Quinn. *Program director:* Arthur Wuth. *Chief engineer:* T. A. McClelland. *Production manager:* Howard R. Chamberlain.

Rep: The Katz Agency, Inc. *News:* INS. *Seating facilities:* Largest studio accommodates 150; auditorium with capacity of 1,400 available; three theatres of the Fox chain available when necessary. *Merchandising:* Prior to beginning of program KLZ writes dealer letters, assists in preparing dealer and jobber advertising material, prepares addresses for sales meetings, and plugs the program via trailers, releases, posters, etc.; after program is on the air KLZ assists in similar fashion; tie-up with Colorado Press Association permits stories and program listings across the state; all costs borne by station except in large mailings or where more personnel is needed. *Foreign language programs:* Not accepted. *Artists bureau:* None; but production department can arrange for artists. *Base rate:* \$180.

Copy restrictions: Copy on announcements limited to 25 words between 6 and 10:30 p.m., on chain breaks, 50 words between all sustainers, and 100 words on all participating programs; on regular-length programs copy is limited to 10% of program time at night, 15% daytimes, except where such copy has news or entertainment value; beer accepted, but no wines or hard liquors; patent medicines accepted if copy is free from "offensive statements" or "untruthful claims."

KOA, DENVER

Operator: National Broadcasting Co., Inc. (General Electric Co. is licensee).



dominates the

PIKES PEAK REGION AND SOUTHERN COLORADO

1000 Watts full time with both CBS and KVOR-made programs that attract and hold listeners.

The largest and most complete studios of any city of its size in the United States.

A market that spends each year more for automobiles and automotive supplies, foods and drugs than most cities from two to three times its size.

KVOR *Colorado Springs*
CBS Network — Full Time

Representative — The Katz Agency, Inc.

AFFILIATED WITH WKY, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING CO.

COLORADO STATIONS—Continued

1625 California St. Phone: Main 6211. Power: 50,000 watts on 830 kc. Affiliation: NBC Red Mountain Group. Opened: Dec. 15, 1924.

General manager, commercial manager: R. H. Owen. Program director: C. C. Moore. Chief engineer: C. A. Peregrine. Artists bureau head: Duncan McColl. Musical director: Milton Shrednik. Publicity director: Jas. MacPherson.

Rep: National Broadcasting Co., Inc. News: Denver Post; four broadcasts daily. Seating facilities: Studio A, 325; studio B, 150; admission by courtesy tickets. Merchandising: Window display space provided in the KOA building lobby; letters sent to dealers when new programs are scheduled (postage paid by advertiser). Foreign language programs: Would accept, subject to approval of continuities; but 98% of population is English-speaking. Artists bureau: Yes; complete roster of announcers, conductors, writers, producers, directors, and players. Base rate: \$240.

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

KPOF, DENVER

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

This station is non-commercial; church-owned.

KVOD, DENVER

Operator: Colorado Radio Corp., Continental Oil Bldg. Phone: Tabor 2291. Power: 500 watts on 920 kc. (divides time with KFEL). Affiliation: NBC Blue Mountain Group. Opened: 1925.

President: William D. Pyle. Station manager: Thomas C. Ekrem. Commercial manager: N. F. Schroeder. Program director, production manager: J. E. Finch.

Dramatic director: Jay Daniels. Chief engineers: W. D. Pyle, T. C. Ekrem. Publicity director: Ben H. Stanton.

Rep: Edward Petry & Co., Inc. News: UP. Seating facilities: Studio, 50 persons; adjacent auditorium, 450. Merchandising: Can be handled through a local agency; station lists publicity in mailed programs and newspapers and in pre-announcements over the station. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$120.

Copy restrictions: Beer and wines accepted; each piece of copy "handled separately as to truth and basic ethics."

KIUP, DURANGO

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

President: C. Guy Shepard. Station and commercial manager, program director: Raymond M. Beckner. Chief engineer: Mel Williams.

Rep: None. News: Transradio. Seating facilities: None. Merchandising: Advance publicity; dealer tie-ins and window display services; rates upon request. Foreign language programs: Will accept, governed by same rules as regular advertising; Spanish is predominate foreign language in territory. Artists bureau: None. Base rate: \$30.

Copy restrictions: Beer, wine and liquor advertising accepted; all copy subject to station approval; reserve right to refuse all announcements which do not "maintain a level of quality and character creditable alike to station and advertiser."

KFXJ, GRAND JUNCTION

Operator: Western Slope Broadcasting Co., La Court Hotel. Phone: 126. Power: 250 and 100 watts on 1200 kc. Affiliation: Mutual; Colorado Network. Opened: May 1, 1925.

General and station manager: Rex Howell. Commercial manager: Charles Howell. Chief engineer: Fred Mendenhall. Production and publicity director: Alice Barber. Radio Press Bureau: Cecil Caves.

Rep: None. News: Transradio; RNA. Seating facilities: Studio A accommodates audience of about 250 persons. Merchandising: Send out advance publicity releases and news stories, gratis, augmented by articles, pictures, etc., in house organ; cooperate in placing show cards, lobby displays, and in making dealer contacts, surveys and summaries both before and after campaign. Foreign language programs: No set rules; as foreign population is very

COLORADO STATIONS—Continued

small, question has never arisen, though sustaining programs in Spanish and German have been presented. *Artists bureau:* None. *Stock:* Equally held by Charles and R. G. Howell. *Base rate:* \$40.

Copy restrictions: Beer and wine accepted; no hard liquor; no expression of superlative qualities; no false or misleading statements; commercial copy restricted to maximum of 300 words per quarter-hour.

KFKA, GREELEY

Operator: The Mid-Western Radio Corp. *Power:* 1,000 and 500 watts on 880 kc. (shares time with KPOF). *Affiliation:* Mutual Broadcasting System.

Rep: None. *Base rate:* \$70.

After repeated requests, no other information available.

KOKO, LA JUNTA

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

Base rate: \$15 (½ hr.).

No other information available after repeated requests.

KIDW, LAMAR

Operator: Southwest Broadcasting Co. 129 W. Elm St. *Phone:* 16. *Power:* 100 watts on 1420 kc. (7 a.m. to 6 p.m.; 9:30 p.m. to midnight). *Affiliation:* None. *Opened:* Aug. 1, 1932.

Owner, publicity director: Leonard E. Wilson. *General manager:* George Holbert.

Rep: Cox and Tanz. *News:* RNA (Transradio). *Seating facilities:* Lounge with view of studio. *Merchandising:* Service rendered gratis. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$15 (½ hr.).

Copy restrictions: Beer announcements only accepted; no hard liquors; all other copy subject to censorship for exaggeration or conflict with pure food laws.

KGHF, PUEBLO

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

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

Rep: None. *News:* AP from Pueblo Star-Journal and Chieftain. *Seating facilities:* Reception room, seats about 100. *Merchandising:* No specific service listed; "try to be of service to clients in promoting the



GENE O'FALLON

MANAGER

ALBANY HOTEL

DENVER



Represented Nationally By

JOHN BLAIR & CO.

COLORADO STATIONS—Continued

sale of their products." *Foreign language programs*: Accepted—only occasional announcements with no long term contracts; very little foreign language advertising in this area. *Artists bureau*: None. *Base rate*: \$120.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines accepted "if proven to be okay."

KGEK, STERLING

Operator: Elmer G. Beehler, Fleming Road. *Phone*: 679. *Power*: 100 watts on

1200 kc (specified hours). *Affiliation*: None. *Opened*: December, 1925.

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

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

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

CONNECTICUT

(402,100 radio homes)

Radio Homes by Counties

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

WICC, BRIDGEPORT

Operator: The Yankee Network, Inc., Stratfield Hotel, Bridgeport; also 1110 Chapel St., New Haven. *Phones*: Bridgeport 6-1121; New Haven 7-2266. *Power*: 1,000 and 500 watts on 600 kc. *Affiliation*: NBC Basic Blue; Yankee Network; Colonial Network; Mutual. *Opened*: Aug. 2, 1926.

President, John Shepard III. *Station manager*: Joseph Lopez. *Commercial manager*: Fred L. Rowe. *Program and publicity director*: Judson La Haye. *Chief engineer*: Garo W. Ray. *Sales production*: Richard Voynow.

Rep: Edward Petry & Co., Inc. *News*: Yankee Network News Service. *Seating facilities*: Bridgeport, 35 or 40; broadcasts with larger audience allowed when outside facilities are rented; New Haven, about 150. *Merchandising*: Supplies lists of potential dealers; cooperates in any other merchandising service at cost. *Foreign language programs*: Based entirely on individual merit of each program and client. *Artists bureau*: Works through bureau of Yankee Network (see WNAC, Boston). *Base rate*: \$160.

Copy restrictions: Commercials must conform to ethics of good broadcasting; all continuity on patent medicines submitted to Proprietary Association; liquor advertising accepted when it conforms to laws of city and state.

WDRG, HARTFORD

Operator: WDRG, Inc., 750 Main St. *Phone*: 7-1188. *Power*: 5,000 and 1,000 watts on 1330 kc. *Affiliation*: CBS. *Opened*: 1922.

General manager, station manager: Franklin M. Doolittle. *Commercial manager*: William F. Malo. *Studio manager*: Walter Haase. *Chief engineer*: Italo Martino. *Program director*: Sterling V. Couch. *Publicity director*: Harvey Olson.

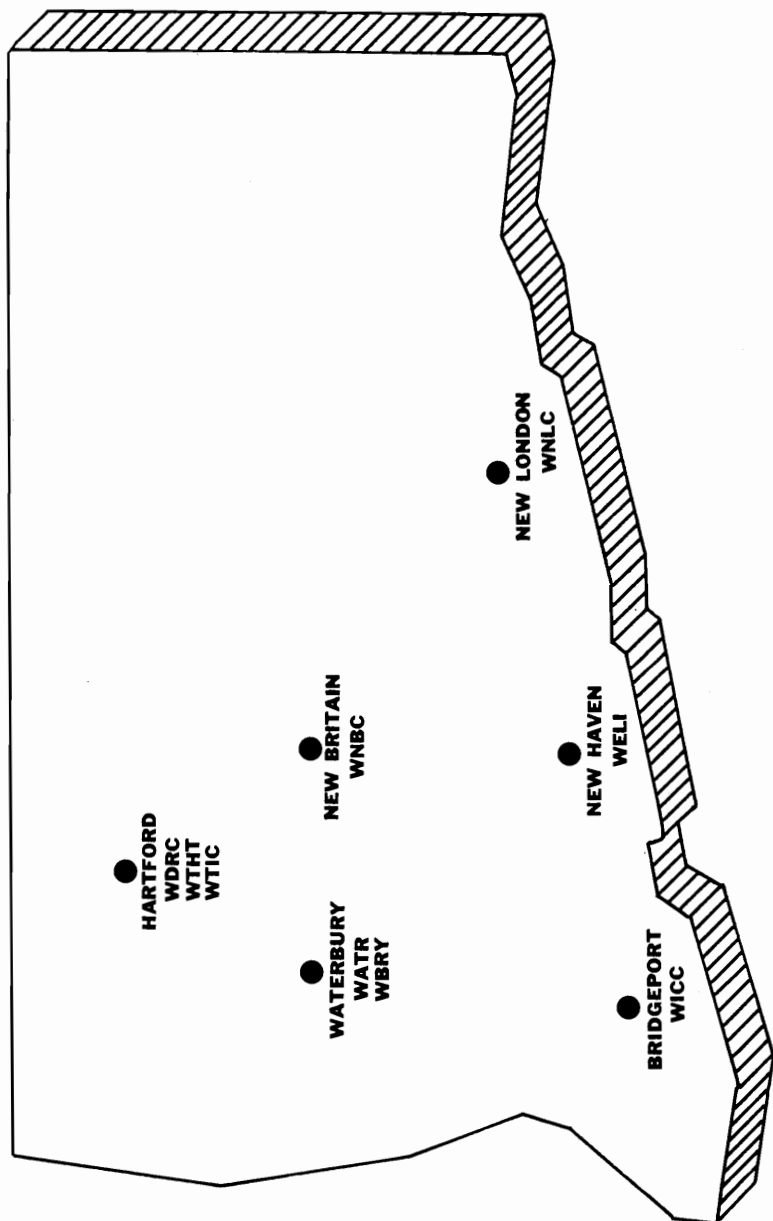
Rep: International Radio Sales. *News*: UP. *Seating facilities*: 50 persons. *Merchandising*: Package service available to advertisers at cost; includes letters, display cards, display windows, personal contact, publicity via station and fan papers, research; minimum of 13 weeks must be used to be eligible for this service; station reserves right to decline service where air time is deemed insufficient. *Foreign language programs*: None accepted. *Artists bureau*: None. *Base rate*: \$175.

Copy restrictions: No hard liquor or wines; beer accepted if program is musical and copy institutional; beer sponsorship limited to brewers only, and not distributors or retail outlets; all other copy subject to station approval.

WTHT, HARTFORD

Operator: The Hartford Times, Inc., 983 Main Street. *Phone*: 7-6481. *Power*: 100

CONNECTICUT



CONNECTICUT STATIONS—Continued

watts on 1200 kc. *Affiliation:* Mutual Broadcasting System; Colonial and Yankee Networks. *Opened:* August 12, 1936. (Note: This station is newspaper owned by the Hartford Times).

Station head: Francis S. Murphy, head and general manager of the Hartford Times. *Station manager:* Cedric W. Foster. *Commercial manager:* Norbert O'Brien. *Chief engineer:* Richard K. Blackburn. *Program director:* Laureat H. Martineau.

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

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

WTIC, HARTFORD

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

Station manager: Paul W. Morency. *Commercial manager:* James F. Clancy. *Program manager:* Thomas C. McCray. *Musical director:* Moshe Paranov. *Chief engineer:* J. Clayton Randall. *Publicity:* George Malcolm-Smith.

Rep: Weed & Co. *News:* Yankee Network News Service. *Seating facilities:* Observation room, 200 capacity. *Merchandising:* Rendered at cost to client. *Foreign language programs:* No set rules; currently has dance program in Polish from the Polish National Home. *Artists bureau:* None. *Base rate:* \$360.

Copy restrictions: Contracts and manuscripts must be submitted a week in advance subject to station or government regulation; beer and wines, as well as certain patent medicines, accepted in the past; no hard liquor.

WNBC, NEW BRITAIN

Operator: State Broadcasting Corp., 147 Main St. *Phone:* 240. *Power:* 250 watts on 1380 kc (daytime). (Have construction permit for 1,000 and 250 watts). *Affiliation:* Regional network, with WOV, New York; WELI, New Haven; WCOP, Boston,

W D R C

"THE ADVERTISING TEST STATION
IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

"WDRC sells for me!"

More than twice as many local advertisers are on WDRC than any other station in Hartford's major market. Local advertisers depend entirely upon immediate sales! Since the proof of good advertising is in the results, they continue to use WDRC.

There's no question about it—
WDRC leads the field!

CONNECTICUT'S PIONEER BROADCASTER

Est. 1922

BASIC STATION OF COLUMBIA BROADCASTING
SYSTEM SINCE 1930



A Smooth Path

TO THIS BILLION DOLLAR MARKET

The smoothest path to Southern New England's billion dollar market is also the surest—through the 50,000 Watts of Station WTIC. Ross Federal's survey shows that WTIC outranks its field in popularity to the tune of 60% of the families in the Hartford area, compared to 24% who listen to the number-two station at any time.

As for WTIC's popularity with advertisers—based on its record as a business builder, consider this impressive record of Southern New England's number-one station—

FIRST In Number of Network Advertisers

In Number of National Spot Advertisers

In Number of Local Advertisers

Write today for our interesting 32-page brochure giving full details in the Ross Federal Survey and facts about the WTIC billion dollar market.

WTIC

50,000 WATTS HARTFORD, CONN.

**THE TRAVELERS BROADCASTING SERVICE CORPORATION
MEMBER NBC RED NETWORK AND YANKEE NETWORK**

Paul W. Morency, General Manager

James F. Clancy, Business Manager

Representatives: Weed & Co.

New York Detroit Chicago San Francisco

CONNECTICUT STATIONS—Continued

and WPEN, Philadelphia. *Opened:* July 15, 1935.

General manager: Richard W. Davis. *Program director, musical director:* H. L. Goodwin. *Chief engineer:* Rogers B. Holt. *Publicity director:* M. Berkowitz.

Rep: None. *News:* Transradio. *Seating facilities:* Studios, 100 persons. *Merchandising:* Arrangements made at cost for all types of merchandising and tie-up service; station has tie-ups with local theatres. *Foreign language programs:* Accepted. *Artists bureau:* None; station talent available, however. *Base rate:* \$60.

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

WELL, NEW HAVEN

Operator: City Broadcasting Corp., 221 Orange St. *Phone:* 8-1133. *Power:* 500 watts on 900 kc. (to local sunset). *Affiliation:* Connecticut Broadcasting System. *Opened:* Oct. 10, 1935.

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

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

Copy restrictions: Beer and wine accepted; no hard liquor; copy must be submitted week in advance and conform to NAB Code of Ethics.

WNLC, NEW LONDON

Operator: Thames Broadcasting Corp., Mohican Hotel. *Phone:* 3353. *Power:* 100 watts on 1500 kc. (daytime). *Affiliation:* Mutual; Yankee Network and Colonial Network. *Opened:* Sept. 13, 1936.

President: Roderick L. Morey. *Station manager:* Gerald J. Morey. *Program director, artists bureau head:* Paul R. Swimelar. *Chief engineer:* Neil Spencer. *Mu-*

sical director: Richard Benvenuti. *Publicity director:* Edwin J. Morey.

Rep: None. *News:* UP; Yankee Network News Service; local. *Seating facilities:* Two studios, seating 20 persons each. *Merchandising:* Limited mailing to merchants and distribution of window cards and sales data; listings in printed programs, distributed weekly. *Foreign language programs:* Yes; announcements not accepted in a foreign language unless a part of a foreign language program. *Artists bureau:* Setup nominal only. *Stock:* Principally held by Roderick L. Morey. *Base rate:* \$38.

Copy restrictions: None, other than that copy be in good taste and not of an "objectionable nature."

WATR, WATERBURY

Operator: WATR Co., Inc., 47 Grand Street. *Phone:* 3-5161. *Power:* 100 watts on 1190 kc (operates on limited time schedule; has construction permit for 250 watts on 1290 kc unlimited time). *Affiliation:* Connecticut Broadcasting System. *Opened:* June 15, 1934.

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

Rep: Sears & Ayer (New York). *News:* Transradio. *Seating facilities:* 150 persons. *Merchandising:* No information given. *Foreign language programs:* Has Italian, Lithuanian and Polish programs. *Artists bureau:* Yes; lists about 50 artists. *Base rate:* \$75.

Copy restrictions: Accept beer, wine and liquor; patent medicines must meet approved standards.

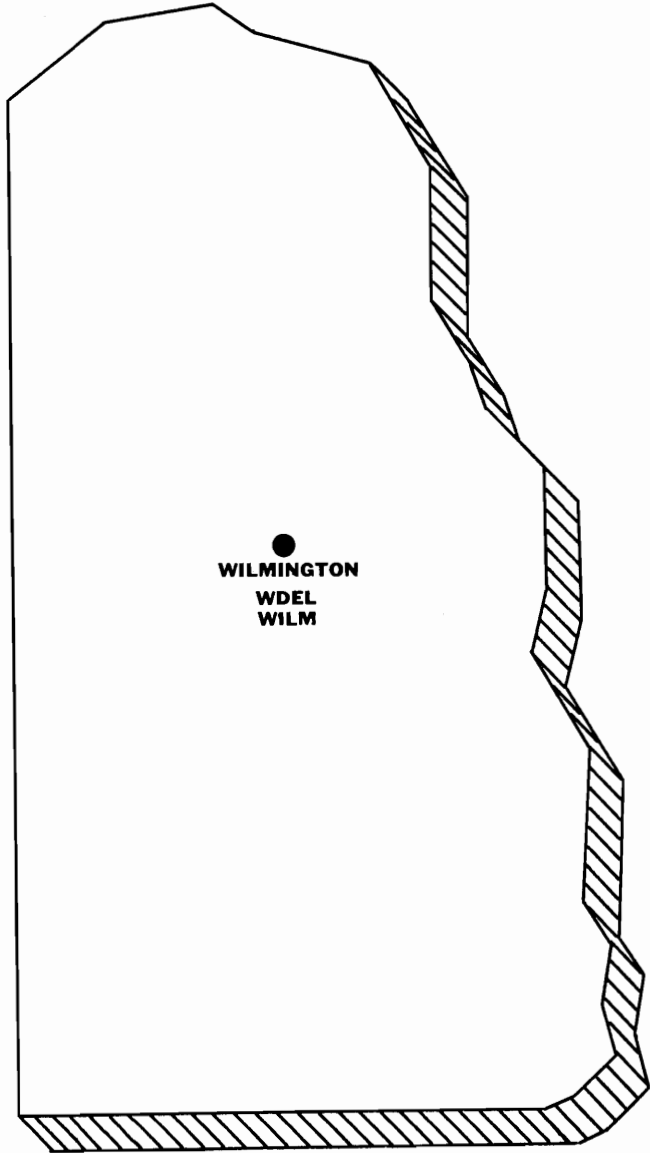
WBRY, WATERBURY

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

President: William J. Pape. *Business manager:* Erwin J. Frey. *Commercial manager:* Murray L. Grossman. *Studio director:* David Hale Halpern. *Chief engineer:* Sidney Warner. *Musical director:* Waldo S. Newbury. *Publicity director:* E. Christy Erk.

Rep: Joseph Hershey McGillvra. *News:* UP, AP. *Seating facilities:* Theatre room,

DELAWARE



CONNECTICUT STATIONS—Continued

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

Copy restrictions: Accept beer, wines, and whiskey, with copy subject to good taste; patent medicine copy watched carefully; other restrictions not specific, other than demanding that "grade A" requirements be observed.

DELAWARE

(57,600 radio homes)

Radio Homes by Counties

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

WDEL, WILMINGTON

Operator: WDEL, Inc., 10th & King Sts. *Phone:* 7268. *Power:* 500 and 250 watts on 1120 kc. *Affiliation:* NBC Basic Red; Inter-City Broadcasting System; Mason-Dixon Radio Group. *Opened:* May 1, 1922.

President: Clair R. McCollough. *Station and commercial manager:* J. Gorman Walsh. *Chief engineer:* J. E. Mathiot. *Artists bureau head:* Irene Barry. *Musical director:* Victor Caille. *Publicity director:* Lonny Starr.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Usual services offered, including publicity and listings through newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* \$125.

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

WILM, WILMINGTON

Operator: Delaware Broadcasting Co., Inc., 10th & King Sts. *Phone:* 7268. *Power:* 100 watts on 1420 kc. (shares time with WAZL). *Affiliation:* Mason-Dixon Radio Group. *Opened:* 1922.

President: Clair R. McCollough. *Station and commercial manager:* J. Gorman Walsh. *Program director:* John Hartman. *Chief engineer:* J. E. Mathiot.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$100.

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

DISTRICT OF COLUMBIA

(152,900 radio homes)

WJSV, WASHINGTON

Operator: Columbia Broadcasting System, Earle Bldg., 13th and E Streets, N.W. *Phone:* Metropolitan 3200. *Power:* 10,000 watts on 1460 kc. *Affiliation:* CBS. *Opened:* October 20, 1932.

Vice-president: Harry C. Butcher. *General manager:* A. D. Willard, Jr. *Program director:* F. A. Long. *Sales manager:* William D. Murdock. *Chief engineer:* Clyde Hunt. *Publicity director:* Ann Gillis. *Musical director:* Leon Brusiloff.

Rep: Radio Sales. *News:* UP. *Seating facilities:* Audiences from 100 to 1,200

can be seated. *Merchandising:* Services of publicity department offered without charge; letters to distributors, dealers or groups of individuals at cost of multi-graphing, stamping, addressing and mailing; contact dealers by personal calls or phone at cost; research service among dealers, distributors or general public at cost.

Foreign language programs: No rules; no demand for same, as foreign population is very small. *Artists bureau:* None, as such, but has contracts with artists appearing regularly on station. *Base rate:* \$300.

DISTRICT OF COLUMBIA STATIONS—Continued

Copy restrictions: CBS program policies.

WMAL, WASHINGTON

Operator: National Broadcasting Co., Inc. (owned by M. A. Leese Radio Corp.), Trans-Lux Bldg. *Phone:* District 0300. *Power:* 500 and 250 watts on 630 kc. *Affiliation:* NBC Basic Blue. *Opened:* 1926.

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

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

Copy restrictions: Lectures and educational talks not accepted between 6 p.m. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and the program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; other policies conform to NBC Program Policies.

WOL, WASHINGTON

Operator: American Broadcasting Company, Heurich Bldg., 1627 K St., N. W. *Phone:* Metropolitan 0012. *Power:* 100 watts on 1310 kc. (Have construction permit for 1,000 watts on 1230 kc.) *Affiliation:* Mutual Broadcasting System; Inter-City Broadcasting System. *Opened:* December 10, 1924.

President: LeRoy Mark. *Station Manager:* William B. Dolph. *Commercial manager:* H. V. Seay. *Program and publicity*

director: Madeline Ensign. *Chief engineer:* H. H. Lyon. *Musical director:* Art Brown.

Rep: None. *News:* Transradio. *Seating facilities:* 200 persons. *Merchandising:* Supply lists of retailers and wholesalers; mail out limited number of letters or printed matter, with advertiser paying postage and furnishing printed matter, station furnishing letter heads and labor; introduce salesmen to key buyers; arrange audition of program for important local outlets, advertiser to pay for talent; personal calls informing chain stores, etc., of campaign. *Foreign language programs:* Will accept; literal translation must be furnished in advance. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Beer, wine and liquor advertising accepted weekdays only; patent medicine copy subject to station approval and regulations of FCC, Federal Trade Commission and Better Business Bureau; spot announcements limited to 100 words, chain breaks to 40 words; commercial continuity on day and night quarter-hours limited to 425 words; no false or misleading advertising, disparagement of competitors; no violation of good taste; no fortune telling, numerology, etc.

WRC, WASHINGTON

Operator: National Broadcasting Co., Inc. (owner and operator), Trans-Lux Bldg. *Phone:* District 0300. *Power:* 5,000 and 1,000 watts on 950 kc. *Affiliation:* NBC Basic Red. *Opened:* Aug. 1, 1923.

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

Rep: National Broadcasting Co. *News:* UP. *Seating facilities:* About 200 persons can be accommodated in one studio; about 100 in two other studios, combined. *Merchandising:* Advisory service only. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: Same as National Broadcasting Co. (NBC Program Policies); also see WMAL, Washington, D. C.

V
R.D

FLORIDA

(297,900 radio homes)

Radio Homes by Counties

Alachua	5,660	Hamilton	1,270	Okeechobee	670
Baker	870	Hardee	1,640	Orange	11,730
Bay	2,120	Hendry	600	Osceola	2,220
Bradford	1,260	Hernando	800	Palm Beach	12,250
Brevard	2,670	Highlands	2,010	Pasco	1,910
Broward	4,530	Hillsborough	32,990	Pinellas	17,420
Calhoun	970	Holmes	1,480	Polk	14,230
Charlotte	780	Indian River	1,210	Putnam	3,420
Citrus	930	Jackson	4,050	St. Johns	3,910
Clay	1,150	Jefferson	1,960	St. Lucie	1,470
Collier	430	Lafayette	620	Santa Rosa	1,900
Columbia	2,250	Lake	4,560	Sarasota	2,720
Dade	38,000	Lee	3,190	Seminole	3,760
De Soto	1,480	Leon	3,960	Sumter	1,570
Dixie	1,100	Levy	1,880	Suwannee	2,140
Duval	36,730	Liberty	610	Taylor	2,120
Escambia	10,110	Madison	2,050	Union	790
Flagler	430	Manatee	4,490	Volusia	10,340
Franklin	1,190	Marion	4,920	Wakulla	800
Gadsden	3,870	Martin	980	Walton	1,990
Gilchrist	520	Monroe	2,810	Washington	1,590
Glades	430	Nassau	1,520		
Gulf	520	Okaloosa	1,350		

WMFJ, DAYTONA BEACH

Operator: W. Wright Esch, 126½ Magnolia Ave. *Phone:* 91. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* April, 1935.

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

Rep: None listed. *News:* Transradio; also local. *Seating facilities:* None listed. *Merchandising:* Complete service offered. *Foreign language programs:* Accepted if in French, Jewish, German or Spanish. *Artists bureau:* Yes; have about half a dozen orchestras, vocalists, actors, announcers. *Stock:* Owned by W. W. Esch. *Base rate:* \$75.

Copy restrictions: No hard liquor; copy should "not offend ordinary good taste."

WRUF, GAINESVILLE

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

Director: Garland W. Powell. *Assistant director:* Russell McCaughen. *Chief engineer:* Joseph Weil. *Chief operator:* F. B. Duncan.

Rep: None. *News:* AP. *Seating facilities:*

ties: University auditorium, capacity 2,000. *Merchandising:* None. *Foreign language programs:* None; no need for them in this community. *Artists bureau:* None; staff composed entirely of non-pro artists. *Stock:* Entirely state-owned. *Base rate:* \$75.

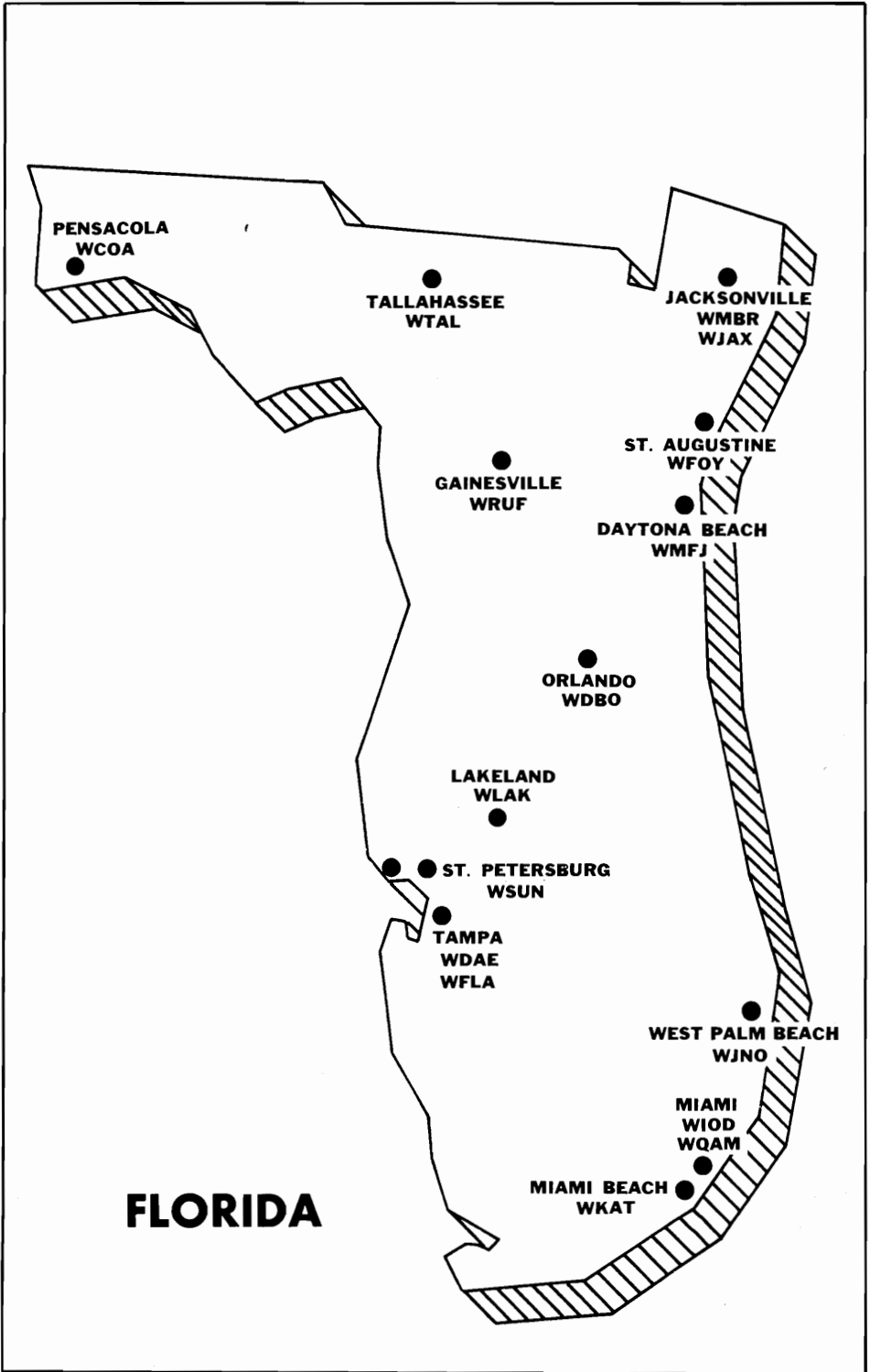
Copy restrictions: No alcoholic beverage or patent medicine accounts of any kind; political speeches not accepted; all programs subject to approval by station management, rules and regulations of state and federal government, and policies of the Board of Control of Higher Learning of Florida; no business on a "per inquiry" basis.

WJAX, JACKSONVILLE

Operator: City of Jacksonville, 1 Broadcast Place. *Phone:* 5-5821. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* NBC Red and Blue Florida Groups. *Opened:* Nov. 25, 1925. (Note: This station is owned and operated by the City of Jacksonville).

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

Rep: John Blair & Co. *News:* None. *Seating facilities:* 100 persons. *Merchandising:* Complete service offered on contracts which "warrant" it at no charge other than actual cost of stamps, letter-



FLORIDA STATIONS—Continued

heads, etc.; install window displays, contact dealers by phone or personal calls, mail out circulars, etc. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$190.

Copy restrictions: Beer and wine accepted; no hard liquor; some patent medicines accepted; all copy subject to station approval.

WMBR, JACKSONVILLE

Operator: Florida Broadcasting Co., 118 W. Adams St. *Phone:* 5-4387. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* CBS. *Opened:* 1927.

President, general manager, commercial manager: Frank King. *Production manager, secretary, treasurer:* Glenn Marshall, Jr. *Program director, musical director:* Marie Elliott. *Chief engineer:* H. B. Greene.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* Studio, seating 100 persons. *Merchandising:* Contact distributors; conduct monthly cross-section survey of food and drug outlets. *Foreign language programs:* Never any occasion for such programs to date; probably would take, after investigation of company and check of translated copy. *Artists bureau:* Yes, lists about 30 artists. *Base rate:* \$125.

Copy restrictions: Accept beer and wine; no liquor advertising; all commercial copy checked for good taste and truthfulness and must not exceed 3 minutes per quarter-hour.

WLAK, LAKELEND

Operator: Lake Region Broadcasting Co., New Florida Hotel. *Phone:* 2128. *Power:* 100 watts on 1310 kc. *Affiliation:* None. *Opened:* May 15, 1936.

Station manager: Joseph F. Smiley. *Commercial manager:* D. M. Brown. *Program director:* G. G. Fletcher. *Chief engineer:* W. P. Hunter. *Musical director:* L. Van Wilson.

Rep: None. *News:* Transradio. *Seating facilities:* Two studios, about 25 persons each. *Merchandising:* Cooperation by sales and publicity department when requested; suitable merchandising setup maintained. *Foreign language programs:* None listed. *Artists bureau:* None. *Stock:* Principally held by J. P. Marchant. *Base rate:* \$40.

Copy restrictions: Beer and wine copy accepted; no hard liquors; patent medicines subject to rigid inspection of continuity; no copy that would "antagonize the listener."

WIOD, MIAMI

Operator: Isle of Dreams Broadcasting Corp., News Tower, 600 Biscayne Blvd.

Phone: 36444. *Power:* 1,000 watts on 610 kc. *Affiliation:* NBC Red and Blue. *Opened:* January, 1926. (Note: This station is newspaper-owned by the Miami Daily News.)

Vice-president, general manager: Hal Leyshon. *Station manager, program director:* Martin S. Wales. *Commercial manager:* S. A. Vetter. *Chief engineer:* Milton C. Scott, Jr. *Musical director:* Earle B. Hanson. *Publicity director:* Boorman Byrd.

Rep: George P. Hollingbery, Chicago. *News:* INS; UP. *Seating facilities:* Studio, seating 200 persons; spectators' gallery, 100. *Merchandising:* Cooperate, upon request, in supplying newspaper and other publicity, window displays, etc.; all services rendered at actual cost. *Foreign language programs:* Accepted, but must be accompanied by English translation. *Artists bureau:* Yes. *Stock:* Principally held by Metropolis Publishing Co. *Base rate:* \$150.

Copy restrictions: Beer, wine and certain types of patent medicines accepted; no liquor advertising; all copy must be in good taste and present "true picture of product advertised."

WQAM, MIAMI

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

President: Fred W. Borton. *Station manager:* Fred Mizer. *Commercial manager, program director:* Norman MacKay. *Chief engineer:* Ralph Nulsen. *Artists bureau head:* Hazel McGuire. *Musical director:* Jack Thurston. *Publicity director:* Leslie Harris.

Rep: John Blair & Co. *News:* UP, Transradio. *Seating facilities:* Studio, 50 persons. *Merchandising:* Write and mail dealer letters; conduct phone and personal call surveys; place reasonable number of displays; publicity; pre-views of air shows; supply studio facilities for dealer meetings. *Foreign language programs:* Accept announcements on programs in Spanish, if accompanied by English version simultaneously (this is mostly for transmission to Cuba). *Artists bureau:* None; can supply artists, however. *Stock:* Held closely by Miami Broadcasting Co., F. W. Borton, president, and W. W. Luce, vice-president. *Base rate:* \$150.

Copy restrictions: Commercials cannot exceed three minutes in 15; no hard liquors; all patent medicine copy first submitted to governmental agencies for examination before broadcast.

WKAT, MIAMI BEACH

Operator: A. Frank Katzentine. *Power:* 100 watts on 1500 kc.

FLORIDA STATIONS—Continued

No further information available after repeated requests.

WDBO, ORLANDO

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

President: Colonel George C. Johnston. *Station and commercial manager:* Harold P. Danforth. *Program director:* E. M. Beckett. *Chief engineer:* J. E. Yarbrough. *Studio director:* W. G. McBride. *Musical director:* Walter Kimble. *Publicity director:* G. Burnett. *Manager Extension Studio in Deland and Sanford:* Jas. H. Knox.

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

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to station approval.

WCOA, PENSACOLA

Operator: Pensacola Broadcasting Company, San Carlos Hotel. *Phone:* 2159. *Power:* 1,000 and 500 watts on 1,340 kc. *Affiliation:* CBS. *Opened:* February, 1926. (Note: This station is newspaper-owned by the Pensacola Journal and News.)

General and station manager: Henry G. Wells, Jr. *Commercial manager:* R. R. Powell. *Program and publicity director:* John J. Gray. *Chief engineer:* Beecher Hayford. *Musical director:* Ray Rogers.

Rep: John H. Perry Associates. *News:* Press-Radio through CBS. *Seating facilities:* studios, seating over 100 persons; also have weekly shows from two local theatres, seating about 2,000; auditorium available seating 700. *Merchandising:* Maintain contacts with wholesalers; supply program listings and publicity for local and out-of-town papers. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; number of artists not given. *Base rate:* \$75.

Copy restrictions: Beer and wine accepted; hard liquor advertising not accepted; spot announcements limited to 100 words; chain breaks may not exceed 40 words.

W I O D 6 1 0 K C M I A M I

C O V E R A G E

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N E T W O R K S

FLORIDA STATIONS—Continued

WFOY, ST. AUGUSTINE

Operator: Fountain of Youth Properties, Inc., Fountain of Youth Park. *Phone:* 1400. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* February 11, 1937.

President: Walter B. Fraser. *Station manager:* R. M. Tigert. *Commercial manager:* John Cummins. *Program director:* Ruth Loring Tanksley. *Chief engineer:* Bradley H. Overton.

Rep: None. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Complete service offered; rates vary according to amount of cooperation desired by advertiser. *Foreign language programs:* No rules, as such programs have not been requested to date. *Artists bureau:* None. *Stock:* Principally held by Walter B. Fraser and Adeline Fraser. *Base rate:* \$35.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicines accepted if approved by local Medical Association; all concerns investigated to insure authentic statements in commercials.

WSUN, ST. PETERSBURG

Operator: St. Petersburg Chamber of Commerce, Municipal Pier. *Phone:* 4747. *Power:* 5,000 and 1,000 watts on 620 kc. (shares transmitter and hours of operation with WFLA). *Affiliation:* NBC South-eastern Group. *Opened:* 1927. (Note: This station is municipally owned.)

General, station and commercial manager: Harold H. Meyer. *Program director:* Maurice F. Hayes. *Engineers:* Louis J. Link, chief engineer; Joseph Mitchell, consulting engineer. *Sales manager:* Jerry Wigley.

Rep: Transamerican Broadcasting and Television Corp. *News:* INS. *Seating facilities:* Studio seats 200 persons, auditorium, 3,000. *Merchandising:* Use street car cards; dealer contacts; general publicity; service is gratis. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted; no hard liquor advertising; patent medicines subject to station approval; all commercial copy must be in "absolute good taste."

WTAL, TALLAHASSEE

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

County Pilot, Scenic Highlands Sun, and Lake Placid News.)

President: Gilbert Freeman. *Station and commercial manager:* Richard Kingston. *Chief engineer:* J. H. Bailey. *Musical director:* Lillian Kalil.

Rep: World Broadcasting System. *News:* UP. *Seating facilities:* Small reception room; no number given. *Merchandising:* Have tie-up with Florida State News (local morning daily). *Foreign language programs:* No set rules on acceptance. *Artists bureau:* None. *Stock:* Principal holders are Gilbert and Vera Freeman. *Base rate:* \$58.

Copy restrictions: Beer and wines accepted; no hard liquor; all copy and continuity subject to inspection and censorship of station.

WDAE, TAMPA

Operator: Tampa Times Company, Tampa Terrace Hotel. *Phone:* M-1818. *Power:* 5,000 and 1,000 watts on 1220 kc. *Affiliation:* CBS. *Opened:* May 17, 1922. (Note: This station is newspaper-owned by the Tampa Times.)

President: David E. Smiley. *Station and commercial manager:* L. S. Mitchell. *Program director:* Kenneth W. Skelton. *Chief engineer:* William Pharr Moore. *Musical director:* M. E. Plattner. *Publicity director:* Virginia James.

Rep: The Katz Agency. *News:* Transradio. *Seating facilities:* Can accommodate about 40 persons. *Merchandising:* Dealer contacts by person or phone; placing of show case and window cards; promotional letters. *Foreign language programs:* Accept Spanish programs; same rules as apply to regular commercials, with interpretation to be done by staff Spanish announcer. *Artists bureau:* None. *Base rate:* \$100.

Copy restrictions: Beer and wine accepted; no hard liquor; no specific rules govern copy.

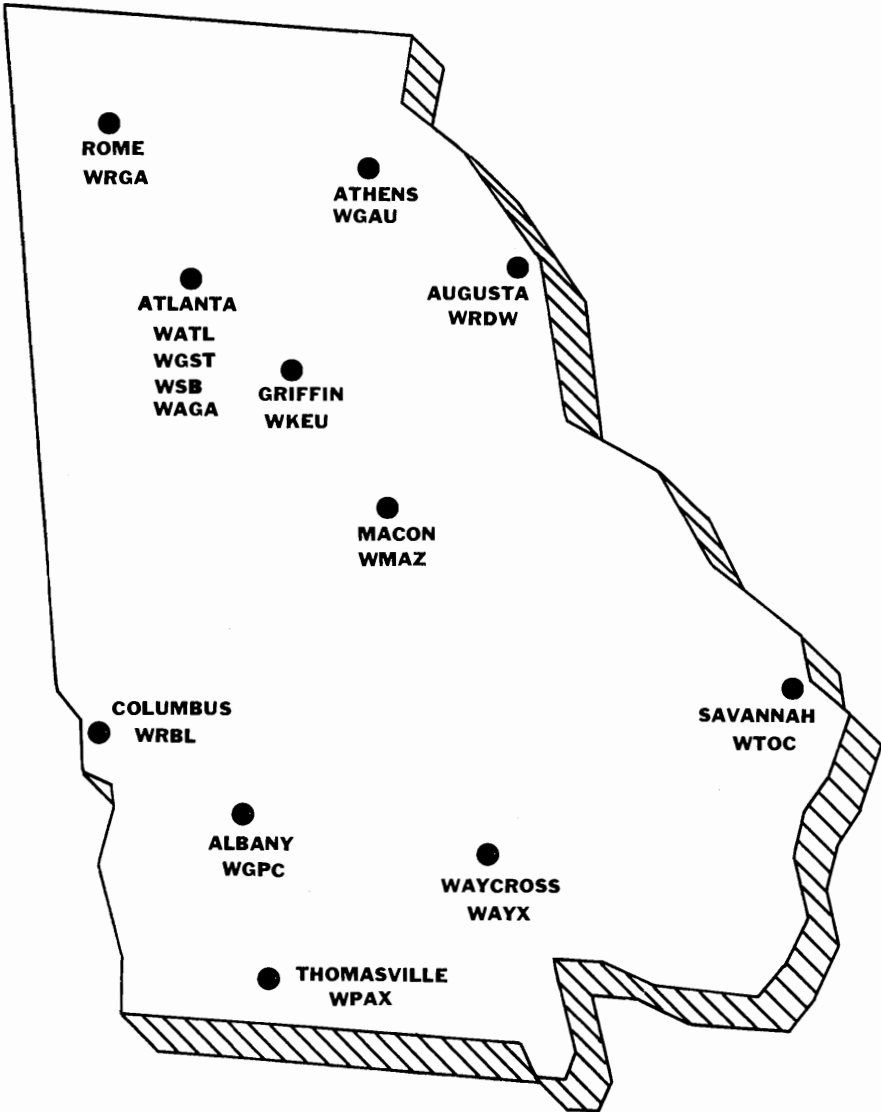
WFLA, TAMPA-CLEARWATER

Operator: Florida West Coast Broadcasting Co., Inc., Tarr Building, Tampa. *Phone:* Tampa: H 1828; Clearwater: 2753. *Power:* 5,000 and 1,000 watts on 620 kc. (Note: WSUN and WFLA share transmitter and hours of operation.) *Affiliation:* NBC Red and Blue Florida Groups. *Opened:* November, 1925.

General manager, station manager, commercial manager: W. Walter Tison. *Program director:* Mardi Liles. *Chief engineer:* Joe H. Mitchell. *Artists bureau head:* Ollie Reihl. *Musical director:* Paul Jones. *Publicity director:* Don Bell.

Rep: John Blair & Co. *News:* Press-Radio. *Seating facilities:* About 100 per-

GEORGIA



FLORIDA STATIONS—Continued

sons. *Merchandising*: Reasonable service offered; cover Tampa, Clearwater, St. Petersburg, Plant City, Lakeland, Bradenton and Sarasota with surveys; contact trades people personally in proportion to size of account; mail contacts; letters. *Foreign language programs*: Not accepted generally. *Artists bureau*: Yes; have about a dozen artists under contract. *Base rate*: \$120.

Copy restrictions: Accept alcoholic beverage advertising if in "good taste"; all copy must comply with rules of FCC and the Federal Trade Commission; station reserves power of censorship at all times.

WJNO, WEST PALM BEACH

Operator: WJNO, Inc., P. O. Box 189.
Phone: 5157. *Power*: 250 and 100 watts on

1200 kc. *Affiliation*: CBS. *Opened*: July 31, 1936.

President, station and commercial manager: George A. Hazelwood. *Chief engineer*: Francis G. Carroll. *Program director*: Connie Abbott. *Publicity director*: Margaret Lightner.

Rep: Weed & Co., New York. *News*: UP.

Seating facilities: 15 persons. *Merchandising*: Complete cooperation with advertiser. *Foreign language programs*: None. *Artists bureau*: None. *Base rate*: \$70.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to station approval and government regulations.

GEORGIA

(370,800 radio homes)

Radio Homes by Counties

Appling	1,270	Crisp	2,220	Jasper	920
Atkinson	720	Dade	400	Jeff Davis	770
Bacon	640	Dawson	280	Jefferson	1,980
Baker	690	Decatur	2,790	Jenkins	1,330
Baldwin	2,090	De Kalb	12,600	Johnson	1,210
Banks	750	Dodge	2,100	Jones	780
Barrow	1,360	Dooly	1,670	Lamar	1,140
Bartow	2,730	Dougherty	3,920	Lanier	530
Ben Hill	1,820	Douglas	890	Laurens	3,360
Berrien	1,320	Early	1,720	Lee	870
Bibb	13,860	Echols	330	Liberty	810
Bleckley	880	Effingham	1,130	Lincoln	600
Brantley	700	Elbert	1,980	Long	430
Brooks	2,120	Emanuel	2,220	Lowndes	4,110
Bryan	660	Evans	670	Lumpkin	450
Bulloch	2,500	Fannin	1,240	McDuffie	930
Burke	3,180	Fayette	730	McIntosh	810
Butts	980	Floyd	6,570	Macon	1,730
Calhoun	1,110	Forsyth	860	Madison	1,290
Camden	750	Franklin	1,380	Marion	650
Campbell (See Fulton)		Fulton with Camp-		Meriwether	2,330
Candler	770	bell and Milton...	67,230	Miller	800
Carroll	3,360	Gilmer	620	Milton (See Fulton)	
Catoosa	930	Glascokc	400	Mitchell	2,320
Charlton	510	Glynn	3,410	Monroe	1,180
Chatham	21,150	Gordon	1,610	Montgomery	880
Chattahoochee	580	Grady	1,860	Morgan	1,350
Chattooga	1,550	Greene	1,360	Murray	770
Cherokee	1,980	Gwinnett	2,760	Musogee	10,050
Clarke	4,230	Habersham	1,300	Newton	1,940
Clay	690	Hall	3,540	Oconee	710
Clayton	1,010	Hancock	1,140	Oglethorpe	1,150
Clinch	940	Haralson	1,250	Paulding	1,050
Cobb	4,420	Harris	1,100	Peach	1,320
Coffee	1,870	Hart	1,260	Pickens	980
Colquitt	3,150	Heard	710	Pierce	1,180
Columbia	810	Henry	1,440	Pike	950
Cook	1,120	Houston	1,100	Polk	2,940
Coweta	2,940	Irwin	1,040	Pulaski	950
Crawford	580	Jackson	2,100	Putnam	860

GEORGIA STATIONS—Continued

Quitman	340	Tattnall	1,420	Walker	3,040
Rabun	610	Taylor	1,010	Walton	2,150
Randolph	1,850	Telfair	1,470	Ware	4,150
Richmond	13,300	Terrell	1,990	Warren	990
Rockdale	750	Thomas	4,210	Washington	2,500
Schley	470	Tift	1,890	Wayne	1,390
Screven	1,870	Toombs	1,710	Webster	430
Seminole	670	Towns	350	Wheeler	780
Spalding	3,250	Treutlen	640	White	520
Stephens	1,280	Troup	4,780	Whitfield	2,460
Stewart	1,120	Turner	1,080	Wilcox	1,220
Sumter	3,390	Twiggs	730	Wilkes	1,720
Talbot	850	Union	480	Wilkinson	1,150
Taliaferro	580	Upton	2,220	Worth	1,930

WGPC, ALBANY

Operator: Americus Broadcasting Corp., 125½ N. Jackson St. *Phone:* 1370. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* July 1, 1934.

President: J. W. Woodruff. *Station manager:* Robert L. Finch, Jr. *Program director:* Louis B. Poole. *Musical director:* Mildred Jones. *Chief engineer:* Randolph C. Hallett.

Rep: J. J. Devine & Associates, Inc. *News:* Locally gathered. *Seating facilities:* Studio, 100 persons. *Merchandising:* Letters to trade, dealer contacts, etc. *Foreign language programs:* None accepted (population less than 1% foreign). *Artists bureau:* None. *Base rate:* \$20 (½ hr.).

Copy restrictions: Adheres to NAB code on commercial copy; beer and wines accepted; no hard liquor; patent medicines acceptable if approved by the FTC.

WGAU, ATHENS

Operator: J. K. Patrick, Earl B. Braswell, Tate Wright, C. A. Rowland and A. Lynne Brannen, doing business as J. K. Patrick and Co. *Power:* 250 and 100 watts on 1310 kc.

At press time this station had a construction permit only.

WAGA, ATLANTA

Operator: Liberty Broadcasting Co. is licensee; Atlanta Journal, owner and operator of WSB, same city, operates this station; Western Union Bldg. *Phone:* Main 5101. *Power:* 1,000 and 500 watts on 1450 kc. *Affiliation:* NBC Blue Southern Group. *Opened:* Aug. 1, 1937 (in Atlanta; previously it operated in Athens, Ga., as WTFI).

Executive director: Lambdin Kay. *General manager:* Jess Swicegood. *Program director:* Earle Pudney. *Chief engineer:* Cliff Hanson. *Musical director:* Joan Norman.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* Have observation

room; no capacity given. *Merchandising:* Newspaper publicity accorded sponsors. *Foreign language programs:* No occasion for same has arisen; audience of this type is small in the station's coverage area. *Artists bureau:* None. *Base rate:* \$180.

Copy restrictions: No hard liquor accounts accepted; copy must be "in good taste."

WATL, ATLANTA

Operator: The Atlanta Broadcasting Co., Henry Grady Bldg. *Phone:* Walnut 4377. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1931.

Owner: J. W. Woodruff. *Station manager:* Maurice C. Coleman. *Program director:* Ken Keese. *Chief engineer:* James Comer. *Musical director:* Ken Keese.

Rep: None. *News:* INS. *Seating facilities:* 150 persons. *Merchandising:* Carry on direct mail campaigns—blotters, brochures, etc. *Foreign language programs:* Accept programs or announcements, copy subject to usual scrutiny. *Artists bureau:* None. *Base rate:* \$160.

Copy restrictions: All copy subject to acceptance by management; will not accept chiropractors; accept beer and wines; no hard liquors; accept cough remedies, headache powders, etc.

WGST, ATLANTA

Operator: Southern Broadcasting Stations, Inc., Ansley Hotel. *Phone:* Walnut 8441. *Power:* 5,000 and 1,000 watts on 890 kc. *Affiliation:* CBS. *Opened:* 1929. (Note: This station is owned, but not operated, by Georgia School of Technology).

President: Dr. M. L. Brittain. *Station manager:* W. H. Summerville. *Commercial manager:* Frank Gaither. *Program director:* John Fulton. *Chief engineer:* Ben Akerman. *Musical director:* Lola Allen Wallace. *Publicity director:* Dan Hornsby.

Rep: The Katz Agency. *News:* Transradio. *Seating facilities:* None. *Merchandising:*

GEORGIA STATIONS—Continued

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

Copy restrictions: Accept beer and wine; no hard liquor; all copy subject to approval of program department.

WSB, ATLANTA

Operator: The Atlanta Journal Company, Atlanta Biltmore Hotel. *Phones*: Hemlock 5200; Walnut 5050. *Power*: 50,000 watts on 740 kc. *Affiliation*: NBC Red Southcentral Group. *Opened*: March 15, 1922. (Note: This station is newspaper-owned by the Atlanta Journal.)

General and station manager: Lambdin Kay. *Advertising manager*: John M. Outler, Jr. *Program director*: Roy McMillan. *Chief engineer*: C. F. Daugherty. *Musical director*: Marcus Bartlett. *Publicity director*: Ernest Rogers.

Rep: Edward Petry & Co., Inc. *News*: AP.

Seating facilities: Studio reception parlor, seating 200 persons; can use Biltmore Hotel auditoriums, seating 750. *Merchandising*: None offered free; will cooperate with advertisers on request. *Foreign language programs*: Will accept, but no demand in this territory. *Artists bureau*: None. *Base rate*: \$240 (½ hr.).

Copy restrictions: Beer and patent medicines accepted at discretion of station; no wine or liquor advertising; reserves right to edit all commercial copy.

WRDW, AUGUSTA

Operator: Augusta Broadcasting Co., Tenth and Broad Sts. *Phones*: 2976-7-8. *Power*: 250 and 100 watts on 1500 kc. *Affiliation*: CBS. *Opened*: July 7, 1930.

Station manager: W. R. Ringson. *Commercial manager*: Thurston Bennett. *Program director, artists bureau head*: James A. Davenport. *Chief engineer*: Harvey Aderhold.

Rep: J. J. Devine & Associates, Inc. *News*: UP. *Seating facilities*: Can accommodate about 100 persons. *Merchandising*: Distribute postal cards, window cards and blotters; make personal phone calls; send out direct mail; all services gratis. *Foreign language programs*: No rules for or against listed. *Artists bureau*: Maintain service bureau placing artists without charge to the artist. *Base rate*: \$90 (portable remote or shortwave equipment at special rates).

Copy restrictions: Do not accept liquor advertising.

WRBL, COLUMBUS

Operator: Columbus Broadcasting Co., Inc., 1420 Second Avenue. *Phone*: 4300-4301; *Power*: 250 and 100 watts on 1200 kc. *Affiliation*: None. *Opened*: 1927.

Owner: J. W. Woodruff. *General and commercial manager*: J. W. Woodruff, Jr. *Program, musical and publicity director*: Leo "Bill" Dougherty. *Chief engineer*: Oliver Heely.

Rep: J. J. Devine and Associates. *News*: INS. *Seating facilities*: 100 persons. *Merchandising*: Maintain a limited service, which is rendered at actual cost. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$114.40.

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

WKEU, GRIFFIN

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

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

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

Copy restrictions: No information given. Rate card contains standard clauses.

WMAZ, MACON

Operator: Southeastern Broadcasting Co., Inc., 211 Cotton Avenue. *Phone*: 3131. *Power*: 5,000 and 1,000 watts on 1180 kc (with KEX and KOB). *Affiliation*: CBS. *Opened*: October 30, 1922.

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

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

Copy restrictions: Beer and wine accepted without restrictions; no hard liquor; 100-word announcements made only on participating programs.

GEORGIA STATIONS—Continued

WRGA, ROME

Operator: Rome Broadcasting Corp., National City Bank Bldg. *Phone:* 1995. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* May 5, 1930.

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

Rep: J. J. Devine & Associates. *News:* Local and UP. *Merchandising:* None. *Foreign language programs:* Not accepted; percentage of foreign population too small. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Whiskey not accepted; beer and wine okay.

WTOC, SAVANNAH

Operator: Savannah Broadcasting Co., Inc., DeSoto Hotel. *Phone:* 2-0127. *Power:* 1,000 watts on 1260 kc (has construction permit for 5,000 watts daytime, 1,000 watts nighttime). *Affiliation:* CBS. *Opened:* October, 1929.

President: W. T. Knight, Jr. *National sales director:* C. D. Taylor. *Local sales manager:* Robert R. Feagin. *Program director:* Fred P. Pfahler, Jr. *Promotion and merchandising manager:* William B. Smart. *Chief engineer:* Laws L. Meador. *Continuity director:* Esther Shearouse. *Traffic manager:* Marion Griffin. *Transcription manager:* Dennis Brown.

Rep: Paul Raymer Co. *News:* UP. *Seating facilities:* Yes; capacity not listed. *Merchandising:* Send out regular bulletins to the trade; contact dealers and distributors; supply Embosograf signs for store windows, calling attention to advertiser's program; send letters and bulletins to customers and dealers; pre-plug programs; signs on station shortwave truck. *Foreign language programs:* Accepted if certified

translation is furnished for station scrutiny. *Artists bureau:* Yes; no details given. *Base rate:* \$100.

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

WPAX, THOMASVILLE

Operator: H. Wimpy. *Power:* 100 watts on 1210 kc. (daytime). *Affiliation:* None. *Opened:* 1934.

Base rate: \$45.

No further information available after repeated requests.

WAYX, WAYCROSS

Operator: S. F. and E. F. Sapp, doing business as the Waycross Broadcasting Co., 620 Plant Ave. *Phone:* 965. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* Oct. 12, 1936. (Note: This station is under option of sale to Jack Williams, owner of the Waycross Journal-Herald, subject to FCC approval).

Station head: S. F. Sapp. *Station manager, chief engineer:* John J. Tobola. *Commercial manager:* Jack Murray. *Program director:* G. L. Winters.

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

Copy restrictions: Beer and wines accepted weekdays, but not on Sunday; no hard liquors; patent medicine copy subject to approval of Federal Trade Commission; station reserves the right to censor or reject any material which, in the opinion of the management, does not conform to "good taste."



IDAHO

(98,700 radio homes)

Radio Homes by Counties

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

KIDO, BOISE

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

Manager: C. G. Phillips. **Commercial manager:** Bonnie Scotland. **Sales manager:** W. E. Weaver. **Program director:** W. T. Phillips. **Chief engineer:** Harold Toedemeier. **Station promotion:** Leroy Cville. **Traffic manager:** Catherine Scotland. **Publicity director:** Vern Moore.

Rep: John Blair & Co. **News:** UP, AP. **Seating facilities:** About 300 persons. **Merchandising:** Complete cooperation with national advertisers. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** \$120.

Copy restrictions: Copy must conform to Federal Trade Commission rules; wine, beer, liquors accepted.

KGCI, COEUR D'ALENE

Operator: Clarence A. Berger and Saul S. Freeman. **Power:** 100 watts on 1200 kc. (daytime).

At press time this station had a construction permit only.

KID, IDAHO FALLS

Operator: KID Broadcasting Co. **Power:** 1,000 and 500 watts on 1320 kc. (has construction permit for 5,000 watts daytime). **Affiliation:** None.

President: Jack W. Duckworth.

Base rate: \$90.

No other information available after repeated requests.

KRLC, LEWISTON

Operator: H. E. Studebaker, Lewis-Clark Hotel Bldg. **Phone:** 1950. **Power:** 250 watts on 1390 kc. **Affiliation:** None; has a commercial arrangement with KUJ, Walla Walla, Wash. **Opened:** March, 1935.

Owner: H. E. Studebaker. **Station manager:** Donald A. Wike. **Commercial manager:** Arthur Q. Moore.

Rep: Walter Biddick Co. (Coast); Sears and Ayer (Chicago); Cox and Tanz (East). **News:** UP; Transradio. **Seating facilities:** None, except on remotes from local auditoriums. **Merchandising:** Service to the extent desired by the client rendered at cost. **Foreign language programs:** Accepted; same rules apply as for ordinary broadcasts. **Artists bureau:** None. **Base rate:** \$25 (half-hour).

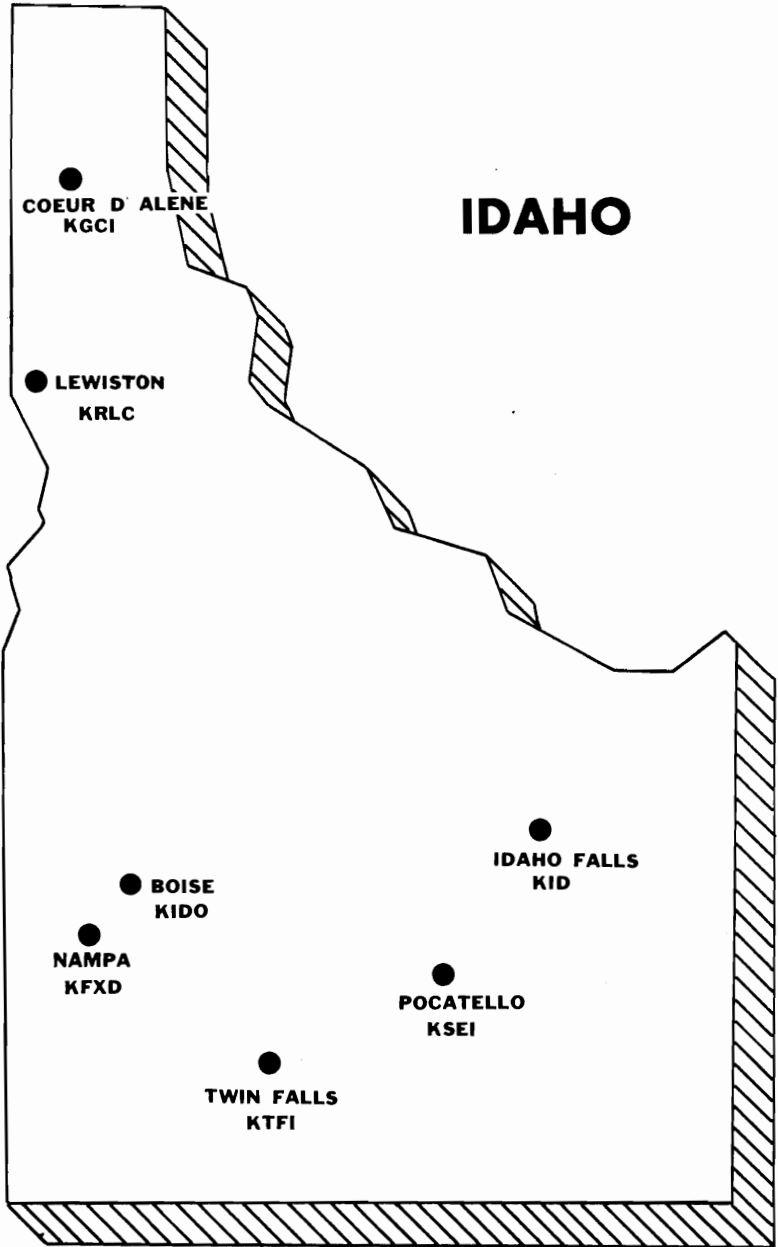
Copy restrictions: No beer, wine or other alcoholic beverage advertising accepted; station reserves the right to reject any copy deemed to "be in bad taste for the community served."

KFXD, NAMPA

Operator: Frank E. Hurt, 1024 12th Avenue, S. **Phone:** 1200. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** October, 1924.

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

Rep: None. **News:** UP. **Seating facilities:** 40 persons. **Merchandising:** Services



IDAHO STATIONS—Continued

of contact man within a radius of 70 miles of station. *Foreign language programs:* No set rules; foreign population very small. *Artists bureau:* None. *Base rate:* \$15 (½ hr.).

Copy restrictions: No beer, wine, liquor or patent medicine advertising; all copy subject to manager's approval.

KSEI, POCATELLO

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

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

Rep: Bryant, Griffith & Brunson, Inc. *News:* UP; INS; Transradio. *Seating facilities:* None. *Merchandising:* Service rendered at cost. *Foreign language programs:* Accepted.

Artists bureau: Yes; lists about 35 artists. *Base rate:* \$75.

Copy restrictions: Accept beer; no wine or hard liquor; all copy must conform to station standards and NAB Code of Ethics.

KTFI, TWIN FALLS

Operator: Radio Broadcasting Corp., Radio Center Bldg. *Phone:* 30. *Power:* 1,000 watts on 1240 kc. *Affiliation:* NBC Red and Blue North Mountain Group. *Opened:* October, 1928.

President: O. P. Soule. *Vice-president, general and commercial manager:* John E. Gardner. *Program and publicity director:* F. M. Soule. *Musical director, production manager:* Charles Crabtree. *Chief engineer:* F. V. Cox.

Rep: Bryant, Griffith & Brunson, Inc. *News:* Transradio. *Seating facilities:* KTFI Concert Hall, capacity 500. *Merchandising:* Send circular letters calling attention to programs among dealers and distributors; arrange for newspaper space and publicity; courtesy announcements preceding start of "outstanding talent programs"; distribute publicity material for advertiser; any other reasonable cooperation desired. *Foreign language programs:* No call for these. *Artists bureau:* Partial service; information and prices on request. *Base rate:* \$75.

Copy restrictions: Beer accepted; limited acceptance of wine; no other alcoholic beverages; commercial copy limited to 300 words per quarter-hour; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission.

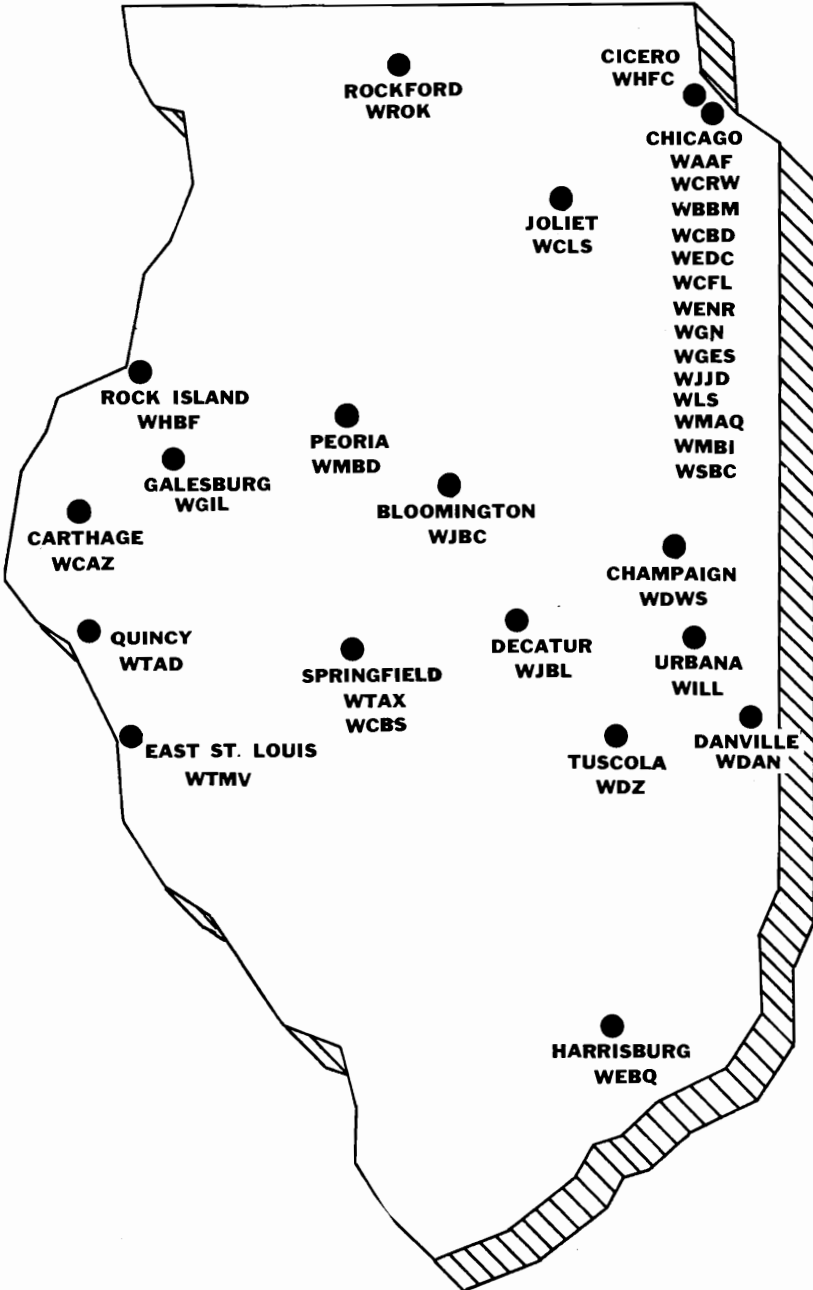
ILLINOIS

(1,857,100 radio homes)

Radio Homes by Counties

Adams	15,900	Ford	3,680	Livingston	8,460
Alexander	5,360	Franklin	13,220	Logan	6,230
Bond	3,460	Fulton	10,740	McDonough	6,890
Boone	3,730	Gallatin	2,130	McHenry	8,170
Brown	1,960	Greene	4,730	McLean	17,740
Bureau	9,060	Grundy	4,160	Macon	20,370
Calhoun	1,630	Hamilton	2,780	Macoupin	11,710
Carroll	4,630	Hancock	6,630	Madison	34,190
Cass	4,000	Hardin	1,440	Marion	8,640
Champaign	15,790	Henderson	2,010	Marshall	3,060
Christian	8,800	Henry	10,850	Mason	3,690
Clark	4,250	Iroquois	7,340	Massac	3,170
Clay	3,640	Jackson	8,020	Menard	2,480
Clinton	4,530	Jasper	2,810	Mercer	3,960
Coles	9,120	Jefferson	7,160	Monroe	2,730
Cook	996,480	Jersey	2,870	Montgomery	8,400
Crawford	4,940	Jo Daviess	4,880	Morgan	7,460
Cumberland	2,370	Johnson	2,110	Moultrie	2,880
De Kalb	8,120	Kane	30,150	Ogle	6,700
De Witt	4,430	Kankakee	10,720	Peoria	33,880
Douglas	4,160	Kendall	2,400	Perry	5,240
Du Page	22,660	Knox	13,170	Piatt	3,480
Edgar	6,000	Lake	23,920	Pike	5,740
Edwards	2,060	La Salle	22,770	Pope	1,660
Effingham	4,150	Lawrence	4,910	Pulaski	3,250
Fayette	5,140	Lee	7,060	Putnam	1,160

ILLINOIS



ILLINOIS STATIONS—Continued

Randolph	6,070	Shelby	5,990	Washington	3,560
Richland	3,370	Stark	2,100	Wayne	4,110
Rock Island.....	24,700	Stephenson	9,920	White	4,090
St. Clair.....	39,010	Tazewell	10,780	Whiteside	9,430
Saline	8,160	Union	3,860	Will	24,550
Sangamon	27,410	Vermilion	21,040	Williamson	12,300
Schuyler	2,700	Wabash	3,130	Winnebago	28,940
Scott	2,020	Warren	5,300	Woodford	4,190

WJBC, BLOOMINGTON

Operator: Kaskaskia Broadcasting Company, Bloomington. *Phone:* 535. *Power:* 250 and 100 watts on 1200 kc (divides time with WJBL). *Affiliation:* None. *Opened:* September, 1934.

Station head and manager: A. M. McGregor. *Commercial manager, publicity director:* Hugh L. Gately. *Program director:* Harold Livingston. *Chief engineer:* Marshall Seacrist. *Musical director:* Riley Jackson.

Rep: Sears & Ayer. *News:* INS. *Seating facilities:* 50 persons. *Merchandising:* All programs with a contest or premium angle are handled without cost through Contest Editor, who answers all fan mail, etc.; window displays, placards, direct mail, supplied at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: No beer, wine or hard liquor advertising; only such patent medicines as are recommended by reputable local dealers; commercials limited to 500 words per quarter-hour program, spot announcements to 100 words; all copy checked for conformity to accepted standards of good taste.

WCAZ, CARTHAGE

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

President, station manager: Robert Compton. *Commercial manager, publicity director:* John Palmer. *Program director, artists bureau head:* Doris Bennett. *Chief engineer:* Allan Louis Doyle. *Musical director:* Antoinette Palmer.

Rep: None. *News:* None. *Seating facilities:* Reception room can accommodate 100 persons. *Merchandising:* Service rendered "for special accounts." *Foreign language programs:* Accepted; have regular German and Spanish programs. *Artists bureau:* Setup nominal only. *Base rate:* \$45.

Copy restrictions: Have accepted beer, wines, liquor and patent medicines, but do not solicit this type of business.

WDWS, CHAMPAIGN

Operator: Champaign News Gazette, 48 Main St. *Phone:* 6-1855. *Power:* 250 and 100 watts on 1370 kc. *Affiliations:* None. *Opened:* Jan. 25, 1937. (Note: This station is newspaper-owned by the Champaign News Gazette).

Station manager: L. G. Collison. *Commercial manager:* George Gilmer. *Program director:* Paul Fahnestock. *Chief engineer:* Jack Waincott.

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

Copy restrictions: Beer and wine accepted. No hard liquor or patent medicines allowed.

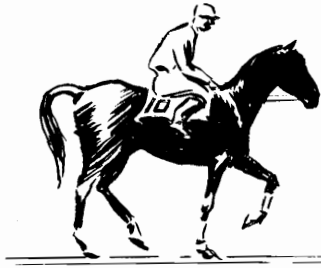
WAAF, CHICAGO

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

President: Ward A. Neff. *Station manager:* W. E. Hutchinson. *Commercial manager:* Arthur Harre. *Program director:* John Odell. *Chief engineer:* Carl W. Ulrich. *Production:* Merwyn Love. *Musical director:* James Kozak. *Continuity and publicity:* Virgil Irvin.

Rep: George P. Hollingbery Co. *News:* Drovers Journal. *Seating facilities:* None. *Merchandising:* Publicity; window displays, etc., gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$172.50.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicines subject



RACE HORSE **or Radio**

*I*N a horse race or a radio program—you want your coin riding on a winner. Some buyers of radio depend only on surveys as the yardsticks to measure station acceptance. To their sorrow these radio buyers often find radio survey information as unreliable as a track tout's morning line selections.

Successful race horse owners always use a variety of information before making their selections. Breeding and past performances are major considerations when thoroughbreds race thoroughbreds.

Breeding (*station standing*) and past performances (*sales results for advertisers*) must be taken into consideration when you handicap the radio field before making your advertising investment. W-G-N's standing in the middle-west is unquestioned, its facilities unequalled, and its success stories of sales results are the pay-offs to prove it.

W-G-N

50,000 WATTS ON A CLEAR CHANNEL

ESTABLISHED IN 1924

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

ILLINOIS STATIONS—Continued

to investigation and strict copy censorship.

WBBM, CHICAGO

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

Vice-president and manager: H. Leslie Atlass. *Assistant manager:* J. L. Van Volkenburg. *Commercial manager:* J. Kelly Smith. *Program director:* Bobby Brown. *Artists bureau head:* Stan Thompson. *Chief engineer:* Frank B. Falknor. *Musical director:* Carl Hohengarten. *Publicity director:* Hal Burnett.

Rep: Radio Sales. *News:* UP; INS; Universal. *Seating facilities:* WBBM Air Theatre, seating 300 persons; occasionally use Goodman Theatre, Civic Theatre, Medinah Club. *Merchandising:* Contact retailers by mail; arrange special window displays, etc.; all services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 40 artists. *Base rate:* \$750.

Copy restrictions: CBS program policies.

WCBD, CHICAGO

Operator: WCBD, Inc., 2400 West Madison St. *Phone:* Seeley 8066. *Power:* 5,000 watts on 1080 kc (divides time with WMBI). *Affiliation:* None. (Note: WCBD, WGES and WSBC, all Chicago, are operated by Gene T. Dyer.)

Station and commercial manager: Gene T. Dyer. *Program director:* Ed Roberts. *Artists bureau head:* Minerva Clemens. *Musical director:* Joseph Rudolph. *Chief engineer:* Edward W. Jacker. *Publicity director:* Dick Cross.

Rep: None. *News:* None. *Seating facilities:* Visitors' gallery for 50 persons. *Merchandising:* Complete division maintained; specific services not listed. *Foreign language programs:* Accepted; all copy must be submitted in advance in native tongue and English. *Artists bureau:* Setup nominal only. *Base rate:* \$130.

Copy restrictions: All alcoholic beverages accepted; medical accounts must have approval of Food and Drugs administration as to product and copy.

WCFL, CHICAGO

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

General manager: Maynard Marquardt.

Commercial manager: Melvin B. Wolens.

Rep: The Katz Agency. *News:* Transradio. *Seating facilities:* 250 persons. *Merchandising:* Dealer contacts; promotion to union membership—approximately 450,000 in station area; additional services rendered at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$250.

Copy restrictions: Copy subject to station approval and existing regulations.

WCRW, CHICAGO

Operator: Clinton R. White, 2756 Pine Grove Ave. *Phone:* DIVERsey 4440. *Power:* 100 watts on 1210 kc (divides time with WSBC and WEDC). *Affiliation:* None. *Opened:* July, 1926.

Owner, station head: Clinton R. White.

Rep; news; merchandising; seating facilities; foreign language programs; artists bureau: None. *Base rate:* \$10 (10 minutes, 30 time rate).

Copy restrictions: Do not accept fortune tellers, lotteries, etc.

WEDC, CHICAGO

Operator: Emil Denmark, Inc., 3860 Ogden Ave. *Phone:* Crawford 4100. *Power:* 100 watts on 1210 kc (shares time with WCRW and WSBC). *Affiliation:* None. *Opened:* Nov. 26, 1926.

General manager: Emil Denmark. *Station and commercial manager:* Frank J. Kotnour. *Program director:* Paul Gerard. *Chief engineer:* H. V. Fitzcharles. *Artists bureau head:* George Vares. *Musical director:* William Brady.

Rep: None. *News:* Foreign News Service. *Seating facilities:* None. *Merchandising:* New programs publicized through foreign language newspapers, and via a sound truck and handbills. *Foreign language programs:* Station specializes in these; have Polish, Bohemian, Jewish, Italian, Ukrainian, Russian, Lithuanian, Mexican and Greek. *Artists bureau:* Yes; list several musical and dramatic artists. *Base rate:* No rates whatsoever given.

Copy restrictions: Patent medicines are restricted; extent of this restriction, or others, not mentioned.

WENR, CHICAGO

Operator: National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. *Phone:* Superior 8300. *Power:* 50,000 watts on 870 kc. (WENR divides time with, and uses the same transmitter as WLS, Chicago). *Affiliation:* NBC Basic Blue. *Opened:* March 19, 1925.

Vice-president in charge of Central Division: Niles Trammell. *Sales manager:*

REPRINTED FROM

VARIETY

WEDNESDAY, FEBRUARY 16, 1938

New Bands, WIND Get Unexpected Buildups in Chi Due to Major Stations' Service Fee Forcing Hotels Off Air

Chicago, Feb. 15.

In the three weeks since the hotels and several nite clubs went off the radio out of Chicago due to stations' insistence on a \$100 weekly service fee, Chicago has witnessed the climb of several previously unknown bands to comparative popularity, the hesitancy of name orchestras to accept jobs in the local hotel niteries unless they are assured radio outlets, and the build-up of WIND, the Ralph Atlass indie, into a top evening station due to the grab-off of the Andrew Karzas Aragon and Trianon stations from WGN.

In the Karzas deal, WIND picks up the Aragon and Trianon for a full hour starting at 11 p.m. nitely, with an added 60 minutes for a supper plug every Sunday. With Karzas playing the top orchestra names of the country, and the Aragon-Trianon time having a six-year record of tremendous listener pull, it has brought over a flock of new listeners to the Atlass station.

CASH IN

on the
listeners'
swing to

W-I-N-D

For

rates, time and features
available phone or write

W - I - N - D

Advertising Office

201 North Wells Street
CHICAGO, ILL.

Phone State 4176

ILLINOIS STATIONS—Continued

W. W. Smith. *Program director*: S. N. Strotz. *Chief engineer*: H. C. Luttgens. *Artists bureau head*: S. N. Strotz. *Musical director*: Roy Shield. *Publicity director*: William Ray.

Rep: National Broadcasting Co. *News*: Press-Radio. *Seating facilities*: Studio A, 400; studio D, 200; studio E, 200. *Merchandising*: Promotion department will cooperate in preparing advertising plans; will send letters, in any amount, on company stationery with advertiser paying costs, including stationery costs. *Foreign language programs*: Not accepted. *Artists bureau*: Yes; has complete roster of talent. *Base rate*: \$720.

Copy restrictions: Accept beer; no other alcoholic beverages; no patent medicines; adheres to NBC Program Policies; see also WMAQ, Chicago.

WGES, CHICAGO

Operator: Oak Leaves Broadcasting, Inc., 2400 W. Madison St. *Phone*: Seeley 8066. *Power*: 500 watts weekdays, 1,000 Sundays, on 1360 kc (divides time with WSBT). *Affiliation*: None. *Opened*: Oct. 10, 1923.

Station and commercial manager: Gene T. Dyer. *Program and publicity director*: Dick Cross. *Artists bureau head*: Minerva Clemens. *Musical director*: John Van. *Technical advisor*: Edward W. Jacker.

Rep: None. *News*: None. *Seating facilities*: Visitors' gallery seating 50 persons. *Merchandising*: Complete division maintained; specific services not listed. *Foreign language programs*: Accepted; copy must be submitted, with translation, in advance. *Artists bureau*: Set-up nominal only. *Base rate*: \$110.

Copy restrictions: Do not accept alcoholic beverages; all medicinal accounts, products and copy must be approved by Food & Drug Administration.

WGN, CHICAGO

Operator: WGN, Inc., 441 No. Michigan. *Phone*: Superior 0100. *Power*: 50,000 watts on 720 kc. *Affiliation*: Mutual Broadcasting System. *Opened*: June 1, 1924.

Managing director: W. E. Macfarlane. *Station manager, program director*: Quin A. Ryan. *Commercial manager*: E. W. Wood, Jr. *Chief engineer*: C. J. Meyers. *Musical directors*: Harold Stokes; Henry Weber. *Publicity director*: F. P. Schreiber.

Rep: Maintains own offices in New York; Edward S. Townsend (Coast). *News*: Press Radio. *Seating facilities*: Studio A, 600 persons; six other studios vary in capacity from 20 to 150 persons. *Merchandising*: None. *Foreign language programs*: None accepted; also no announcements. *Artists bureau*: None. *Base rate*: \$750.

Copy restrictions: No laxatives, depilatories, mortuaries, cemeteries, or real estate developments; no advertising matter which does not comply with Pure Food & Drug Act; comparative prices not allowed in commercials; no wine or hard liquor; beer accepted; station reserves right to cut copy, change, or eliminate any objectionable matter.

WIND, GARY (IND.)

Operator: Johnson-Kennedy Radio Corp., 504 Broadway. *Phone*: 9191. *Power*: 5,000 and 1,000 watts on 560 kc. *Affiliation*: None. *Opened*: Aug. 15, 1927. (Note: WIND and WJJD, Chicago, are under the same ownership.)

President, commercial manager: Ralph L. Atlass. *Station manager*: E. S. Mitten-dorf. *Program director*: Ned L. Reglein. *Chief engineer*: Kenneth C. Shirk. *Artists bureau head*: Boyd Gaugh. *Musical director*: C. Phillip Hughes. *Publicity director*: Al Hollender.

Rep: None. *News*: INS. *Seating facilities*: None. *Merchandising*: None. *Foreign language programs*: Carrying Swedish, German, Italian, Lithuanian, Hungarian, Roumanian; will accept no more foreign advertising; commercials limited to 35% of program time. *Artists bureau*: Nominally maintained. *Stock*: 899 shares outstanding, owned by Public Service Broadcasting Corp. *Base rate*: \$175.

Copy restrictions: Beer, wines, alcoholic beverages accepted; strict scrutiny of patent medicines; advertising cannot exceed 30% of time purchased, but average on current programs is reported much lower.

WJJD, CHICAGO

Operator: WJJD, Inc., 201 N. Wells St. *Phone*: State 5466. *Power*: 20,000 watts on 1130 kc. (operates to sunset in Salt Lake City). *Affiliation*: None. *Opened*: 1923.

President: Ralph L. Atlass. *Sales manager*: Herbert P. Sherman. *Program director*: J. L. Allabough. *Chief engineer*: W. J. Gunther. *Musical director*: Ben Kan-ter. *Publicity director*: Al Hollender.

Rep: Paul H. Raymer Co. *News*: INS. *Seating facilities*: Studio, 250 persons. *Merchandising*: None. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Stock*: Privately held by Public Service Broadcasting Co.; there are 15,900 shares. *Base rate*: \$220.

Copy restrictions: Beer, wine, alcoholic beverages okay; patent medicine copy strictly watched; commercial copy may take a maximum of 30% of air time, but the average is reported as lower in actuality.

WJJD

PROOF of LISTENER

Coverage!

178,092
LETTERS
from **40 STATES** and
CANADA in **3 WEEKS!***

These sensational results, in response to a free sample offer, again prove that WJJD provides the largest audience per dollar spent in the Chicago market.

Let us give you the details of this smashing success for one WJJD advertiser. This and many other outstanding examples will convince you that when buying radio in Chicago —

You can't afford to overlook CHICAGO'S LARGEST INDEPENDENT RADIO STATION.

Cost
PER INQUIRY
TO
THIS ADVERTISER
UNDER 4/5 OF
ONE CENT!

20,000 Watts **WJJD** 201 N. Wells Street
1130 Kilocycles Chicago, Illinois

NATIONAL REPRESENTATIVES: THE PAUL H. RAYMER CO.

ILLINOIS STATIONS—Continued

WLS, CHICAGO

Operator: Agricultural Broadcasting Co., 1230 West Washington Blvd. *Phone:* Haymarket 7500. *Power:* 50,000 watts on 870 kc. (divides time with WENR). *Affiliation:* NBC Basic Blue Network. *Opened:* April 12, 1924. (Note: Owned by the Prairie Farmer, a weekly).

President: Burrige D. Butler. *Station manager:* Glenn Snyder. *Sales manager:* William R. Cline. *Program director:* Harold A. Stafford. *Chief engineer:* Thomas L. Rowe. *Artists bureau head:* Earl Kurtze. *Promotion director:* George C. Biggar.

Rep: International Radio Sales. *News:* UP; Transradio. *Seating facilities:* Studio seating 50 persons, no admission; use local theatre, seating 1,200, every Saturday night, admission 75c. *Merchandising:* Co-operate in furnishing publicity, making dealer contacts, etc.; services rendered gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; handles bookings of all WLS acts. *Base rate:* \$750 (evening); \$450 (daytime).

Copy restrictions: Advertising of alcoholic beverages not accepted; all copy subject to station and government regulations.

WMAQ, CHICAGO

Operator: National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. *Phone:* Superior 8300. *Power:* 50,000 watts on 670 kc. *Affiliation:* NBC Basic Red. *Opened:* March, 1922.

Vice-president in charge of Central Division: Niles Trammell. *Sales manager:* W. W. Smith. *Program director:* S. N. Strotz. *Chief engineer:* H. C. Luttgens. *Artists bureau head:* S. N. Strotz. *Musical director:* Roy Shield. *Publicity director:* William Ray.

Rep: National Broadcasting Co. *News:* Press-Radio; UP. *Seating facilities:* Studio A, 400; studio D, 200; studio E, 200. *Merchandising:* Advisory service; will send out letters to any size list on WMAQ stationery, but the advertiser must bear all expense, including cost of stationery. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists a complete roster of talent. *Base rate:* \$720.

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 the program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; beer is accepted; no other alcoholic beverages; adheres to NBC Program Policies.

WMBI, CHICAGO

Operator: Moody Bible Institute, 153 Institute Place. *Power:* 5,000 watts on 1080 kc (shares time with WCB D). *Opened:* 1926.

This station is non-commercial; church-owned.

WSBC, CHICAGO

Operator: WSBC, Inc., 2400 W. Madison St. *Phone:* Seeley 8066. *Power:* 250 and 100 watts on 1210 kc (divides time with WEDC and WCRW). *Affiliation:* None. *Opened:* 1924. (Note: WSBC, WGES and WCB D, all Chicago, are operated by Gene T. Dyer).

Supervisor: Gene T. Dyer. *Station and commercial manager:* Frank A. Stanford. *Program director:* Sally Shulman. *Musical director:* Dean Remick. *Publicity director:* Richard Harding. *Technical advisor:* Edward W. Jacker.

Rep: None. *News:* None. *Seating facilities:* About 50 persons. *Merchandising:* Complete division maintained; specific services not listed. *Foreign language programs:* Accepted; copy and translation must be submitted in advance. *Artists bureau:* Setup nominal only. *Stock:* Principally held by Gene T. Dyer and Evelyn Dyer. *Base rate:* \$100.

Copy restrictions: Accept alcoholic beverages; medical accounts must have approval of Food and Drug Administration as to product and copy.

WHFC, CICERO

Operator: WHFC, Inc. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None.

Rep: None. *Base rate:* \$80.

No other information available after repeated requests.

WDAN, DANVILLE

Operator: Northwestern Publishing Co. *Power:* 250 watts on 1500 kc (daytime).

At press time this station had a construction permit only.

WJBL, DECATUR

Operator: Commodore Broadcasting, Inc., 357 N. Main St. *Phone:* 5371. *Power:* 100 watts on 1200 kc. (shares time with WJBC). *Affiliation:* None. *Opened:* 1925. (Note:



**672,562 PEOPLE
447,747 DOLLARS**

ON March 19th, WLS starts its 7th consecutive year of broadcasting of the WLS National Barn Dance before a paid audience (adults, 75c), at the Eighth Street Theatre in Chicago.

In the 6 years just completed, 672,562 WLS listeners have paid \$447,747.72 to see this broadcast performance. In the last year, visitors have come from every part of North America and several foreign countries—farmers, storekeepers, attorneys, baseball players, business executives—children and grown-ups.

The WLS National Barn Dance has been a WLS feature for 14 years. Every Saturday night, two shows—7 till midnight—with a waiting list of sponsors. Yet, after all these years, we still have to tell many listeners "SOLD OUT."

WLS

GETS RESULTS!

The Prairie Farmer Station, Chicago



4364 BOOKINGS 1,501,137 DOLLARS

IN the past six years, WLS entertainers have made 4364 personal appearances for a box office gross of 1,501,137 dollars. They have a record for breaking previous highs in almost every theatre where they have played.

All this is in addition to the six years they have played to a paid audience at the Eighth Street Theatre. The demand for these personal appearances is definite proof of the popularity of the WLS talent. Whenever a WLS personal appearance is scheduled, you may be sure of an "OVERFLOWING CROWD." The same is true of the audience for your sponsored broadcast, when you use WLS talent that has become personally known to thousands of listeners in this area.

WLS

GETS RESULTS!

New York

National Representatives
Chicago

BURRIDGE D. RUTLER, *President*
Detroit

GLENN SNYDER, *Manager*
Los Angeles
San Francisco

ILLINOIS STATIONS—Continued

This station is affiliated with the Decatur Herald and Review).

President, station manager, commercial manager: Charles R. Cook. *Program director:* Nate Egnor. *Chief engineer:* Glenn C. Becker.

Rep: J. J. Devine & Associates, Inc. *News:* INS. *Seating facilities:* No information given. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* Held by Charles R. Cook, Decatur Newspapers, Inc. *Base rate:* \$75.

Copy restrictions: Beer accepted; no further restrictions listed.

WTMV, EAST ST. LOUIS

See St. Louis, Missouri.

WGIL, GALESBURG

Operator: Galesburg Broadcasting Co. *Power:* 250 watts on 1500 kc. (daytime).

At press time this station had a construction permit only.

WEBQ, HARRISBURG

Operator: Harrisburg Broadcasting Co., 100 E. Poplar St. *Phone:* 28. *Power:* 250 and 100 watts on 1210 kc (divides time with KFVS). *Affiliation:* None. *Opened:* September, 1923.

Station manager: Inglis M. Taylor. *Program director:* Virginia Crane. *Chief engineer:* Joseph R. Tate. *Artists bureau head:* Eddie Wise.

Rep: None. *News:* None. *Seating facilities:* About 50 persons. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* Yes; lists about 20 announcers, orchestras, string bands, individual artists, and groups. *Stock:* Held by First Trust Association (First Trust & Savings Bank). *Base rate:* \$40.

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

WCLS, JOLIET

Operator: WCLS, Inc., Joliet National Bank Bldg. *Phone:* 5656. *Power:* 100 watts on 1310 kc. (unlimited daytime; specified hours nighttime). *Affiliation:* None. *Opened:* May 1, 1931.

Owner: R. W. Hoffman. *Station manager:* M. E. Clifford. *Commercial manager:* Ray Fay. *Program director:* Will Morrall. *Chief engineer:* E. Hayes. *Artists bureau head:* Mike Faletti. *Musical director:* John Steadman. *Publicity director:* Winifred O'Connor.

Rep: None. *News:* Transradio. *Seating facilities:* For about 75 persons. *Merchan-*



Top Salesman in the Tri-Cities

"They say Radio is an infant industry" . . . Write for your copy of "The Liveliest Radio Youngster in the Middle West."

* ONE metropolitan city of 150,000 people, larger than any Illinois city outside Chicago and located 180 miles from either Chicago or Des Moines. You cannot afford to neglect such a market—where WHBF is first in listeners, first in dealer influence and first in actual results! Ask for the records.

WHBF

ROCK ISLAND - DAVENPORT - MOLINE
One metropolitan center of 150,000 population

GENE FURGASON & CO., National Representatives

700